THE APPLICATION OF WEBSITE TRANSFER STRATEGIES AND TRANSLATION PROCEDURES ON ADAPTED FACEBOOK IN BAHASA INDONESIA

THESIS

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**Presented to
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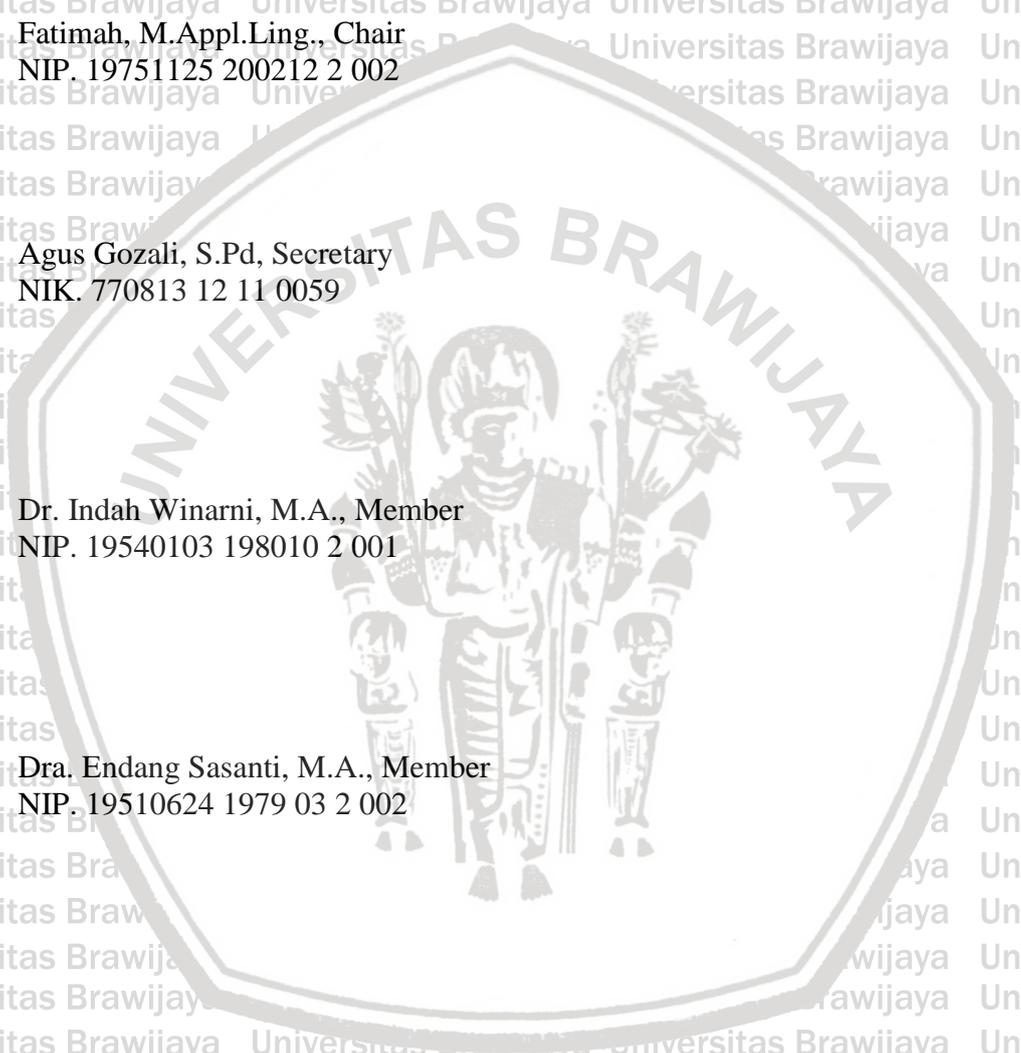
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ABSTRACT

Chamsiatin Citra, Lidya. 2010. **The Application of Website Transfer Strategies and Translation Procedures on Adapted Facebook in Bahasa Indonesia.** Study Program of English, University of Brawijaya. Supervisor: Indah Winarni; Co.Supervisor: Agus Gozali

Keywords: Translation Procedures, Facebook, Website Transfer Strategy.

Translation is used to replace the material text in source language (SL) into target language (TL). It becomes important for translation to be able to connect people around the world who have different languages in various media including Internet. The writer conducted a study about translation procedures, based on Suryawinata and Hariyanto, and website transfer strategies, based on Patrizia Pierini, which appears in Adapted Facebook in Bahasa Indonesia. In this study, the writer formulated two research problems: (1) What translation procedures are used on adapted Facebook in Bahasa Indonesia (2) What types of website transfer strategies are applied on adapted Facebook in Bahasa Indonesia?.

The data obtained in this study were in the form of words, phrases, and sentences and also the print screen of web pages of Facebook. Therefore, the writer used qualitative approach with content analysis design to analyze the translation procedures and website transfer strategies.

This study reveals that the adapted Facebook in Bahasa Indonesia uses addition, transposition, subtraction, modulation, componential analysis, synonym, naturalization, transliteration, recognised translation, and cultural equivalent in translation procedures. For website transfer strategy, Facebook uses one strategy only which is full translation strategy.

The writer suggests the next researchers, who are also interested in studying translation procedures and website, to continue and explore similar studies by deriving more objects and websites in the Internet affected people nowadays in order to get more knowledge and comprehensive result.

ABSTRAK

Chamsiatin Citra, Lidya. 2010. **Aplikasi *Website Transfer Strategies* dan Prosedur Penerjemahan pada Adaptasi Facebook dalam Bahasa Indonesia.** Program Studi Sastra Inggris, Universitas Brawijaya. Dosen Pembimbing: (I) Indah Winarni; (II) Agus Gozali

Kata Kunci: Prosedur Penerjemahan, Facebook, *Website Transfer Strategy*.

Penerjemahan digunakan untuk mengganti materi teks pada bahasa sumber ke dalam bahasa sasaran. Penerjemahan ini menjadi penting karena penerjemahan dapat menghubungkan masyarakat yang berada di seluruh dunia yang memiliki bahasa dalam berbagai media yang berbeda termasuk internet. Penulis melakukan penelitian tentang prosedur penerjemahan yg merujuk pada Suryawinata dan Hariyanto and *website transfer strategies* merujuk pada Patrizia Pierini yang muncul pada adaptasi Facebook dalam Bahasa Indonesia. Terdapat 2 masalah yang terkandung dalam penelitian ini: (1) prosedur penerjemahan apa yang digunakan pada adaptasi Facebook dalam Bahasa Indonesia (2) tipe *website transfer strategies* apa yang digunakan pada adaptasi Facebook dalam Bahasa Indonesia.

Data yang digunakan dalam penelitian ini berupa kata, frase, kalimat, dan juga hasil cetak halaman *web* pada Facebook. Oleh karena itu, penulis menggunakan pendekatan kualitatif dengan model *content* analisis untuk menganalisa prosedur penerjemahan dan *website transfer strategies.*

Penelitian ini mengungkapkan bahwa adaptasi Facebook dalam Bahasa Indonesia menggunakan prosedur penambahan, transposisi, pengurangan, modulasi, analisa komponensial, sinonim, naturalisasi, transliterasi, penerjemahan *recognised*, dan persamaan budaya. Untuk *website transfer strategies,* Facebook hanya menggunakan satu strategi saja, yaitu strategi penerjemahan penuh.

