

CHAPTER I

INTRODUCTION

1.1 The Background of the Study

News is an important part of social life. People can know the situation around them by watching, reading, or hearing the news. News is information that was not known before or current events broadcast over the radio, television, online, or in printed media. According to Newsom and Wollert (1990: 11), the news, simply defined, is what people want and need to know. By reporting news, the mass media provide people the information they need to function in a democratic society.

Nowadays, the media of news or information is developing in so many ways. There are televisions, radios, newspapers or magazines. News is available also in printed or online mass media. Not only the media, but also the language of news is growing. The purpose is to make people that have different language easier to get the news. Therefore, in this era the bilingual news is needed by the people.

Making the bilingual news is not an easy thing to do. The author has to translate or interpret the news which they write in their own language to another language. They have translation ideology which is manifested in translation methods in the macro level and translation techniques in the micro level.

In news, there are some specific words that are used to discuss or give an information to the reader. The words can be political, economical, cultural, educational, and etcetera. All of them are used by the news maker to deliver the reports or information to the reader clearly. In a bilingual news, the reader will find some cultural words that are used. The different of culture between one place to another can give a mistake for news translator to translate the words. The translator of news has to know how to translate some words especially the cultural words that can be found in making of news.

There are many translation techniques that are used in the news. For example, the translation techniques used in online news sites. News in online news sites BBC News uses many different translation techniques to translate some cultural words. According to Molina and Albir (2002), there are a lot of translation techniques. To make the information is more acceptable and readable, the translator has to know about the theories of translation techniques well. By discussing of the translation techniques, it will help the translator of news to use the techniques often in translating.

The translator of news has to know and understand about the methods and ideology in translation also. For some cases, the cultural words have a relationship to the methods and ideology that are used by the translator. The culture includes knowledge, belief, art, morals, law, customs, and habits. Sometimes, the translator will be confused and get a difficulty to translate the words. Therefore, the translator have to work hard to find correlation meaning from one culture word of SL (Source Language) to TL (Target Language). The

cultural words have correlation with ideology. It guides to the ideologies of translation: Domestication and Foreignization.

1.2 The Reason of Choosing the Topic

BBC News is one of bilingual online news sites which is popular in Indonesia. For some reports or information, the news sites produces it from English and translated into Indonesian. In a brief, the online news sites has source language is English and the target language is Indonesian.

There are some problems in translating English news that contains some cultural words into Indonesian. One of them is the techniques of translation. To avoid misinterpreting or misunderstanding news, the author has to know the translation techniques that are used well. Furthermore, the translator or author does not only know about the technique, but he or she must comprehend about the methods and ideology of translation also. Therefore, to know and analyze the cultural words, translation techniques, methods, and ideology used in a bilingual news sites is considered challenging and interesting to discuss.

1.3 The Statement of the Problem

Related to the topic, the researcher has four problems which have to be solved. They are as the following:

1. What are the cultural words in BBC News?
2. What are the translation techniques used in the translation of cultural words in BBC News?

3. What is the translation method used in the translation of cultural words in BBC News?
4. What is the ideology of translation used in the translation of cultural words in BBC News?

1.4 The Objective of the Study

Based on the statement of problem stated above, the researcher tries to find out the answer of the problem. The objectives of study are:

1. To describe the cultural words which are found in BBC News.
2. To find out the kinds of translation techniques which are used in the translation of cultural words in BBC News.
3. To figure out the method of translation used in the translation of cultural words in BBC News.
4. To find out the ideology of translation used in the translation of cultural words in BBC News.

1.5 The Scope of the Study

Limiting the scope of the study is needed and important to make the discussion run well. Translation is the transfer of meanings. Translation might be analyzed through many scopes. Here, the discussion focuses on discussing and analyzing about the cultural words and translation techniques according to Molina and Albir (2002) used in its translation in BBC News. In addition, the methods and ideology of cultural words translation in this online news sites will be explained also.

1.6 The Significance of the Study

Hopefully, this research could give advantages, information, and contribution for not only the researcher but also the readers. Reading this work, the readers are expected to get better knowledge related to the topic, knowing the translation techniques used in a bilingual news sites. They can understand and recognize the methods and ideology of cultural words' translation also. Besides, this research is hoped to motivate other researchers to conduct further research in translation of news.