

## CHAPTER I

### INTRODUCTION

#### A. Background of Study

Language is a unique feature of human beings that plays central role in all aspects of human activity, interaction and knowledge. One of the two cardinal functions of language; is used for social interaction and academic purposes. How languages are different, how language varies over time and between different societies, how language is learned and how language is used for human communication, all these facets of language fall into the domain of linguistics (Milroy & Muysken 1995).

The importance of learning about different language is mentioned in the Holy Qur'an, Ar-Rum verse 22 as follows :

**وَمِنْ آيَاتِهِ خُلُقُ السَّمَاوَاتِ وَالْأَرْضِ وَالاخْتِلافُ اَلْسِنَتِكُمْ وَالْوَالِدَاتُ اَلْاِنَّفِى ذٰلِكَ لآيَاتٍ لِّلْعٰلَمِيْنَ . (22)**

*“And of His Signs is the creation of the heavens and the earth and the diversity of your tongues and colours. Indeed there are Signs in this for the wise”*

Based on the verse, it is suggested that people should learn about language even if it is different from their first language. In fact, people speak different languages in different regions of the world but there is no difference in the structure of the mouth, the tongue and the brains.

The last few decades have seen a growth in the role of the English language around the world as the lingua franca for economic, scientific, and political exchange. The term lingua franca means ‘any language used for communication between groups who have no other language in common’ (Matthews, 2000, p. 209). According to Crystal (1997), 85% of the world's international organizations use English as their official language international communication. About 85% of the world's important film productions and markets use English as well, and 90% of the published academic articles in several academic fields, such as linguistics, are written in English. In many cases, the increased growth in the use of the English language can be attributed to educational, economic, or cultural globalization. Giddens (2000) defined globalization as a separation of space and time, emphasizing that with instantaneous communications, knowledge, and culture could be shared around the world simultaneously. Globalization has been viewed primarily as an economic phenomenon, involving the increasing interaction, or integration of national economic systems through the growth in international trade, investment, and capital flow. However, the definition has expanded to include also cross-border social, cultural, political, and technological exchanges between nations and in particular, between people.

Technological developments in recent times have changed the pattern of human life. As it is easy to get information, many things can be easily obtained through the development of technology, one of which is

learning English. Learning no longer can only be done in the classroom, but can be through other media supported by the development of technology, such as radio. Radio is a medium that conveys information through voice. Learning English through radio is believed to hone the ability to listen. Many local and international station even facilitate directly by creating a special segment of learning English. Indirectly, listeners can learn various things. In addition, other skills that can be obtained through the radio that is reading skill. Radio stations usually have a broadcast script that will be broadcasted by the broadcaster during the broadcast.

Radio Republik Indonesia (RRI) Program 2 Banjarmasin also includes radio stations that have a special English program called Voice of Indonesia (VoI). Network-Broadcasted by RRI Jakarta, this international program can be enjoyed through radio frequency directly or online. In addition to facilitating listeners with a voice, this program also provides a special script broadcaster.

In addition to listeners, broadcasters can also learn English through radio broadcasts, even broadcasters can hone three skills at once (speaking, listening, and reading). Voice of Indonesia has several broadcast segments, including; News, Commentary, Today in History, Focus, and Cultural Package. Cultural Package on Voice of Indonesia presents the cultures of South Kalimantan. The Cultural Package script was created by the Indonesian language and translated directly by the

script creator into English. In connection with culture, of course, the technique of translating Indonesian text into English also uses different techniques, considering so many terms that can not be translated into English.

Translation makes people easily get any information without confusion. To create a good translation, translators have to use appropriate procedures in translating the source texts to target texts to create suitable and meaningful messages. It is also supported by Gibova (2012) who states that “when analyzing translations of any sort, be it literary or non-literary texts, there are certain categories that allow us to examine how the target text (TT) functions in relation to the source text (ST).” In addition, different genre of text has different treatment or procedures depending on the functions such as referential or informative, expressive, and operative (Colina, 2003).