Penulis menyarankan peneliti selanjutnya, yang juga tertarik meneliti arti khususnya tentang prosedur penerjemahan dan *website*, untuk melanjutkan dan menggali penelitian yang serupa dengan mengumpulkan lebih banyak objek penelitian dan *website* lainnya yang ada di internet yang banyak mempengaruhi banyak orang saat ini, untuk mendapatkan lebih banyak pengetahuan dan hasil yang menyeluruh.

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The last, the writer gives her earnest thank to those, whose names that cannot be mentioned one by one here.

Malang, 01 December 2011

The writer

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CHAPTER I

INTRODUCTION

In this chapter, there are some aspects which are explained such as the background of the study, the problem of study, the objectives of the study, and the definitions of key terms.

1.1 Background of the Study

Translation is the replacement of textual material in one language, Source Language (SL) by equivalent textual material in another language, Target Language, (TL), Catford (cited in Machali, 2000, p.5). Moreover, Pinhhuck (cited in Suryawinanta and Hariyanto, 2003, p.13) states that translation is a process of finding a TL equivalent for an SL utterance. As its function to express the meaning of SL to TL, translation is becoming important in a communication field for people in the world have different media and languages and people need to be connected to others as a social human being. Thus, translation takes the lead to solve the differences that might arise due to the difference in the media of transferring information.

Today, in globalization era, many countries are free to have cooperation with other countries. Because of this condition, people need to have one language which can be used to communicate and understand each other.Moreover, English turns out to be a chosen language of communication around the world which means that people all over the world must already comprehend English in order to

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attach with other people in another side of the world. Finally, English is implemented in kind information such as newspaper, books, also internet.

The Internet, as we know very well, is worldwide collection of computer networks, cooperating with each other to exchange data using a common software standard. By using the Internet, people can possibly share every information they have with others even in a distant location. The process of trasferring data through telephone wires and satelite links, make Internet develop into easy-to-use systems. As the consequences, the explosion of the Internet in the world, change people's life style and cultures. They simply choose internet as a set of device to help them in their daily life or only just get information better than other devices, such as books, magazines, or newspapers. Internet also has provided documents, files, softwares, in which some of them are freely downloaded, digited sounds and videos, or even web sites to connect friends, family, and business associates.

In the Internet, we can also recognize a term called website. This term contains all web pages which are available in web address such as www.facebook.com. A website contains several articles, graphics, videos, audios, and others. It becomes important because when we talk about website, we will directly talk about a localization because Internet users around the world have rightly come to expect that websites will be available in their own languages, meeting their own culture. Thus, website localization can be the answer. In localization, it is important to note that the object of localization is a whole website and not just one single webpage.

Localization is defined as a software provided with many languages and cultures. Language and culture in this definition is creating a word 'locale' from localization. Thus, localization can be interpreted as a rewriting software which can work in different locale. If we talk about locale, we can find a different place, language, and culture as well. Then, translation and adaptation will take a part to solve the differences happenening in each locale. Finally, localization can be understood by people even in the different locale. For Information Technology persons, however, localization mostly relates to the non-translational aspects, including the necessary re-engineering of the program, the changing of dialogue boxes, the re-allocation of hot-keys, the coordination of all the changes, and the testing of the localized version, (Pym, 2000).Moreover, website localizationis thus defined as the "process of modifying a website for a specific locale" as stated by Yule (2002, cited in Sandrini, 2005, p.2). Hence, in each locale, there will be an adapted website which provides a language as the same language as the referred locale.

The localization happens in Indonesia as well. The website of Facebook provides its content in Bahasa Indonesia to give the best services to its users. The writer gives much attention to Facebook as she is one of the users of Facebook. Thus, she is already familiar with the system of the locale. Moreover, Facebook is one of social networkings provided in the Internet which more strength than other social networks, for example, Facebook has two main windows called profil and home. In these two sides, users can create their own biodata, including personal data and status, and see their friends' daily activities by looking at their status

directly. Moreover, Facebook has more characters in its words. It is for about 420 characters, but the other sites, such as twitter and friendster, are not able to have more than 420 characters. Twitter has 120 characters in its status. Moreover, the status is able to be inserted by photos only. It is different from Facebook which is available for photos and also videos. The same as twitter, friendster has no facility to insert videos in its status. But it has the same strength with Facebook in characters and the facility in inserting photos on its status. So, users can create their mind longer and even attach photos or articles and also videos in it. Facebook also provides high security standard by giving a personal right for users to define people who want to be their friends or not. People must confirm firstly to the users they want to be attached with. So, it makes users have their own private website by choosing their own friends. These motives make Facebook interesting than other social network.

All reasons above, make the writer interested in translation subject especially about the website localization of Facebook. Furthermore, the findings of this study are expected to give valuable contributions theoretically and practically. Theoretically, the findings of this study are expected to give significant contribution in increasing understanding on the study of translation. Practically, the results of this study are expected to be beneficial for readers especially those who want to study about translation so that they can broaden their knowledge and provide new ideas in the same issue to enlarge their understanding about translation in daily life. Moreover, the contribution for users of Facebook is to give understanding about the effect of translation in Facebook in order to avoid

misunderstanding. Therefore, the writer entitled this study **The Application of Website Transfer Strategies and Translation Procedures on Adapted Facebook inBahasa Indonesia.**

1.2 Problems of the Study

According to the background of the study described above, the researcher decided to point out two problems, as follows:

1. What are translation procedures used on adapted Facebook in Bahasa Indonesia?

2. What are the types of website transfer strategies applied on adapted Facebook in Bahasa Indonesia?

1.3 Objectives of the Study

Objectives of the study is closely related to problem of the study to answer the questions which has been explained above.

1. To describe the types of website transferstrategies applied on adapted Facebook in Bahasa Indonesia.

2. To figure out translation procedures used onadapted Facebook in Bahasa Indonesia.

1.4 Definition of the Key Terms

There are some terms that will be mentioned in this research, such as:

1. **Translation procedures** : a procedure is defined here as a means of translating a particular element as part of a strategy (e.g. cultural borrowing, calque, cultural substitution and definition, etc.) as stated by Larson (cited in Suryawinata and Hariyanto, 2003, p.16).

2. **Facebook** : a social networking which is available in the Internet as a media for users to share information with friends, family, even for business associations. It also provides users in vary languages including Bahasa Indonesia in order to accomodate people to understand English.

