

CHAPTER I

INTRODUCTION

A. Background of the Study

Working as a script writer in radio industry means I have to be able to translate some text. As stated by an article entitled “What is Translation” which says “Translation is the process of transferring written text from one language into another” (par. 1). The important thing is to convey the message clearly and accurately. Working as a script writer in Autoradio 88,9 FM Bandung required me to find the information from foreign countries, it means that all the information that I got was not in Bahasa. Therefore, I should translate all the information into Bahasa to give the information to the listeners. Besides, working as a script writer means I must be ready with all the deadlines given by the company. As stated by Lobal “To succeed in this field, you will need good organization and time management skills. The ability to meet deadlines and set priorities is very important as well” (par. 8). Thus, one of the ways to be good in translating is to deal with all the requirements.

I was interested in radio industry, Therefore, I chose to do my internship at Auto Radio 88,9 FM Bandung as a script writer. Based on my experience

when doing this internship, I had a difficulty to translate English articles effectively everyday. During my internship I should translate nine English articles everyday. I found that translating nine English articles in the limited time is the biggest problem that I had during my internship. In my office I needed the computer to finish the job. When I wanted to use the computer, sometimes there were other people who were using the computer. It took my time for a while whereas, I did not have much time to finish the job. If I did not finish the task by the deadline, the segment could probably change and it would affect my performance mostly to my partner.

I found that it was not easy to translate nine English articles everyday with the limited time. Thus, I decide to choose that problem as the topic of my term paper. Hopefully, I can find out the causes and the effects of the problem. On top of that, I can find out the solution of that problem in my term paper. I will present the analysis in the next chapter.

B. Identification of the Problem

The problem I am going to analyze in this paper is formulated in these questions:

1. Why did I have difficulties in translating English articles effectively as a script writer in Auto Radio 88,9 FM Bandung ?
2. How did the problem affect my working performance as a script writer ?

3. How should I overcome the problem ?

C. Objectives and Benefits of the Study

The first objective of the study is to find out the causes of my difficulties in translating English articles effectively as a script writer in Auto Radio 88,9 FM Bandung. The second objective is to find out the effects of my difficulties in translating English articles effectively as a script writer in Auto Radio 88,9 FM Bandung. The third objective is to find out the best solution to overcome my difficulties in translating English articles effectively.

The benefits of doing this research for the institution is hopefully Auto Radio 88,9 FM Bandung will have the reference to choose a good employee. Also Auto Radio will get more knowledge about translator industry. For the readers, I hope this term paper will become an optional reference and give them insights about translations. As the writer, this term paper will help me to get more knowledge about becoming a good translation ;morover I hope this term paper will be useful for my personal references in the future if I work as a translator.

D. Description of the Institution

This data is based on the Auto Radio company profile. Auto Radio was established on August 8th 2005 under PT SWARA AUTO GRAHA. The

frequency of Autoradio is 88,9 FM. Autoradio Bandung is located on Jalan Cihampelas 264-268. The concept of Autoradio is becoming a radio station that informs automotive news as much as 35% , 35% of sports and 30% of lifestyle. The vision of Auto Radio is to represent a program of entertainment that can be enjoyed for every age clasification , on top of that, it aims at representing a good information for the creative people who stayed in Bandung. Autoradio also has a mission to be the one of the radio that becomes the listener's choosen, in addition, to change the image of Autoradio which was existed as the automotive and sport radio station to become a radio station that is more sociable in the ears of the customers. And also to get the best position among listeners in Indonesia survey organization.

E. Method of the Study

The method that I applied in writing this term paper is the library research from observation which was done when I had an internship at Auto Radio 88,9 FM Bandung from 7th July until 21th August 2014 and interview.. The other method is by doing library research to find out theories from books and the internet to support my analysis.

F. Limitation of the Study

The study is about my difficulties in translating English articles in Auto Radio 88,9 FM Bandung when I had my internship from 7th July until 21th August 2014. This study would be about my problem as a script writer who is required to find and translate 9 English articles everyday within limited time.

G. Organization of the Term Paper

The first part of this Term Paper is the Abstract, the overall summary of the final paper in Bahasa Indonesia. The other part is the Declaration of originality,then the next part are Acknowledgements and the Table of Contents. The first chapter of the term paper is the Introduction of the study, which consists of Background of the Study, Identification of Problem, Objectives and Benefits of the Study, Description of Institution, Method of the Study, Limitation of the Study, and Organization of the Term Paper. Chapter Two is about analysis of the problem which explains the causes and effects of the problem. Chapter Three is about the potential solutions, it present some potential solutions to solve the problem, supported by theories. The last chapter, which is chapter four, is the conclusion. In this chapter, the chosen solution of the problem is presented with clear and logic arguments. The term paper ends with the Bibliography and Appendices, which contain the Flowchart, the transcription of the interview, Auto Radio 88,9 FM Bandung company profile and the example of news article.

