

CHAPTER I

INTRODUCTION

A. Background of the Study

Nowadays, in Indonesia more English books are translated into Bahasa Indonesia. According to Said and Sinaga, there are more English books translated into Bahasa Indonesia because there are still many people in Indonesia who do not have the capability to read texts in English (par. 1). I have collected some data on how many translated books are published by some Indonesian publishers. Gramedia Publisher has published 8740 or more titles of books each year, which 77 or more books are translated from English into Bahasa Indonesia each month. Visi Publisher translates about 1-2 books each month, and about 60% of the book in Visi have been translated from English. There are many kinds of books that have been translated, and they are not only fiction books like novel, but also non-fiction book like cooking books.

The great demand to translate English books makes the role of translators important. However, translating books is not an easy job. According to the article “Translator Job Description”, translators work with written word. They must properly convey the intended meaning from the source word (par. 1).

Hence, I choose my difficulty in translating the book Understanding Evangelical Media in time for Maestro Radio to be analyzed in this term paper. I think it is the most difficult problem I found during my internship in Maestro Radio. I am going to analyze this problem critically and systematically.

To accomplish similar understanding about the definition of translation, translator, and equivalent words, I am going to give some definition about those words taken from some literatures. According to Smith, in the article “Automatic Translation vs. Manual Translation”, “Translation can be defined as an act of interpretation of the meaning of a content and consequent re-production of equivalent content” (par. 1). Furthermore, the definition of translator, according to Piccolo, in the article “Work from Home as a Professional Translator”, “Translators are language professionals who convert written material from a source language into a target language” (par. 2). Meanwhile, according to the article “Definition of Equivalent Word”, “Equivalent word is two words that can be interchanged in a context that are said to be synonymous relative to that context” (par.1).

During my internship at Maestro Radio as a translator, from July 1st 2010 to August 8th 2010, my manager instructed me to translate a book entitled Understanding Evangelical Media. I had to finish translating it about one month before I finished my internship. However, I could not translate it in time although I used dictionaries. Thus, in this term paper I would like to find the best solution for this problem, in order to improve my ability in translating.

B. Identification of the Problem

In this term paper, I would like to analyze this problem using the following questions, which are:

1. Why am I not able to translate the book Understanding Evangelical Media in time at Maestro Radio?
2. What are the consequences of my difficulty in translating the book in time?
3. How could I overcome my difficulty in translating the book in time?

C. Objectives and Benefits of the Study

There are three objectives of this term paper. The first one is to discover the reasons why I could not translate the book in time. The second one is to find three potential solutions which can be used to solve this problem. The last one is to know the best solution.

There are some benefits of the study. The first one is to help me, as the writer of the term paper, to improve my translation skills by using the knowledge I gain in the research for this term paper. This paper can also benefit the readers in informing them about difficulties in translating books and how to handle the problem so that people who have the same problem in translating can use the solution that I offer. Then, for Maestro Radio this

paper can give a solution for the staff who needs the solution to overcome difficulties in translating the book Understanding Evangelical Media .

D. Description of Institution

Maestro Radio is a gospel broadcasting media in Bandung. The inventor of Maestro Radio was Mr. Gito Nugroho in 1968. He had electronical hobbies, and he was trying to learn the principal of transmitted radio and sound amplifier. Before it is located on Jl. Kacapiring 12, it was located on Jl.Kacapiring 9. It was named Maestro Radio on January 4th 1969 . In 1971, because of the government law, Maestro Radio changed from a radio for hobby into a professional radio. This was the milestone of Maestro Radio. Then, finally on April 15th 1997 Maestro Radio started broadcasting in FM until today. The current owner of Maestro Radio is Mr. Stephen Matthew. Maestro Radio has about 20 staff members, who work for on-air and off-air departments.

E. Method of the Study

In this term paper, I use a number of data in analyzing my problem. For the primary data, I use my internship journal where I recorded observation during my internship. I also use secondary data from printed and Internet sources. I use some books from the library to support my analysis in this term paper. Additionally, I also search more theories from Internet resources and do some interview with some publishers to support my research.

F. Limitation of the Study

The subjects studied are myself and the book that I translated. I worked as a translator for Maestro Radio during my internship. I did the internship from July 1st 2010 to August 8th 2010. The book translated is Understanding Evangelical Media, written by Quentin.J Schultze and Robert H. Woods.Jr. The book was published on May 30th 2008. It has 346 pages.

G. Organization of the Term Paper

This term paper has five chapters. Chapter One is the Introduction. It consists of Background of the Study, Identification of the Problem, Objectives and Benefits of the Study, Description of the Institution, Method of the Study, Limitation of the Study, and Organization of the Term Paper. Chapter Two consists of Problem Analysis. It describes the causes and the effects of the problem. Chapter Three consists of description of each potential solution, also its negative and positive effects. Chapter Four is the conclusion which consists of summary, chosen solution, and the reason why I choose those two solutions. In the last part there are Bibliography and Appendix, which consists of the problem analysis flowchart and also the publisher's interview.