3. **Website transfer strategy** : a strategy to create an approriate website for locale area, as stated by Pierini (2007, p.89)
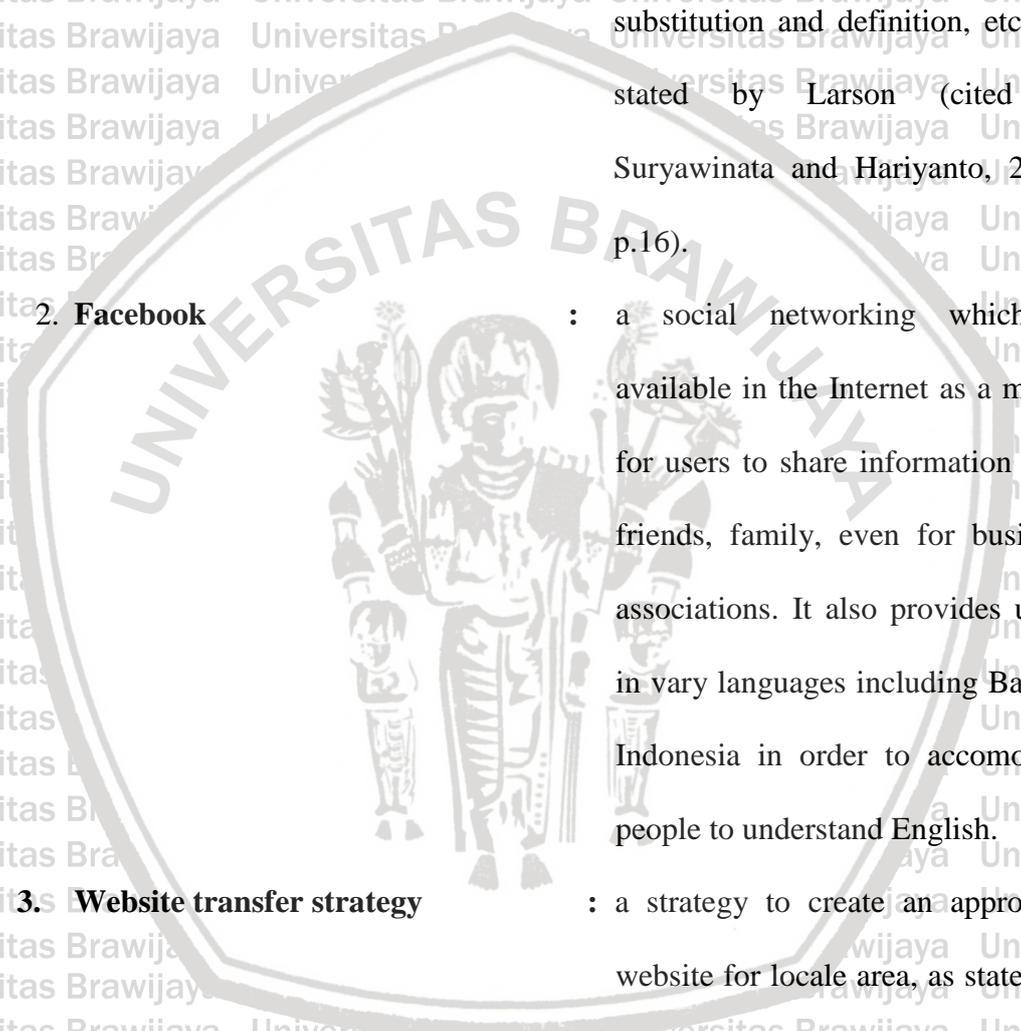
CHAPTER II
REVIEW OF RELATED LITERATURE

This chapter contains the theory of translation, translation procedures, translation process, localization, websitre transfer strategies, and previous study.

2.1 Translation

Catrford (cited in Suryawinata and Hariyanto, 2003, p.11) explains that translation is the replacement of textual material in one language which is changed appropriately to a text by using another laguage. Moreover, translation can be described as a process to recreate message contained in SL as the closest as TL by concerning with the meaning and the terms of style, Nida and Taber (1982, p.12). Moreover, Pinhhuck (cited in Suryawinata and Hariyanto, 2003, p.13) says that translation is a process of discovering a correspondent text in TL with SL utterances. Thus, translation is the process where a translator changes message in SL with a language used in TL and the result of TL should be natural. In changing SL to TL, there are some processes must be followed in order to have a good translation, both in meaning or in gramatical way.

2.2 Translation Procedures

Translation procedures is a method for a translator to convert word or group of words, or complete sentences in which these sentences can be broken down into the smallest unit of meaning that a word can be divided into. The

procedures explained in this chapter have two main focuses. The first is a method which emphasizes SL; translator tries to create the accurate contextual meaning of TL, although Syntactics and Semantics may be a problem in this case (in a term of form and meaning). The second method is translator trying to produce the comparatif impact based on the writer's expectation in SL to readers, (Newmark, cited in Machali, 2000, p.49). The translation procedures applied by the writer to analyze her thesis uses the theory written by Suryawinata and Hariyanto (2003).

2.2.1 Structural Procedure

Based on Suryawinata and Hariyanto (2003, p.67), this method has three basic structural problems which are addition, omission, and transposition.

2.2.1.1 Addition

Suryawinata and Hariyanto (2003, p.67-68) says that addition is a procedure where the translator adds words in TL in order to make a equivalence meaning in SL. For example:

SL : Saya guru

TL : I *am a t*eacher

In the example above, there is an addition *"am"* and *"a"* in TL. It is because the addition is for the grammatical requirement. Logically, if we translate the sentence '*saya guru*' into TL, it should be '*I Teacher*'. But according to the grammatical rules of TL, it must be added by 'am' and 'a'.

2.2.1.2 Subtraction

Suryawinata and Hariyanto (2003, p.68) define subtraction as "the procedure thatstructural element in TL is subtracted". It can be said that subtraction is a converse of addition where the translator must subtract words in TL.It can be seen, as follows:

SL : You should *go* home

TL : Kamu mesti pulang

SL : Her husband *is an* engineer

TL : Suaminya insinyur

The word indicating the structural element in the term of verb in the sentence above, such as "go" and "is", are subtracted from TL.

2.2.1.3 Transposition

Suryawinata and Hariyanto (2003, p.68) describe transposition as "different from the two other methods explained above. It can be compulsory or optional for it occurs when meaning of SL can't be transferred well or it is because of language style". It means that in some cases, the translator changes the structural rules in SL which is D-M into M-D in TL in order to get a coherence between SL and TL. This rule is ussually occured in phrases. Moreover, this procedure can be changed in the language style as well.But as it is explained above, it is optional to be used if the phares or sentences in SL cannot match in TL.For example,'*It is a great mistake to keep silent about the*

matter'is translated to be '*Berdiam diri tentang masalah itu merupakan kesalahan besar'*.

2.2.2 Semantic Procedures

This procedure tends to meaning consideration of words or phrases or possibly sentences in SL which are translated to TL.Therefore, Semantic Procedures, based on Suryawinata and Hariyanto (2003, p.70), contains Borrowing, Cultural Equivalent, Descriptive Equivalent and Componential Analysis, Synoym, Recognised Translation, Reduction and Expantion, Addition, Omission and Deletion, and Modulation.

