

CHAPTER I

INTRODUCTION

1.1 Background

According to us, English is a language that uses a lot of vocabulary to make it easier for us to communicate and express opinions to certain people, English is a very important language today along with the many developments in science and technology. “Crystal (2003:1) states that English is a global language. The global era is developing in the world, many countries use English as a communication tool and make it easier for people who come from various countries to interact and communicate” (Pasaribu, Herman, and Hutahaeon 2020). There are several other benefits of using English, (1) You are good at speaking English, you will automatically get acquainted and build friendships from various countries, (2) You are proficient in English, your self-confidence will certainly increase, (3) One of the benefits of English in everyday life is that you can make extra money through English. Examples such as opening a course, private teachers, translation services, tourist guides, and many more, (4) In addition to the benefits above, you can also apply and work for small, medium, and large foreign companies. Usually, someone who has expertise in English will occupy a pretty good and lucrative position. (5) If we do not master English, our knowledge will certainly be limited because English is a universal language, and (6) apart from education, many jobs require good English skills. One of them is a translator, especially for foreign companies or expatriates who are currently in a certain country.

In Indonesia, English is the first foreign language taught from junior high school to university. This is a good step in the development of Indonesian education in the face of globalization, and English is a very frequently used language for communicating and communicating information, emotions and thoughts. There are several other examples of the role of English in Indonesia. (1) Language is an investment because the more you teach others, the more knowledge you have. Therefore, the investment in question is an investment in knowledge. Good investments in the form of money or stocks are usually popular in the form of knowledge. The benefits of investing in learning such as learning support when deciding to pursue learning, (2) language as a job opportunity. Vacancy usually provides qualified employees who can speak a foreign language, so the employment opportunities for potential foreign language employees will be wider, especially in the era of globalization abroad. (3) Language opens the door to a wider window of thought. If you speak a foreign language, you can learn about foreign languages, customs and cultures for free.

“There are two types of language delivery, namely spoken and written. Spoken language can be used in orientation, dialogue, presentation, and written language can be used in letters, novels, news reports, textbooks, and many other things (Basari, 2013)” (Pasaribu, Herman, and Hutahaeon 2020). In this day and age, there are so many accesses available for us to learn and get information orally and in writing. Moreover, we can see this information on social media because with the passage of time and an increasingly advanced era we can get a lot of information in various forms such as posters, advertisements, videos, sound clips, and photos. In general, posters, advertisements, videos, sound clips, and photos which are now widely distributed mostly use English to disseminate information. As a learner who needs a lot of texts and materials to get information, translation plays an important role in transferring information

between languages. “Translation is the replacement of textual material in one language (source language) with equivalent textual material in another language (target language).”

According to Siregar (2015), “translation is very important in developing the national language by increasing its capacity as a medium of communication. The translation is very useful, especially for people who cannot speak and understand foreign languages” (Pasaribu, Herman, and Hutahaeon 2020). The translation is very important and very useful, especially for people who cannot communicate and understand foreign languages. Translation can also support the learning process, especially for students who are still sitting in the elementary, junior high, and high school levels. Translation is an interesting subject not only for professional and amateur translators, but also for students. If students are good at translating, they will acquire knowledge, improve their skills and become open-minded. Then they can creatively come up with new insights and new ideas.

To determine the translation method, translation experts provide several translation methods as described by Peter Newmark (1988: 45-47), namely word for word translation, literal translation, faithful translation, free translation, semantic translation, idiomatic translation, adaptation translation, translation. Based on the description above, in the translation process, students also, of course, experience difficulties in translating some sentences and vocabulary. And to understand the text, students must be able to interpret and interpret each sentence and part of any text in English.(Pasaribu, Herman, and Hutahaeon 2020)

“Suryawinata in Ahmad (2016) said that a translator should not only seek for the equivalency but also should consider the message, the concept, and the meaning that the source language offers. That is, a translator should have enough knowledge on the target language together with the culture that the language has” (Rusni 2018). A translator can use a dictionary or other related references to support the translation process. For example, translation is important due to the development of communication and information technology. People easily carry out the translation process by using translation applications on their gadgets. Indeed, it offers instant translation without consulting a dictionary. However, the quality of translation is mostly not linear with it. The translator must pay attention to detail before translating the message and ensure that the translation results can be accepted and accepted by the target language readers. The translation is a challenging thing to do in any process of transferring meaning from the source language (SL) into the target language (TL). It is concluded that the translation process that is not serious will cause misunderstandings between the messages contained in the source language (SL) to the target language (TL). At this time English was very widely used for all fields and of course we need to be able to translate the language, we can see the use of English from advertisements that are widely spread, especially during the covid-19 period which required a lot of guidance that we can see from advertisements scattered in various media, and from these English advertisements we needed media and methods in the translation process that are good and correct. So, the relationship is with the existence of English-based advertising, we are encouraged to learn and understand English through advertising.

