

## CHAPTER I

### INTRODUCTION

This chapter provided background of the study, research questions, objectives of study, significance of study, and definition of key terms.

#### **A. Background of Research**

Basically, one of the roles or functions of language is as a means of communication and interaction. Language translation is one of the important activities to support human communication. This is because the language used by humans varies in each region and country so not everyone will understand what we say. Therefore, there is a need for translation to help us communicate with people whose language is different from ours. The variations of the language mentioned in the Holy Quran Ar-Rum verse 22 are:

لِّلْعَلَمِينَ لَّآيَاتٍ ذَٰلِكَ فِيَّ إِنََّّ وَالْوَانِ كُمْ أَلَسْتُمْ تَعْلَمُونَ وَالاخْتِلَافُ وَالْاَرْضِ السَّمَوَاتِ خَلَقَ اِيَّتِهِ وَمِنْ

The verse above indicates that the God created many languages. English is one of the many languages that have been created. Worldwide use of the English is common. It is used in developing science, business, technology, and education. Because English is the most widely spoken language in the world, almost all countries teach English in every school in their country, included in Indonesia.

The four primary abilities that we must master in order to acquire English are speaking, reading, listening, and writing. There is one sub-skill called Translation skill in addition to these four. Given the rise in the usage of foreign languages and their many benefits in our daily lives, it is impossible to separate the importance of translation abilities from our lives. The ability to translate well could help us with a variety of tasks, such as creating translations that can bridge the communication and meaning gaps between the audiences in the target language and all types of content, poems, and novels, comics which are written in foreign languages. (Fahruri, 2022, p. 10)

Learning English is sometimes can be difficult and boring, because you have to use the same materials over and over again. Feelings of boredom can hinder the development of your English skills. If you feel like this, don't despair or even stop completely.

Learning English be easier and more fun if it is equipped with a fun method of reading. There are so many people who say they learn English from reading comics, playing games, movies, and watching TV shows. Because with this kind of methods, studying English will be very fun and makes people feel they are not under pressure. Without them knowing it, they learned English by remembering the context of the story, connecting pictures and sentences, also listening to or reading a lot of new vocabulary.

There is an interesting and quite efficient solution, namely reading English comics. By doing literacy to an English comic, you can hone your English skills. According to the Marriam-Webster dictionary, literacy is an ability or

quality of literacy in a person where there is the ability to read, write, recognize and also understand ideas visually. Quoting from this statement, reading comics can be an activity that increases literacy, because it does not only contain literacy in the form of writing/verbal, but also visual/non-verbal ideas.

Literary work has indeed become a type of entertainment that is fun, especially, for comic lover and those who like to read it. However, for some people that come from different languages and need to understand information lies in literary work such as comics that use a foreign language, then the possibility that could happen is they are difficult to get the point of the text or message that they tend read because they have different languages. Therefore, a translated version of a book, especially literary types i.e., comic, is needed for those who are interested in this type.

The webtoon "Who's Mr. President" is set at Krisopras High School, a prestigious elite school filled with children from high society. It is an honor and pressure to be a student there. This comic tells the story of a smart student who gets the highest score in her class who comes from the common people and is the only scholarship recipient there who is suddenly appointed as a vice president of the student council during her orientation period.

Lifting the drama genre, this webtoon will succeed in making you curious about the concept of a story mixed with mystery like a detective, but you can still read it as a casual reader because the story itself isn't heavy.

There are so many types of interesting comics around the world. Comics in each country use the language of their own country. Even so, it is not

uncommon for them to translate it into English, and Indonesia is no exception. Many Indonesian comic artists also translate their comics into English. This is done so that people from other countries can read their work.

Therefore, in this study, the researcher will discuss the translation strategy the translator employed when translating the webtoon "Who's Mr. President", one of comics online in Indonesian, into English. And the researcher is curious in the translator's primary strategy for translating the comic.

## **B. Definition of Key Term**

### **1. Analysis**

The term analysis is often used in research and learning. Analysis is one of the things that needs to be done when finding a problem. This activity is carried out in order to obtain solutions and conclusions from the problems that occur. The notion of analysis is explained as the process of dissecting a complicated subject or body of research material into more manageable pieces in order to better comprehend a specific issue statement.

### **2. Translation**

The activity of translating the meaning of text (equivalent message) from one language (source language) to another (targeted language) in the way intended by the author of the text.

### **3. Translation Method**

Translation methods here refer to the techniques used by the translator to convert the source language (SL) into the target language (TL) and the sorts of translation methods they employ.

#### 4. Webtoon

Webtoon is a digital comic platform from South Korea launched by LINE Corporation together with NAVER Corporation. Webtoon is a combination of two English words, namely ‘web’ from website and ‘toon’ from cartoon. Literally, it means an image that has a storyline (or usually called a comic) while published on the website. Webtoon can be accessed through the website and can also be installed for free which provides various kinds of stories in various languages as well.



Figure 1. Webtoon's Logo  
[Source: www.pngegg.com, 2023]



Figure 2. Webtoon's advertisement  
[Source: www.webtoons, 2023]

#### C. Research Questions

Regarding to the aforementioned study's backdrop, the researcher will investigate and concentrate on:

1. What translation methods are used in translating an Indonesian webtoon "Who's Mr. president" into English?
2. What translation method is mainly used in translating an Indonesian webtoon "Who's Mr. president" into English?

#### D. Research Objectives

As stated in the aforementioned, the goals of this research are to:

1. Identify which translation methods are used in translating the Indonesian webtoon "Who's Mr. president" into English

2. Identify the translation method mainly used in translating the Indonesian webtoon “Who’s Mr. president” into English

#### **E. Research Significances**

The researcher hopes that research can be able to give significances for the reader and the contribute:

##### **1. Theoretically**

- a. The results of this research can be useful and serve as a reference for analyzing translation methods, such as translating webtoon “who’s Mr. president” From Indonesian into English
- b. The reader will also receive more information from this research regarding the translation techniques utilized in translating webtoon “who’s Mr. president” From Indonesian into English

##### **2. Practically**

- a. The results of this research will provide reference to the professional translator in choosing translation methods in translating webtoon “who’s Mr. president”
- b. The study’s result will ideally serve as a guide for the other researchers looking to translate employing translation methodology.