2.2.2.1 Borrowing

Adapted from its name, borrowing, means that the translator borrow or loan words in SL to be inserted in TL as showing appreciation to those words or losing equivalent words in TL. It is usually used for words or phrases connected to name of person, place, magazine, journal, institution, title, sciences term which is undiscovered in source language. For example:

SL: 'The skin consists of two main regions: the *epidermis* and the *dermis.* Theepidermis is the outer layer and....'.

TL: 'Kulit terdiri dari dua bagian *epidermis* dan *dermis.* Epidermis adalah lapisanluar dan...'.

Epidermis and *dermis* in example above do not have any changing both in SL and TL.

Moreover, borrowing holds on two terms which are transliteration and naturalisation.Transliteration focuses on maintaining words in SL as a whole, both in sound and writing. For naturalisation, sound and writing aspects are adjusted with TL. For example, 'Mall, Sandal, and Orangutan' is translated into 'Mall, Sandal, Orangutan' in transliteration. But it will be changed a little bit if it turns into naturalisation, such as, 'Mal (sound and writing), Sandal (sound), and Orangutan (sound).

Particularising on naturalisation, this procedure can create a new meaning in TL which differs too far from SL. For instance, the word 'ambition and sentiment' can have different meanings both in SL and TL. In SL, it is 'a strong goal and expressing feeling'. But the meaning is going into 'A passion for ruling government or a willing in a negative view and hatred'.

2.2.2.2 Culture Equivalent

Culture Equivalent concerns with culture where SL and TL takes place. It means that the translator tries to find the equivalent words in SL based on the SL's culture in general which sounds familiar in TL. Thus, people in TL can understand easily the meaning of the words without omitting the real meaning in SL. Newmark (1988, p.82-83) states that "Announcement or propaganda is a kind of text which is appropriate to apply in this procedure as people rarely notice about culture of SL".We can take an evidence, as follows:

SL: 'Minggu depan *Jaksa Agung* Andi Ghalib akan berkunjung ke Swiss'.

TL: 'Next week the *Attorney General* Andi Ghalib will visit Switzerland'.

If we take a look at the example above, Jaksa Agung is translated into Attorney General, not General Attorney.

2.2.2.3 Descriptive Equivalent and Componential Analysis

Newmark (1988, p.83-84) defines this procedure as "Descriptive Equivalent and Componential Analysis seem like having the same process in translating text.But in fact, they are slightly different although the meaning of the two titles describes function and meaning of SL in the same way". It is different from cultural equivalent for descriptive equivalent concerns in more specific term. Thus, the cultural meaning in SL is closely the same as in TL or it can be said that descriptive equivalent tends to the accuracy in the translation process more than the cultural equivalent and it is usually found in glossary. For example, the word 'samurai' cannot be translated into 'noble people' for it does not fulfill close accuracy degree of the word 'samurai' itself. Therefore, it has turned to be 'aristocrat'.

Differing from descriptive equivalent, componential analysis is used when the word in SL does not have the specific term in TL. Therefore, the translator tries to translate the word in SL in details in order to equalize the meaning in TL.Take examples below:

SL: 'Gadis itu menari dengan *luwesnya*'.

TL: 'The girl is dancing *with great fluidity* and *grace*'.

In English language, *'luwesnya'* is described in details for this word has no equivalent word which has close accuracy degree in English language. Therefore,

in order to keep accuracy degree of the word, it must be described in details by 'great fluidity and grace'.

2.2.2.4 Synonym

Newmark (1988, p.83-84) defines synonym as "theprocedure which translateswords in SL to TL by using the same words or thereabouts or this procedure is used if componential analysis may be crushed on the plot of TL sentences". It means that synonym is more flexible in translating words than componential analysis as it is not always to translate words in details like in the previous procedure in order to maintain the meaning in SL.For example, the word '*cute*' is translated into '*lucu*' though cute in the literal meaning describes small size, beauty, funny, etc.

2.2.2.5 Recognized Translation

Recognized translation is appropriately used in official or general translation. it means that the translator must have a manual book entitled 'Pedoman Pengindonesiaan Nama dan Kata Asing' which is published by *Pusat Pengembangan Pembinaan Bahasa, Depdikbud RI,* Suryawinata and Hariyanto (2003, p.74). For example, the word 'read-only memory' is translated into 'memori simpan tetap'.

2.2.2.6 Reduction and Expansion

Taken from its original term, reduction means that the component in SL is reduced in TL, such as 'automobile' must be reduced into 'mobile' in TL. Meanwhile, expansion is the contrary meaning of reduction in which the component of SL uses additional word in order to make the word sounds pleasant.

For example, the word 'whale' turns into 'ikan paus' not just 'paus' for it is meant 'the pope' in Bahasa Indonesia.

2.2.2.7 Addition

There is a difference between addition in structural and semantics procedure. Addition in semantics tends more to meaning. It describes further about the definition of a referred word in a sentence. Therefore, readers can understand about the term. moreover,Newmark (1988, p.91-92) defines addition as "additional information within sentence, in the bottom page (footnotes) or in the end of the text". For example, the word 'camouflage' in SL is translated 'kamuflase' in TL and it inserts additional information next to the word itself or in the footnotes.

2.2.2.8 Omission or Deletion

It means omitting or deleting words or part of SL text into TLas long as the meaning is not changed for the translator assumes that the part in SL is not quite important to be translated in TL. For example, 'sama dengan raden ayu ibunya' is translated into 'just like her mother'.*Raden Ayu* in here means that a

status social had by Javanese people in Indonesia. For a woman who has a noble

blood, must be called as *Raden Ayu*. But the translator tries to omit the word of

Raden Ayu for English language has no equivalent word for it. In order to keep the

meaning of the sentence, translator omits the word '*Raden Ayu*' and just translates

it into 'just like her mother'.

2.2.2.9 Modulation

Newmark(1988, p.88) describes modulation as "the way how the translator

views text in SL from different perspectives". It means that this procedure uses

the flexibility in translating text. SL usually focuses on the person who is talking

to, but it is different when the text in SL is translated into TL. It tends more to the

situation happened. In giving more explanation, see an example below:

SL: 'I broke my leg!'

TL: 'Kakiku patah'.

'Broke' as active word or verb is transformed into 'patah' or stative form in order

to make it adaptable.

2.3   Translation Process

Translation process is a thinking model of the translator during translating

a text. According to Suryawinata (2003, p.14) translation process has two

approaches. The first is called as "linear translation process" which means the

translator directly translates a text which is similar with SL.

Figure 2.1 Linear translation process based on Suryawinata (2003, p.12)

In the diagram above, A refers to the text of SL and B is the text of TL. It means that the translator directly translates a text from SL to TL if the text is in a simple form. But, this approach does not represent mental state of the translator when he translates a text.

