CHAPTER I

INTRODUCTION

1. Background of the Study

In this globalization era, technology rapidly pace and one of them is Internet. Since internet was found, many people activities became easier because everything can be faster than usual, for example, in sending email, before internet was found, sending a email can be couple of days but with internet, sending email can be only in a moment which is called electronic mail (e-mail). Usually, People used internet to get information, but over the times, internet has many functions, not only as a media to find the information, but also can be used as a media to communicate with others, one of them is social media.

Social media is the platform that enable the interactive Web by engaging users to participate in, comment on and create content as means of communicating with other users and the public (Heidi Cohen). In other word, Andreas Kaplan and Michael Haenlein (2010) define social media as a group of internet-based applications that build on the ideological and technological basis of Web 2.0, and that allow the creation and exchange of user-generated content (p.61). Social Media are used everywhere, everyone can connect Sosial Media through Computer or laptop, even smartphone. There are many social media that exist today, such as Twitter.

Twitter is a social networking website, which allows users to publish short messages that are visible to other users (bussinessdictionary.com) Twitter is one of the most social media used in the world, it has 330 million active users. In the beginning twitter only uses english language in their page, after that twitter

published various language version including Bahasa Indonesia to make it easy using the twitter.

Translating terms in Twitter, user can be contributed by using application which can be accessed in https://www.twitter.com/?sk=translations. To translate words, phrases, and sentences every users has their own procedures. This phenomenon makes the writter is interested in analyzing the translation of Twitter because Twitter page contains of many terms which is written in form of words, phrases, and sentences.

Generally, Translation is known as a process of transfering the meaning from source language to the target language, (Munday, 2008,p.1) said that, translation is the phenomenon that has a huge effect on everyday life, cause every language has unique. The theory that the writter uses in analyzing the data is the theory of translation procedures which proposed by Newmark. As an example, *email* which is translated into *email* is the case of borrowing procedures because the source language is borrowed directly. In this thesis, the writer tries to analyzed procedures of translation words, phrases, and sentences on twitter page.

1.2 Identification of the Problem

This research is aimed to answer the following research question

What are the translation procedures applied in translating words, phrases, and sentences on twitter page?

1.3 Objectives of the study

Concerning on the topic of study, this writing is aimed at identifying the procedures of translation based on Newmark's theory (1988) book's, the difference between translation methods and translation procedures is translation

method is related to all whole texts but in other side, translation procedures are used for sentences and the smaller units of language (p.81). generally, this writing describes the procedure of translation, applied by the twitter's translator.

1.4 Scope of the study

There are many scopes of translation research, but on this research the writer only focused on the finding structural form of twitter terms and the translation procedures applied by the translator on translating words, phrases and sentences on Twitter's page based on Newmark's theory (1988) . In this research, the writer will capture the Twitter page with writer's own Twitter account. There are three pages will be taken on this research. They are welcome page, home page, and profile page which are the mostly seen page on twitter site.

1.5 Methods of the study

In analyzing the data there are three steps that are followed. They are collecting data, analyzing data, and presenting the result of analysis (Sudaryanto, 1993:5).

1.5.1 Collecting the Data

The source of data is taken from Twitter website on *https://www.twitter.com* by using the writer's Twitter account. Data will be taken in form of words, phrases and sentences. Moreover, the translation data conducted by changing the language on twitter settings. The data collected from three pages in Twitter website.

The writer choose twitter website because twitter is one of the most social media used. To make indonesian version website understandable, it must be translated correctly. If the twitter's translator can translate correctly the twitter

page, it will help user to understand the meaning of twitter terms. The words, phrases, and sentences containing twitter terms will be selected from the english version and compared to indonesia version.

The amount of data is the whole words, phrases and sentences. The sample is representative part of an amount for the purpose of determining characteristics of the whole population. The sample is taken based on selecting specific element or subjects terms.In collecting the data, the writer using non participant observational method (Sudaryanto,1993:135), that means the writer doesn't involved directly in taking the data. There are several steps in collecting data, first, the english and indonesia version of words, phrases and sentences in twitter page are read and re-read several times to compared. Second, the words, phrases and sentences contain the marked twitter terms are paired with indonesia translation and then apply the note taking technique. Note taking technique is the technique in making a note of the data and then followed by the process of classifying the data (Sudaryanto,1993:135)

1.5.2 Analyzing the data

To analyze the data, the writer uses translational identity method which proposed by sudaryanto (1993:13). Translational identity method is a method used in analyzing the translation of one language into another. In analyzing the data, First, the words, phrases and sentences that contain to twitter terms in the source language text are compared with their indonesian translation in the target language text. The next is identifying the twitter terms and listing the translation procedures as the data findings by using Newmark's theory.The last is to show what are the form twitter terms and the translation procedures applied find in the target text.

1.5.3 Presenting the result of Analysis

There are two ways in presenting the result of analysis, they are formal and informal method (Sudaryanto,1993:145). Formal method is a method in presenting the result analysis in the form of signs and symbols. While, informal method is a method in presenting the results of analysis in the form of words or verbal language. To present the result analysis both formal and informal method will be used. The result of analysis is described words by words in order to make it clear, specific, and easy to bee understood.