

CHAPTER I

INTRODUCTION

This chapter discusses six areas, i.e. Background of the Study, Research Questions, Purposes of the Study, Limitations of the Study, Significance of the Study, Definition of the Key Terms.

1.1. Background of the Research

The increasing demands of knowledge and information transfer globally has strengthened the roles of translation in connecting people around the world. For example, a presidential speech that has to be translated into various languages becomes a necessity in global diplomacy context. The complexity and challenges of transferring information and knowledge from one language to another has become an interesting topic of research for linguists, translators, as well as languages teachers.

Indonesia has also seen increasing demands of translated books, particularly for knowledge transfer and entertainment purposes. Indonesian people read translated books in the area of fiction, non fiction, knowledge, and school or university textbooks. A simple survey that the researcher has carried out at the library of the Faculty of Teacher Training and Education of Jambi University, on August 08th -10th, 2017, revealed that the number of translated textbooks in the library is around 689 books from various subjects such as science, economics, biology, chemistry, etc. In comparison to the small number and variety of books in the actual English language in the library, this number of translated books reflects that the need for reading translated books among the visitors of the library is relatively high.

Based on preliminary interviews with ten students from different study programs at the Faculty of Teacher Training and Education of Jambi University on December 17th – 21st, 2017, the researcher found that students read translated books due to their insufficient English skills. Reading a book from the English language is challenging for them due to this lack of competences in English language. In addition, they also have difficulty to get textbooks in their source languages. Therefore, they rely on the translated books as an efficient tool to get information and knowledge they need during their study. One of the most translation books in the area of the researcher faculty used the Creswell's book as a guidance, and then almost all of the lecturers give the suggestion for students who want to conduct the research better to read Creswell's book especially for student English education study program.

The high demand of translation books has grown into a big industry, which creates jobs and benefits for people who are interested in working as translators. However, this growing industry also poses serious risks due to the absence of quality monitoring of translated books in the market. In Indonesia, there is no official Government body that monitors and certifies the quality of translators. Thus, there are possibilities that translated books that are in the market today have unreliable quality. In this context, it is important to look at the quality of available translated books.

According to House (2015), assessing the shifts and changes in the translation is one of the effective ways to measure the accuracy of the translation. In this case, analyzing translation strategies used by translators in their translation can be an effective mechanism to investigate whether the translation process involves modifications, changes, and shifts that may reduce or enhance the accuracy of the message transfer.

Based on this situation, the researcher proposed to conduct a study aimed to analyze translation strategies reflected in one of translated textbooks in her faculty's library. The book that

is chosen by the researcher is ‘Qualitative Inquiry Research Design: Among Five Approaches’ written by John W. Creswell. The Indonesian translation was written by Saifuddin Zuhri Qudsy. The title is *Penelitian Kualitatif & Desain Riset: Memilih di Antara Lima Pendekatan*. This book is one of books in research methodology that are widely used in the Faculty of Teacher Training and Education of Jambi University.

1.2. Research Questions

Based on the background above, the research questions are formulated as follows:

1. What are major changes observable in the Indonesian translation of John W. Creswell’s book ‘Qualitative Inquiry Research Design: Among Five Approaches’?
2. What are the translation strategies reflected in the changes?
3. How do the strategies affect the message transfer from the source text (ST) to the target text (TT)?

1.3. Purpose of the Research

The purpose of this study is to analyze and describe the translation strategies used in the Indonesian translation of a book by Jhon W. Cresswell titled ‘Qualitative Inquiry Research Design: Among Five Approoches’ into Indonesian. Furthermore, this research is also aimed to analyze how the strategies affect the message transfer from the ST to the TT.

1.4. Limitations of the Research

This research is limited in observing translation strategies in one pair of English textbook and its Indonesian translation, i.e. ‘Qualitative Inquiry Research Design: Among Five Approaches’ and *Penelitian Kualitatif & Desain Riset: Memilih di Antara Lima Pendekatan*. The books consist of 11 chapters. The researcher limits the observation only on the first six chapters of the books

because the purpose of this study is to looking for the major changes. The major changes of translation books is located between first six chapters after the researcher skimmed whole of chapters. Furthermore, the translation quality assessed in this study is limited within the perspective of text analysis, not from the target readers' perception. This means that the quality is assessed only based on the textual changes observable from the comparison of source text and target text.

1.5. Significance of the Research

The researcher expects that this study will provide a textual-based description of the quality of translated books. This is mainly purposed to raise awareness of the readers of translated textbooks, which particularly includes university students and lecturers, as well as language teachers and policy makers about changes and modifications done in translated books. These changes and modifications may affect the transfer of messages from source text (ST) to target text (TT) either positively, e.g. making the TT more comprehensible for the target readers, or negatively, for example making the ST lacks details as these details are omitted. In addition, the researcher also expects to contribute theoretically in the development of translation studies particularly in English-Indonesian language direction.

1.6. Definition of Key Term

In this study, the researcher gives some definitions of the key terms such as:

1. Translation: translation is basically a change of form and the form is referred to as a surface of language, namely actual word, phrase, clause, sentence, paragraph, etc, spoken or written (Larson, 1948: 3)
2. Translation Strategies: the techniques that a translator used to transfer the meaning from the source text into the target text (Yanto, 2016)

3. Source Text: The original text from which a translation is done into another Language
(Newmark, 2001)
4. Target Text: the translator's decoding or interpretation of the original message
(Newmark, 2001)