The second approach is used for a complex text. It consists of four steps called analysis or understanding, transfer, restructuring, and evaluation and revision. Actually, this steps are designed firstly by Nida and Tiber into three steps, but Suryawinata clarifies it into four steps using *Tata Bahasa Generatif Transformasi*.
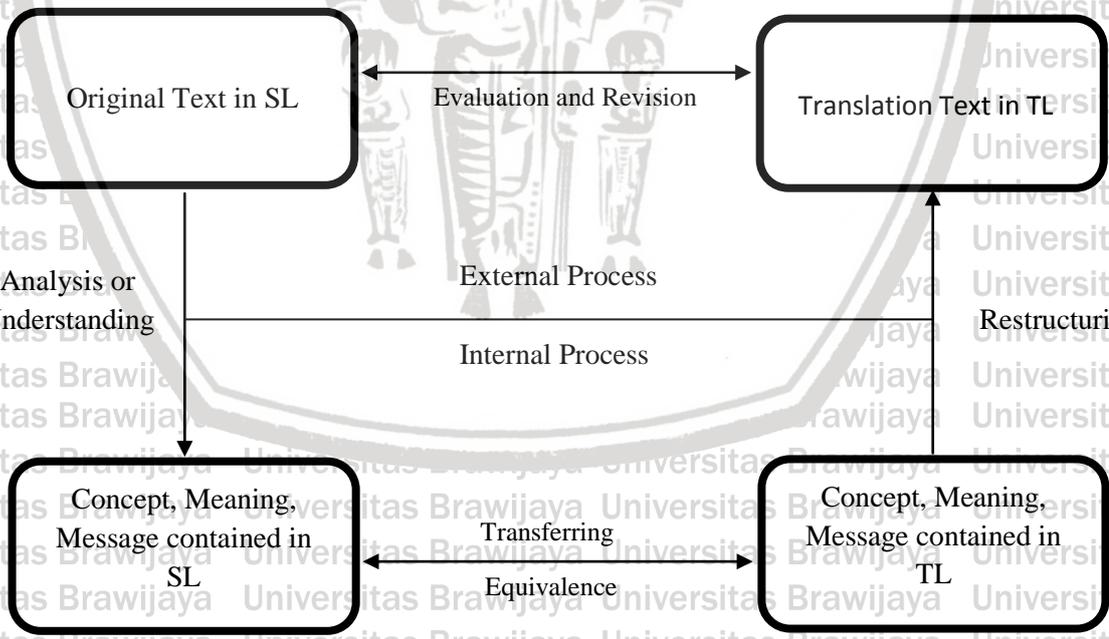

Figure 2.2 Process of Translation based on Suryawinata (2003, p.14)

The figure above can be explained as follows:

1. Analysis or understanding stages the stage where the texts are analyzed according to grammatical, words or word combination meaning, textual meaning, and even contextual meaning.

2. After the text has been analyzed, the translator changes the text into TL. But, this process only works in the translator's mind not being produced into writing text. Thus, this process is called as transfer stage.

3. In restructuring, the translator tries to find equivalent words, idiom, and structural sentence in order to make the message in SL acceptable in TL.

4. Evaluasion and revision stage is when the translator rechecking the result of whole translation, if it is not clear enough or having mistakes, then the revision stage can be done.

2.4 Localization and Translation

Translation is the expression in another language, TL of what has been expressed in one language, SL, preserving semantic and stylisticequivalencies, as defined by Bell (cited in Van Tuan, 2006, p.2). It means that the full meaning of the SL must be appropriately translated into the TLby giving certain fokus on it.

As its fuction to language, translation and localization has a correlation between one to another. Sandrini (2005, p.2) states that localization is the overall task with translation being part of it, just like any other part of the process like project management, image adaptation or setting up a language gateway. Localization includes many tasks regarding with translation, such as project management,

sofware engineering, testing, and desktop publishing. Moreover, localization emphasizes on translation tools and technology whereby this parts are the difficult task and many different skills are required for translating the web.It should be clearin source and target text, equivalence, acceptability, and even the concept of translation itself.

The Localisation Industry Standards Association (LISA) describes localization as the process in which a product is linguistically and culturally appropriate to the target market where it will be used and sold. The product is meant as a software program. Moreover, O'Hagan (2003, cited in Schiller, 2008, p.79) defines localization as:

> One way to define localization may be to see how it differs from conventional translation. For me, that difference lies in the nature of the content with which it deals. Localization can be seen as an industrial process applied to content that is predominantly in digital form and needs to be adapted to target market requirements.

Thus, localization can be meant as a process of content adaptation to match to the 'locale' or target market requirements, such as language, culture, and so on.

Maroto and Bortoli (2001, p.4)suggest about the definition of localization term in depth and Localization Industry Standard Association (LISA) describes as well about globalization, as a part of localization,as the below:

1. Localisation or (l10n) is the process of adapting technical media products (generally developed for the US market) into a form where they are linguistically, functionally and culturally acceptable in countries outside the

original target market. These media products take on a variety of different forms, e.g., software, help, printed and on-line documentation, web sites, e-mails, web-based applications, multimedia components (audio, video, graphics) and so on.

2. Internationalisation (i18n) describes the process of following necessary rules during the initial development of a product. If product internationalisation is done properly, and at an early stage in the development process, the localisation effort should result in what is essentially a Spanish product, as opposed to an US product translated into Spanish. Internationalisation and localisation ideally complement each other.

3. Globalization addresses the business issues associated with taking product global. In the globalization of high-tech products, this involves integrating localization throughout a company, after proper internalization and products design, as well as marketing, sales and support in the world market.

Localization today is used in conjunction with the terms internationalization, whichmeans the preparation of a product to make it suitable for efficient localization andglobalization signifies the global design of a product, as stated by Sandrini (2005, p.2). It means that localization is a product which is shaped in global design to fulfill the requirement and the needs of the target market.Furthermore, globalization often shortened as G11N, internalization as (i18n), and localization as L10N.

As the influence of globalization, many companies try to design an internationalised website as the fact that the website is a means of promotion for

the companies and their product. Thus, it needs to focus on the cultural elements of the country in order to make it more suitable with the target market. In order to globalize, first, the products has to be made in some way general ('internalization'), then adapt ('localize') to specific target markets ('market') as stated by Pym (2006, p.9).

The localisation of web sites involves the translation of all pages, including all purely linguistic elements −lexias (graphically separated blocks of writing), alternative texts, links, etc., and support documents, as stated by Pierini (2007, p.87). It means that website localization doesn't focus only on multimedia aspects, but also concerns with the text.

2.5   Website Transfer Strategies

The Internet and World Wide Web are two things which cannot be separated from each other. The World Wide Web is the set of all computers connects together easily to the internet in getting documents needed by using typical procedure, which is abreviated as www. The Internet and World Wide Web also facilitate some elements, such as software development and localization. Because the technology grows rapidly and the requirements of the target market is varies, then localization includes translation of adaptation of web-based applications and database-driven web sites.

The variation of the Web and localization in processing source language text are described by Pierini (2007, p.90) in the following ways:

2.5.1 Full Translation

In this strategy, the translator tries to translate the whole website without adapting to the local market. Thus, the result of the website is not attached to the lokal markets for the website only considers to the targeted marketing strategy only. Full translation strategy is described as wellby Lockwood (2003, cited in Sandrini, 2005, p.8) into the monarcht approach as the strategy which tends to convert the whole website with less concern to the adaptation in target market.