“Advertising is one of the tools or methods used by advertisers to market or promote a product or service. In the ad, the text contains the names of products, ideas, and services that can benefit the user. Advertising has a purpose. One of them is informing, reminding, and persuading customers to take action on the advertised product/idea (Kotler and Armstrong, 2009: 236)” (TANJUNG 2021). Advertisements include words, images, sounds, signs, and object-shaped signs. Advertisers have a way to market their products and services. From both internet media, banners, magazines, newspapers and television. But of

all media, internet / social media is the most popular, effective and widely used. As we know in this modern age, everything is accessible via the internet, and the strength with which information is shared and received is that many people use the internet and social media. There are many benefits to promoting or selling a product or service on the Internet. The internet and social media are very effective in promoting and selling any service or product.

In addition to product advertising, there are also public services in the form of advertisements that are common on the Internet media. One of the public service announcements on the internet is the Covid19 virus warning ad. This ad contains steps to prevent a healthy lifestyle and the spread of coronavirus / Covid19. As the virus spreads all over the world, the Indonesian government is taking various measures to prevent the virus from spreading to Indonesia. One of them is a public upload of announcements, including prevention of the spread of coronavirus / Covid 19 via the Internet and social media services. The entire population needs to be aware of the dangers of coronavirus / Covid19 through the issuance of various advertisements by the Minister of Health.

In this study, researchers will use advertising text as the text to be translated by students, because with the passage of time and advance in information delivery technology, there are many advertisements distributed through social media, smartphones, television and leaflet that distributes directly. Here, researchers are using advertising copies to prevent "Covid 19", which is currently a problem in almost every part of the world. Therefore, many students are currently translating texts using Google Translate, and the translations are not very accurate, so in the course of this research, students will understand how to translate and get reasonable results. Find out if you want to translate the literary text you produce.

Based on the above, researchers decided to conduct a study titled "Student's Method for Translating English Text of" Covid 19 "Advertisement into Indonesian" and analyze the translation method that students use when translating the text. In this study, the researchers conducted research on junior high school students in class VIII because they will be in the stage of learning English related to the translation process and also to deepen students' understanding which was still very low in the translation learning process. . With this, the researcher analyzes the translation method used by students to find out the depth of their understanding of the translation method which is still in the process of being studied will be studied for two semesters. Besides, researchers also hope to enrich students' knowledge about translation methods and produce adequate translation results.

1.2. Research questions

Based on the foregoing, the authors develop the following research questions as follows:

- a. What are the translation methods used by "Students' Method In Translating English Text Of "Covid-19" Advertisement Into Indonesian Language"?
- b. How is the data collection process carried out to find out "Students' Method In Translating English Text Of "Covid-19" Advertisement Into Indonesian Language" ?
- c. Why do students use the media they use to translate the advertisement?

1.3 Research objectives

Based on the above research questions, the researchers determined the following research objectives for students' methods of translating English texts to Indonesian texts at the junior high school level in grade VIII:

- a. Examine the method used by students to translate the English text of the "Covid-19" advertisement into Indonesian text.
- b. Add value to students' knowledge of the topic of translation.
- c. To analyze what media the students used in translating the advertisement.

1.4 Significance of the research

The significance of this research is expected to provide both theoretical and practical implications.

1. Theoretically

This study can increase our knowledge and understanding of applied linguistics, especially translation methods. Translation has several benefits, including:

(1) Translation is indeed an act of communication across languages and cultures, as it is a naturally occurring activity that takes place in the real world, (2) We must remember that, on the one hand, translation includes both listening and speaking due to the interaction of teachers and students discussing issues related to the translation task. (Leonardi, 2010, p.24) and translation tasks, in addition, can also include vision translation and translation exercises, (3) Translation tasks do certainly resemble real world practice, especially in today's globalized world, in which translating into both native and foreign languages is common in translators' professional life, even if it is not the ideal situation (Carreres, 2006, p. 6), (4) Translation practice can raise students' awareness on the fact that, as a rule, there is not a perfect one-to-one correspondence between the languages involved. They can understand the problematic nature of translation and focus on linguistics, extralinguistic and cultural gaps between the two languages (Fernández Guerra, 2012, p. 42), and (5) translation can be used as a means to improve students' analytical skills and problem-solving strategies, and as a means to interact and practice language when commenting or discussing the problems encountered in translations (Leonardi, 2010, p. 29)(Ana B. Fernández-Guerra 2015)

2. Practical

- a) For lecturers, they can get some additional material on translation methods that can improve their understanding and knowledge.
- b) For students, it is expected to be able to add learning methods about translation methods.
- c) With this research, it is hoped that readers can also get a better understanding than before reading this research journal so that they can produce better methods in the future.

1.5 Scope of Research

Researchers focused on students' translation methods in this study.

The English text of the "Covid-19" advertisement becomes Indonesian text for class VIII Junior High School students who are still in the process. So, we expect students to be able to understand what they are translating.