Translation demands a deep understanding of both grammar and culture. Translators need to know the rules of a language as well as the habits of the people who speak it. Even for the most experienced professionals, confusion and frustration are familiar feelings. The Cultural Package segment brings South Kalimantan's distinctive culture where most of the contents of the created script contain special terms that can not be translated explicitly for fear of diminishing the cultural element. In translational terms, the language of culture is one of the most challenging aspects for a translator to deal with. This is due to its particular nature,

defying traditional views of translation and requiring the use of a full range of strategies in order to be successfully transferred to the target language.

Culture itself has its own limitation in transferring the source text into target text. Each society or group of people based on their historical background, local situations, and religion with their specific language, construct their own culture which is respected, performed and accepted along with its limitations. Limitation in translation is one of the specific features of culture, not necessarily imposed from outside world. Behaviors which are acceptable will vary from location to location.

Related to discussion, the researcher found some previous studies that have similar idea to the topic in forms of journal by Shakenia (2014) entitled **“Study of House’s Model of Translation Quality Assessment on the Short Story and Its Translated Text”**. Comparing to this journal, the researcher find the similarity and the difference to the topic. The similar is that the writer used model of Julianne House to describe the translation quality assessment and the translation categorized into two types: overt translation and covert translation. Beside, the difference is not to determine those two categorizing as part of the main analysis. There some aspects to consider, so in the end of analysis the quality of the tranlation would be stated.

## **B. Statement of Problem**

The major problem in translation is being certainly influenced by different cultural norms in the source language and target language. The translator's responsibility is to choose the norms that take priority over others. It depends on translator's decision if the cultural norms of the source language, target language, or a combination of both are essential to be considered.

There are many ways to learn and analyze the translation of a text, but the researcher focuses only on the cultural package's script of Voice of Indonesia on RRI Banjarmasin. Based on the discussion above, the researcher proposes to conduct a study with the title : **“Translation Quality Assessment on Cultural Package Script in Voice of Indonesia Program of RRI Pro 2 Banjarmasin”**

Moreover, the consideration on translating the source text into the target text leads the researcher into a question:

How is the translation quality in Cultural Package Script of Voice of Indonesia Program of RRI Pro 2 Banjarmasin?

## **C. Objectives of Research**

Based on the statements of problem above, the purpose of this research is to identify and find out the translation quality in Cultural Package Script of Voice of Indonesia Program of RRI Pro 2 Banjarmasin

#### **D. Significance of the Study**

The results of this research are expected to have benefit as follows:

1. As an input for the researcher's knowledge about the scientific research, translation generally, translation quality assessment and translation quality assessment in Cultural Package's Script of Voice of Indonesia on RRI Pro 2 Banjarmasin
2. As an input or learning material for linguistics lecturer in translation.
3. As a reference for the further research about translation quality assessment in the field of foreign language.

#### **E. Definition of Key Terms**

##### 1. Translation

Translation in the products is the process of converting message of the text in the source language to another language (target language). Translation involves at least two languages. Translation is the replacement of textfull material in one language (SL) by equivalent textual material in another language (TL). In transferring the message, the translator should produce the best translation. It is generally accepted that the best translations are produced by person who are translating into their own native language.

## 2. Translation Quality Assessment

Translation Quality Assessment (TQA) is a fast growing sub-field of Translation Studies. It focuses on the relationships between the source text (ST) translated into target text (TT). This research quality assessment is using Juliane House's model.

## 3. Cultural Package's script

The script that is used by broadcaster to present the cultural package of Voice of Indonesia in which cultural package itself is one of the segment in Voice of Indonesia RRI Pro 2 Banjarmasin that contained the introduction about South Kalimantan's culture.

## 4. VoI of Indonesia (VoI)

One of the English educative program on RRI Pro 2 Banjarmasin that is internationally broadcasted and networked to RRI Jakarta. Voice of Indonesia contains some segment, they are: News, Commentary, Today in History, Focus, and Cultural Package.

## 5. RRI Pro 2 Banjarmasin

RRI Programma Kota (Pro 2) is one of the program of RRI Banjarmasin; it contains the creativity of the young. Radio Republik Indonesia (RRI) is Indonesian Government's radio that widely spread to many cities in Indonesia including Banjarmasin.