2.5.2 Modification of Small Parts of the Source Text

It contains of mixed language, partial translation, and summary translation. This strategy means that only small parts (verbal/or non-verbal) of the source language are translated into the target language. The changes are transformed in the aspects which are attached to the cultural variation.

2.5.3 The Rewritten Verbal Component

This strategy only focuses on verbal component only provided in the web page and it is rewritten and translated. Meanwhile, the non verbal is left unchanged. It is almost similar with the full translation strategy, but there is a difference between the full translation and the rewritten verbal component strategy which is the adaptation inserted only in rewritten verbal component.

2.5.4 Modification of both Verbal and Non Verbal Components

This strategy uses the combination of both verbal and non-verbal components. Lockwood (2000, cited in Sandrini, 2005, p.5) calls this strategy as the federalist or subsidiary approach which integrates global, regional, and local content (GRL). The content is changing into global, then it is translated and used in regional context whereas local content is only used for local without any translation. Also, it is important to provide a country with the specific content for in every country, there are varies differences, such as language, culture, and so on. Thus, the web pages must adapt to the target market by modified verbal and/or non verbal components for if there is enough interest for the site in a particular country or target market, then the message can be transferred successfully. Furthermore, Pierini (2007, p.5) explains that a theoritical approach of website translation should integrate the following points in comprehensive framework: a) the concept of translation as cross-cultural transfer; b) the centering of the translation process on the web page as text; c) a semiotocs perspective; d) the focus on the target audience; e) the concern for the communication purpose of the target text; f) the need for adaptation; g) an in-context approach (verbal component should be viewed in the context of the original Web pages).

2.6 Previous Study

Many translation researches have been done using translation procedures, but a few has been done on the translation procedures on the website. The writer found that only several researchers do the same case, but in the same university,

she found that only one who conducted this research. The first is Patrizia Pierini (2007) who conducted a research entitled "quality in web translation: An investigation into UK and Italian web sites " to investigate quality in the translation of tourist discourse on the web. She focuses on the tourist language related to accomodation page, which contains tourist board and hotel sites. In her result, she found that there was a preference for the full translation of the verbal message, with very low or zero degree of adaptation, while non-verbal elements were left unchanged. The second point was cases of mixed language or partial translation, and summary translation. Furthermore, in such practices there was a lack of adaptation which implied the lack of the targeted marketing strategies, hindered the effectiveness of the message. The third point was that the translation quality of tourist discourse was not always good. Her research had significance for the next researcher by the reason that her research could be used as a guidance to analyze web transfer strategies, assesing the translation quality of a website.

The second was a research done by Rita Dharmayanti entitled an analysis on website transfer strategies and translation procedures in the localization of Yahoo! Mail Indonesia. She found that website transfer strategy used in translating Yahoo! Mail Indonesia were Modification of small parts of the source text and Modification of both verbal and non verbal component. For the translation procedures, the translators mostly used addition, substraction, shift/transposition, transference (transliteration), naturalization, componential analysis, synonym, recognised translation, omission/deletion, and modulation.

These two previous studies above have the same similarities and differences with what the writer does in her thesis. The similarities are the theory used by the writer in analyzing the website using website transfer strategy is the same with the two previous researchers. But, in analyzing the content based on translation procedures is different for the writer just uses one theory proposed by Suryawinata and Hariyanto and the previous researcher, Rita Dharmayanti, uses twotheories proposed by Newmark and Suryawinata and Hariyanto. Eventhough, the two theories have the same point, in fact that they have a huge diversity. Newmark divides translation procedures based on words, sentences, and phrases. But Suryawinata and Hariyanto divides translation procedures according to structural and semantic aspects. Moreover, other differences found in the writer's thesis with the previous researchers is on the object of the research. Whereas the two researcher focus on Yahoo! Mail Indonesia and tourist discourse on the web, the writer's is concerned with Facebook, a social networking.

CHAPTER III
RESEARCH METHODS

This chapter deals with the research method this study. It comprises four subchapters namely the type of research, data sources, data collection and data analysis.

3.1 Research Design

Research design is actully gives the clarity about the guidelines of what the research have done in conducting her research. It explains about what approach being used and why this approach is chosen to apply in her research.

In this research, all the data collected were in the form of words or sentence, thus the writer chose to use qualitative approach. According to Ary et al., qualitative research utilizes words to answer the questions or problems and tries to understand human and social behavior (2002, p.422).It was clear that qualitative was closely related and appropriate used in this research for the writer conducted website strategies and translation procedures on adapted Facebook in Bahasa Indonesia. The writer did not tend to focus on correlation between variable, but rather than to analysis the sentences.

Moreover, using qualitative approach gained full and deep understanding, rather than the numeric data analysis as Ary et al. stated that qualitative research are used in ethnography, naturalistic, focused on phenomenologic studies,

grounded theory, document analysis, observation, case study, and historical study (2000: p.25).

Related to document analysis used in this research, it can be included as content analysis design for it is applied to identify, analyze and then interpret particular characteristics in written or visual materials.Ary et al (2002, p.442) stated that the material is in a form of textbook, newspaper, advertisement, speech, television program, or even musical composition, and other types of document.

Moreover, Krippendorf, (2004, p.18) defined content analysis as a research technique for making replicable and valid inferences from texts (or other meaningful matter) to the context of their use. Therefore, the materials that can be analyzed using content analysis design are not only written material, but also included images, signs, symbols, etc. Generally, content analysis is used in the social sciences where it is related to the words or sentences within texts or sets of texts.Texts here can be defined broadly as book, chapter, essay, interview, discussion, newspaper's headline and article advertisement or any occurrence of communicative language (Text Language, 2010: para.1). This study used content analysis technique for the writer analyzed document or materials of data in the form of words and sentences included in adapted Facebook in Bahasa Indonesia.

3.2 Data Sources

In this research, the data collected were written texts in the form of words and sentences that contained in website of Facebook. The data sourceswere taken from two texts from it. The first was English version, the original one, and the

second was Bahasa Indonesia version, which was called adapted Facebook, to conduct research in translation and website strategies used in both web pages. This website strategies applied was proposed by Pierini and the translation procedures was suggested by Suryawinata and Hariyanto, for these two theories was much simpler, accurate, and adaptable than the others.

The object of this research was limited to adapted Facebook in Bahasa Indonesia only and the original Facebook in English version since the nationality of the writer herself was from Indonesia and it was giving her much knowledge in understanding Bahasa Indonesia. Moreover, the data collected was for about 12 pages only since the reason was focused on the pages which mostly opened by users. Thus, this helped the writer in analyzing translation and website strategies between English and Indonesia.

3.3   Data collection

Data collection method was the method that was used to gather or collect the data. A clear and obvious explanation in data collection method was necessary to make the readers of the research's report understand how the researcher could reach the results and conclusions.

The steps of collecting data were conducted systematically, as presented as follows:

1. Finding Facebook website.

In this first step, the writer tried to find the Facebook website on Google by typing the addreess, www.facebook.com, in both two versions English and Bahasa Indonesia.

