

CHAPTER I

INTRODUCTIONS

1.1 Background of the Study

According to Munday, Pinto, and Blaksley (2016), translation between two different written languages involves the changing of an original written text (the source text, or ST) in the original verbal language (the source language, or SL) into a written text (the target text, or TT) in a different verbal language (the target language, or TL). Sometimes, translation is not simply the act of converting one language into another, but also involves considerations of form and meaning, such as ensuring that two words are translated by two words and the meaning of the source language is properly conveyed in the target language. Translation is the process of transferring information into the target language. Thus, translation means the way to change one language/source language to another language/target language by retaining the original meaning and using the equivalent structure in the target language.

Munday, Pinto, and Blaskey (2016) discussed translation between two different written languages, while Nida and Taber (1982) presented a different perspective. They added that translation is the process of representing in the receptor language the closest natural equivalent of the message in the source language, firstly in terms of meaning and secondly in terms of style. They added that more specifically to translate source language in the closest natural equivalent of the message. They also stated that there are three stages of translation, such as analysis, transfer, and restructuring.

Furthermore, Newmark (1998) mentioned that translating the text is by analyzing the text. In text analysis by Newmark (1998), it is important to consider several aspects, including the intentions of the author and translator, the style of the text, the intended audience, the stylistic scales used, the attitude conveyed, the setting, the quality of the writing, and the connotations and denotations of the language. It is also crucial to review the text multiple times and draw conclusions based on the analysis.

One type of text often translated is news. News is translated into multiple languages and distributed to different audiences to increase their knowledge. News can be classified into two categories: hard news and soft news. According to Ban and Noh (2018), hard news is the news of the day that emphasizes immediacy and mainly covers military affairs, disasters, government announcements, crimes, house fires, government actions, accidents, and international events. Hard news is often considered 'real news'. In contrast, they also stated that soft news is not bound by time constraints and emphasizes providing in-depth commentary on a specific angle, such as sports, celebrities, anecdotes, science, and technology. Therefore, this study will focus on hard news as the data source.

One of the problems in translating news is transferring the attitude of the author. In the news, authors often show their attitude towards some issues. According to Martin and White (2005), attitude is one domain of appraisal theory. It is important to avoid subjective judgements and to use language that is neutral in terms of value. The meaning of attitude is rather spread, characterizing a phase of discussion in which the speaker and the author are in the process of affect, judgment, or appreciation.

There are some translation solutions that can be employed to solve translation problems. Pym (2018) proposed translation solution typology based on comparisons of texts and the solutions adopted. He stated that typology is used when attention is required and there is something to be done when translating. Some solutions offered by him are copying words, copying structure, perspective change, density change, resegmentation, compensation, cultural correspondence, and text tailoring.

Several studies have been conducted in the same field as this one. Firstly, Jusry and Cahyono (2021) studied film subtitle quality of *The Queen's Gambit: Exchanges*. Descriptive qualitative approach was applied in this study. In order to enable the researcher to discuss and analyze the translation techniques used in the attitudinal assessment. The attitude appraisal by Martin and White (2005) was used to analyze the attitude found in film subtitles, and the translation techniques by Molina and Albir (2002) were used in this study to examine the types of translation techniques in translating the expressions of attitude. The study found that the most commonly used technique was established equivalence, due to its prevalence, and that there were implicit and explicit attitudes towards this technique, with the latter being more apparent. Different lines of dialogue indicated two types of attitudes, and affect was the main emotion in this film.

Another study carried out by Suryaningtyas, Nugroho, Cahyono, Nababan, and Santosa (2019) explored the issue of appraisal in Bilingual Tourism Information Media and developed a Systemic Functional Linguistics (SFL)-Based Translation Model. The method used in this study was descriptive qualitative. The theories used in this study are similar with Jusry and Cahyono (2021) study, which

were translation techniques by Molina and Albir (2002) and attitude theory by Martin and White (2005). The researchers discovered a lack of SFL-based translation models for tourism texts. The results of the study indicated that there is only a minimal shift in the evaluation characteristics in the bilingual tourism media. This was due to the translators primarily using established equivalent techniques to translate the texts. The most common attitude found in this study was appreciation.

In another study, Aero and Noorman (2022) evaluated the quality of English subtitling on the Indonesian YouTube channel name *Rafa*. The study was classified as a qualitative study. The focus of this study was one aspect of the assessment framework, namely attitude. Martin and White (2005) theory of attitude was used in their study. This study demonstrated that in the context of an appraisal framework, *Rafa's* subtitles were able to effectively convey emotions to the audience. Moreover, the quality of *Rafa's* English subtitles was deemed satisfactory. English subtitles have also been shown to increase the number of viewers and expand the global audience. While *Rafa* provided good quality English subtitles, there were certain aspects that needed improvement to ensure that the message intended was clearly understood by the audience. Most commonly found attitude in this study was affect and judgment.

This current study and the previous studies are similar in that all employed appraisal theory by Martin and White (2005) to examine the types of attitude, and descriptive qualitative is applied as the research method. However, they are different in the theory used to analyze the translation techniques. The translation techniques used in the first and second previous studies were by Molina and Albir

(2002). However, the study conducted by Aero and Noorman's (2022) study did not discuss translation techniques.

The data source is also different between this research and the three previous studies. The data source used in Jusry and Cahyono's (2021) study was movie subtitles in *The Queen's Gambit: Exchange*. In Suryaningtyas, Nugroho, Cahyono, Nababan, and Santosa's (2019) study, the data source is bilingual tourism information media. Finally, in Aero and Noorman's (2022) study, the data source was an Indonesian YouTube channel. However, the data source of this study is news.

