

CHAPTER I

INTRODUCTION

This chapter presents the introduction of the research. It provides the background of the study, research question, objective of the study, scope and limitation, significance of the study and definition of key term.

A. 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 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 fuctions, 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 creat content as means of communicating with other users and the public. 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 social media through computer or laptop, even smartphone. There are many social media that exist today, such as Instagram.

The globalization era aslo affects every aspect in people's life. It affects not only in economic aspect, but also in communication aspect. As a result, communication has become one of the essential elements in

globalization and language plays a vital role in communication. In order to communicate with others effectively, people nowadays have to master particular language. Different country has different languages. However, this rich variation of language creates language barriers among countries which do not speak the same language. Therefore, most countries take English as a global language to bridge people to communicate with others. Unfortunately, there are still countries or communities which cannot use understand English well, thus, to overcome the language and cultural barriers, translation has become an important activity to fill the barriers towards language differences.

As the user who uses Instagram are growing faster and became more global around the world, it can be assumed that Instagram update the application to satisfy the user. In June 2016, Dailymail recorded that Instagram announced the new update of application. Since the user not only came from United States, Instagram added new fitur where user can translate the text which is written in bio, caption, and comment into their language. Translating terms in Instagram, user can be contributed by using application which can be accessed in handphone. To translate word, phrases, and sentences every users has their own preferences.

Translation tool which is provided by Instagram sometimes can help user to understand the difference of language, but sometimes translation tool result the messy language which is unreadability.

There are some journals and article which is discuss about machine translation. Federico (2014) analyze the translation error made by google translate. The language which is used is Chinese, Arabic, and Russian. He found that there are google translate sometimes made error in translating.

Referring the trend of Instagram nowadays, the machine translation which is provided by Instagram, the using of formal and on formal

language. This phenomenon makes the writer is interested in analyzing the translation procedures the caption of Instagram.

B. Identification of Problem

Translation typically has been used to transfer written or spoken SL texts to equivalent written or spoken TL texts. In general, the purpose of translation is to reproduce various kinds of texts in another language and thus making them available to wider readers.

At this time many people have used social media to find certain information. In social media, it also has a feature to translate posts, such as captions on Instagram. However, not infrequently, some sentences or captions written on Instagram (SL) are not completely appropriate when translated into the language used by the Instagram user (TL). Therefore, in this study, the writer wants to know what the translation procedure is used in translating captions in Instagram based on the Newmark's theory.

C. Research Problem

In order to make a systematic approach to solving the problem, the statement of the problem is further developed into the following question :
“What are translation procedurs applied in Instagram caption feature in *@travelgram_korea* account?”

D. Objectives of 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. Generally, this writing describe the procedures of translation, applied by the Instagram translation feature. So that the results of this analysis will tell and understand what the translation procedure is applied in the caption on Instagram

E. Scope and Limitation of The Study

There are many scopes of translation research, but on this research the writer only focused on the finding the translation procedures applied by the translation feature on translating word, phrases and sentences on Instagram caption based on Newmark's theory (1988). In this research, the writer will capture the Instagram caption with writer's own Instagram account.

The writer also limits the research only analyzing the caption in one account Instagram but in different news. The problem is limited on the caption that created by *@travelgram_korea*. The caption will be captured from 29 march 2021 until 13 April 2021. Therefore, other accounts on instagram are beyond the scope of this study.

F. Significance of Study

The aims of this research are supposed to give both theoretical and practical contributions in sociolinguistics, especially in studying translation procedures on social media. The findings of the research are focused to be evidence which enrich the translation procedures in Instagram. This research will be given good understanding about social media represented of translation.

Both of the students and lecturer of English Department Institute of Islamic Kediri are expected to be able to understand either theoretically or practically about translation procedures. Through the analysis on social media as the main object of this study will give more specific understanding in translation procedures.

For unforgettable moment, the researcher already hoped for whoever the readers will be getting new information about translation procedures and social media.

G. Definition of Key Terms

In this part, the researcher states the meaning of some terms to avoid misunderstanding in some terms below and to help the readers to understand more about the problem and discussion.

According to Bell (1991), **translation** is the process or result of converting information from one language into another. The aim is to reproduce as accurately as possible all grammatical and lexical features of the Source Language original by finding equivalents in the Target Language. At the same time, all factual information in the original text must be retained in the translation.

Translation procedures are the technical devices used to transfer the meaning of a text in one language into a text in another language. Translation procedures are used when the translators formulate equivalence in transferring the message from the Source Language to the Target Language.

Social media is cooperative of online communications committed to interaction, content-sharing and collaboration.

Instagram is the application of social media which made for sharing photos and videos with the captions. Instagram is a social media networking website, which allows to publish photos or video which includes short message, called captions, that are visible to other users. Instagram is one of the most social media used in the world, it has more than one million active users.

Caption is “words that are printed underneath a picture, CARTOON, etc.that explain or describe it”