This research aims to analyze the types of attitudes by using Martin and White's theory (2005) and the translation solutions given by Pym (2018) in translating the attitude expressions in English–Indonesian translation of BBC News' *Morocco earthquake: Sisters' nightmares and a plea for lipstick*. This study focuses only on the field of the attitudes in order to be able to approach and analyze the translation solutions from the data.

1.2 Statements of the Problem

Based on research background, this study will answer two questions:

1. What types of attitudes appear in translating *Morocco earthquake: Sisters' nightmares and a plea for lipstick* in BBC News?
2. What are the translation solutions applied in translating *Morocco earthquake: Sisters' nightmares and a plea for lipstick* in BBC News?

1.3 Research Objectives

The objectives of this study are to:

1. To analyze the types of attitudes used in translating *Morocco earthquake: Sisters' nightmares and a plea for lipstick* in BBC News.
2. To analyze translation solutions used to translate news in translating *Morocco earthquake: Sisters' nightmares and a plea for lipstick* in BBC News.

1.4 Scope and Limitation

This study focuses on analyzing the types of attitudes and translation solutions used in the English–Indonesian translation of BBC News' *Morocco earthquake: Sisters' nightmares and a plea for lipstick*. The researcher collected data from two news articles written in different languages but on the same topic. Due to time availability, the research was limited to language units of words and phrases. The researcher employed Martin and White's Appraisal Theory (2005) to identify the attitudes appearing in the text, and Pym's Taxonomy of Translation Solution (2018) to identify the type of solution used by the news writer. The research will analyze words and phrases in the English-Indonesian translation of BBC News using these theories.

Since this study focuses on analysing the attitude (Martin & White, 2005). It is important to note that there is a difference between the term attitude in appraisal theory (Martin & White, 2005) and attitude in analysis of text (Newmark, 1998). In the context of Martin & White (2005), attitude refers to the recognition of emotion, the evaluation of people or their behaviour, and the evaluation of natural phenomena

or things. Meanwhile, attitude (Newmark, 1998) is the standard set by the writer whether the writer's referent is expressed positively, neutrally, or negatively.

1.5 Research Methodology

This study applied a descriptive qualitative approach. According to Creswell and Creswell (2023), qualitative research is an approach to inquiry and discovery into the meaning individuals or groups attach to a social or human problem. The research process involves formulating questions and procedures, collecting data, analyzing the data, and interpreting the meaning of the data. To be able to discuss and analyze the translation techniques in attitude appraisal, the writer analyzes it using this method.

The data source for this information is the BBC News website. BBC News was utilized as the data source because BBC is one of the news agencies that provides translations of international news in multiple languages, which is an example of hard news. The research used data source from the article on the BBC News website article entitled *Morocco earthquake: Sisters' nightmares and a plea for lipstick* published on September 23rd, 2023. The other data source from the article on BBC News Indonesia website article titled *Gempa Maroko: 'Saya bermimpi tentang gempa bumi setiap malam, menakutkan' - Kisah Anak-Anak Penyintas Melawan Trauma Bencana* published on September 24th, 2023. The BBC News World article is available at <https://www.bbc.com/news/world-africa-66870985> and the BBC News Indonesia version is available at <https://www.bbc.com/indonesia/indonesia-66877064>.

This study conducted three processes including collecting data to gain some data needed, analyzing the data, and interpreting the meaning of the data. According to Creswell and Creswell (2023), the data collection process involves setting study boundaries through sampling and recruitment, collecting information through multiple forms of data (e.g., observations), and establishing a protocol for collecting the data. During collecting the data, the writer collects information through public documents which are online newspapers. The researcher used observation as a technique to collect data by reading news articles in both English and Indonesian versions. According to Creswell and Creswell (2023), qualitative documents types are public documents (e.g., newspapers or minutes of meetings) and private documents (e.g., journals, diaries, or letters). Subsequently, the researcher transcribed the expressions showing the attitude and their Indonesian translation.

After collecting the data, the writer analyzed the translation solutions used by the translator and the attitudes conveyed in the text. By employing Martin & White's types of attitude (2005) and Pym's taxonomy of translation solutions (2018), the researcher analyzed the types of attitude and the translation solutions in translating the attitude expressions. The researcher also consulted dictionaries, such as [oxfordlearnersdictionaries.com](https://www.oxfordlearnersdictionaries.com) for the English definition and kbbi.kemdikbud.go.id for the Indonesian definition of the word.

Lastly, the writer interpreted the findings. According to Creswell and Creswell (2023), this process involves summarizing the overall findings, comparing the findings to the existing literature, discussing the findings from a personal perspective, and identifying limitations and areas for future research. The

writer compared the findings to the literature and provided statements of the writer's personal interpretation.

1.6 The Organization of Writing

The study has four chapters. The first chapter provides a background of the study, statements of the problem, research objectives, scope and limitation, research methodology, and the organization of writing. The second chapter provides a theoretical framework. This chapter discusses the theories employed in this study. The theories related to translation, Martin and White's (2005) appraisal theory, Martin and White's (2005) attitude under appraisal theory, and Pym's (2018) typology of translation solutions. The third chapter includes a data analysis of the attitude analysis found in the data sources, employing the methodologies of Martin and White (2005). Additionally, it presents a data analysis of the typology of translation solutions, based on the theoretical framework of Pym (2018). The fourth chapter summarizes the results of the data analysis and presents recommendations for future research.