2. Collecting the data

The writer collected the data by printing them out tomake her easy in gaining next step in analyzing data. The data collected are 12 pages, 158 words/phrases/clauses and sentences.

3. Identifying data

The writer tried to identify by separating non verbal and verbal element. Then, the writer classified all data into words/phrases/clauses and sentences. Finally, the data obtained consisted of 12 pages, 135 words/phrases/clauses, and 23 sentences.

3.4   Data Analysis

After collecting the data, the writer tried to analyze the web transfer strategies and translation procedures. Some steps were taken by the writer in analyzing the web transfer strategies. The first, the writer tried to compare both websites in English version and adapted Facebook in Bahasa Indonesia. Thus, she printed them out and tried to identify the two web pages based on web transfer strategies.The third, the writer analyzed the translation results and discussed whether they were appropriate or not based on website strategies. The last was drawing conclusion the translator tendency of the use of web transfer strategies from the data obtained in the study

In analyzing the translation procedures, the steps were taken by the writer, as follows, the first was comparing each source language sentences, words, and phares with their translation. The second, identifying the translation sentences, phares, and words to translation procedures. After that, classying each sentences, phares, and wordsbased on translation procedures. The fourth, analyzing, understanding the translation results and discussing whether the translations were appropriate or inappropriate based on translation procedures. The last was concluding the translator tendency in using each translation procedures.
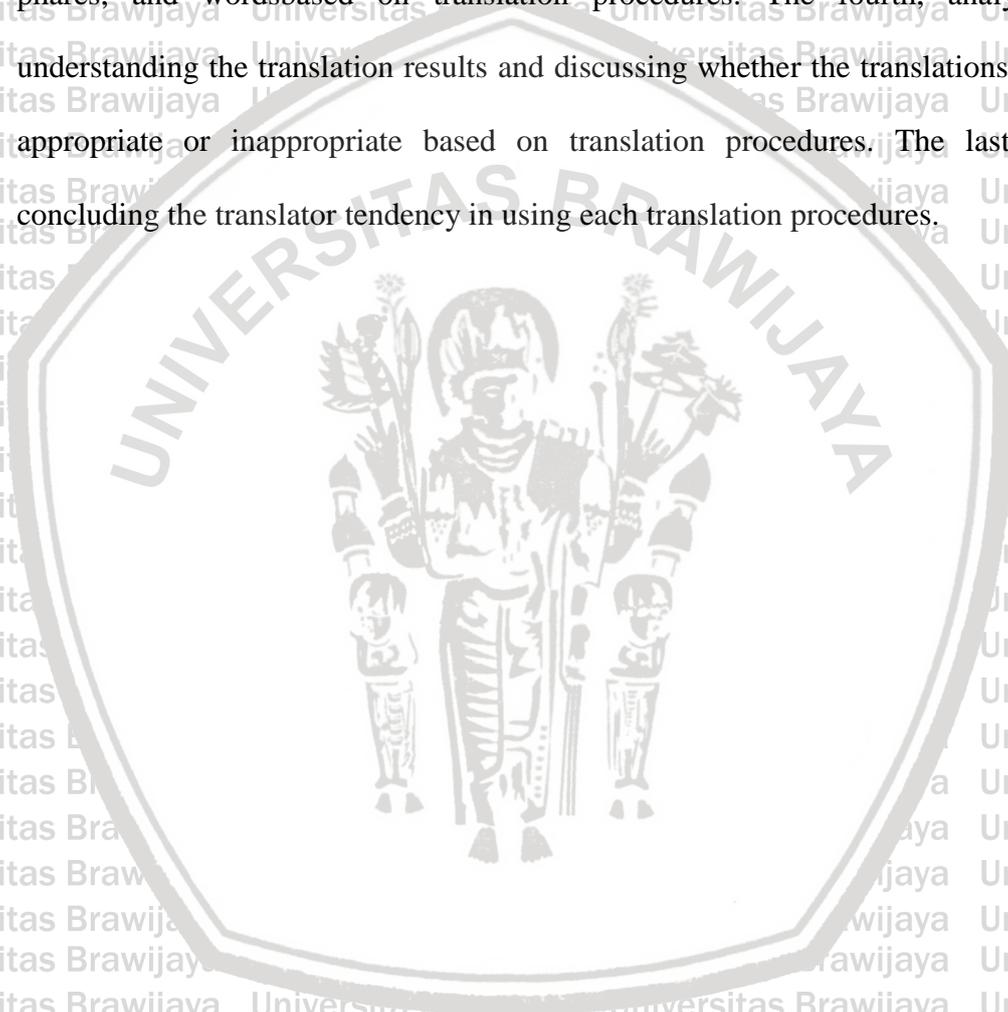
CHAPTER IV

FINDINGS AND DISCUSSION

In this chapter, the writer explains and answer the research problems based on the result of the analysis. Discussion of the finding is arranged in the last part of this chapter.

4.1 Finding

The data that have been collected in this research were words, phrases, and sentences, on the pages mostly opened by the users, provided in Facebook and the web pages both in Bahasa Indonesia and English version. Theyare 12 pages, 135 words/phrases/clauses, and 23 sentences and it will be described based on their translation procedures and website transfer strategies.

4.1.1 The Translation Procedures Used in Adapted Facebook in Bahasa Indonesia

Translation procedeures are divided into 9 procedures in which these procedures manage how the words/phrases/clauses and also sentences to be translated well. But only several procedures are used in adapted Facebook in Bahasa Indonesia.

4.1.1.1 Translation Procedures Based on Structural Strategies

There are 3 procedures related to structural strategies which are Addition, Subtraction, and Transposition and the writer found that the three of them are used in Facebook.

4.1.1.1.1 Addition

Addition is the process where words in SL must be added in TL as the requirement in the language structure of TL. From the data obtained, the writer found 13 addition, as follows:

1. What are your interests? → Apa saja minat anda?
2. Add another phone→Tambahkan nomor telepon lain
3. College/University→Perguruan tinggi/universitas?
4. Sister→Saudara perempuan
5. Brother→Saudara laki-laki
6. Facebook helps you connect and share with the people in your life→Facebook membantu Anda terhubung dan berbagi dengan orang-orang dalam kehidupan Anda.
7. Sports you play→Olahraga yang anda lakukan
8. People who inspire you→Orang yang menginspirasi Anda
9. Who inspires you? →Siapa yang mengilhami Anda?
10. Select Sex→Pilih jenis kelamin
11. Re-enter Email→Masukkan ulang email
12. People You May Know→Orang yang mungkin anda kenal

4.1.1.1.2 Subtraction

Subtraction means that structural elements in TL must be subtracted as a necessity of language rules in TL. The data involved in subtraction procedures are:

1. Sign Up→Mendaftar
2. Why <u>do</u> I need to provide my birthday? →Mengapa saya harus membiarkan tanggal lahir saya
3. Create <u>a</u> page for a celebrity, band or business→Buat Halaman untuk selebriti, grup musik, atau bisnis
4. Find Friends→Cari teman
5. Badges→Lencana
6. People→Orang
7. Pages→Halaman
8. Create a Page→Buat Halaman
9. Developers→Pengembang
10. Careers→Karier
11. Messages→Pesan
12. Events→Acara
13. Friends→Teman
14. Games→Permainan
15. Pictures→Foto
16. Groups→Grup
17. Questions→Pertanyaan
18. 2 people like this→2 orang menyukai ini
19. Write a comment→Tulis komentar
20. Select an image file on your computer (4MB max)→ Pilih file gambar dari komputer Anda (maks 4MB)
21. Take a picture→Ambil foto
22. By uploading <u>a file</u> you certify that you have the right to distribute this picture and that it does not violate the Term <u>of</u> Service→Dengan

mengunggah <u>file</u>, Anda menyatakan bahwa Anda memiliki hak untuk mendistribusikan gambar tersebut dan tidak melanggar ketentuan layanan

23. Row of photos at top of profile→Baris foto di bagian atas profil

24. Who are your favorite athletes→Siapa atlet favorit anda?

25. Save changes→Simpan perubahan

26. Activities→Aktivitas

27. Interests→Minat

28. Books→Buku

29. Movies→Film

30. Emails→Email

31. Add/remove emails→Tambah/hapus email

32. Phones→Telepon

33. Grandfather→Kakek

34. Favourite quotations→Kutipan favorit

35. Favorite teams? →Tim favorit

36. Favorite athletes→Atlet favorit

37. Grandmother→Nenek

4.1.1.1.3 Transposition

Transposition means that structural elements, such as plural form, adjectives, is changed into TL in order to obtain a coherence with SL. Some words/phrases/sentences are found in the data below:

1. Forgot your password→Lupa kata sandi Anda

2. First Name→Nama Depan

3. Last name→Nama belakang

4. Your Email→Email Anda

5. Edit my Profile→Sunting profil saya

6. Current city→Kota sekarang

7. Political View→Pandangan politik

8. What are your political beliefs? →Apa pandangan politik Anda?

9. Favourite quotations→Kutipan favorit

10. Remove your picture→Hapus foto anda

11. Favorite teams? →Tim favorit

12. Favorite athletes→Atlet favorit

13. Website→Situs web

14. Where have you worked? →Di mana anda pernah bekerja?

15. Relationship status→Status hubungan

4.1.1.2 Translation Procedures Based on Semantics Strategies

Semantics strategies fully consider to meaning where message in SL must be transferred well in TL. For achieving the appropriate meaning in translation, this procedure consists of 9 types, such as borrowing, cultural equivalent, descriptive equivalent and componential analysis, synonym, recognised translation, reduction and expantion, addition, omission and deletion, and modulation. But only several procedures are used to translate Facebook, such as modulation, componential analysis, synonym, naturalization, transliteration, and recognized translation.

4.1.1.2.1 Borrowing

Borrowing has two types of procedures which are transliteration and naturalization. The two procedures are found in the data obtain as we can see below:

Transliterasion:

1. Email→Email

2. Status→Status
3. Video→Video
4. Browse→Browse
5. AIM→AIM
6. By uploading a <u>file</u> you certify that you have the right to distribute this picture and that it does not violate the Term of Service→Dengan mengunggah <u>file</u>, Anda menyatakan bahwa Anda memiliki hak untuk mendistribusikan gambar tersebut dan tidak melanggar ketentuan layanan
7. Create Group→Buat group

Naturalization:

1. Television→Televisi
2. Photo→Foto
3. Privacy→Privasi
4. Music→Musik

4.1.1.2.2 Descriptive Equivalence and Componential Analysis

The writer find that there are several words/phrases/sentences contained of componential analysis but there is no word/phrase/sentence in the data, as follows:

1. Re-enter Email→Masukkan ulang email
2. Birthday→Tanggal lahir
3. Welcome→Selamat datang
4. News feed→Kabar berita
5. Upcoming Events→Acara yang akan datang
6. Poke→Colekan
7. Hometown→Kota asal
8. Edit thumbnail→Sunting foto mini
9. Featured friends→Teman yang ditampilkan

10. By uploading a file you certify that you have the right to distribute this picture and that it does not violate the <u>Term of Service</u>→Dengan mengunggah file, Anda menyatakan bahwa Anda memiliki hak untuk mendistribusikan gambar tersebut dan tidak melanggar <u>ketentuan layanan</u>

4.1.1.2.3 Synonym

It means that the translator uses the equivalent words in TL. There are 55 words are found in the data obtained.

1. Day→Tanggal
2. Month→Bulan
3. Year→Tahun
4. Mobile→Seluler
5. About→Tentang
6. Help→Bantuan
7. Create Group→Buat group
8. Question→Pertanyaan
9. Shares→Bagikan
10. Link→Tautan
11. Most Recent→Paling baru
12. Search→Pencarian
13. See All→Lihat semua
14. Add as Friend→Tambahkan sebagai teman
15. Birthday→Tanggal lahir
16. Interested in→Tertarik pada
17. Show my sex in my profile→Tampilkan jenis kelamin saya dalam profil
18. What do you like to do? →Kegiatan apa yang Anda sukai?
19. Language→Bahasa
20. About me→Tentang saya
21. Religion→agama
22. Description→Keterangan

23. Mobile→Ponsel

24. Address→Alamat

25. City/Town→Kota/daerah

26. Neighborhood→Lingkungan

27. High School→SMA

28. Single→Lajang

29. Engaged→Bertunangan

30. Married→Menikah

31. Widowed→Janda

32. Separated→Berpisah

33. Divorced→Bercerai

34. Family→Keluarga

35. Select Relation→Pilih kekerabatan

36. Daughter→Putri

37. Son→Putra

38. Expected: Child→Calon bayi

39. Mother→Ibu

40. Father→Ayah

41. Aunt→Bibi

42. Uncle→Paman

43. Niece→Keponakan

44. Nephew→Keponakan

45. Cousin: female→Sepupu: perempuan

46. Cousin: male→Sepupu: laki-laki

47. Granddaughter→Cucu perempuan

48. Grandson→Cucu laki-laki

49. Advertising → iklan

50. Terms → ketentuan

51. IM screen names → Nama pengguna IM

52. Employer → Lembaga/perusahaan

53. Apps → aplikasi

54. Re-enter Email → Masukkan ulang email

55. News feed → Kabar berita

4.1.1.2.4 Recognized Translation

Translating words/phrases/sentences in SL to TL based on *Pedoman Pengindonesiaan Nama dan Kata Asing*. Only one word is found in the data, such as Term of service→Ketentuan layanan.

4.1.2.8 Cultural Equivalent

There are 4 data that use cultural equivalent, such as:

1. In a relationship→Berpacaran
2. It's complicated→Rumit
3. In an open relationship→Menjalin hubungan tanpa status
4. Poke→Colekan
5. New Password/Password → Kata Sandi Baru/Sandi

4.1.1.2.5 Modulation

It is the way how the translator translating SL to TL by using different point of view. There are 15 words/phrases/sentences are found in the data obtained, as follows:

1. Keep me logged in→Biarkan saya tetap masuk
2. It's free and always will be→Gratis, sampai kapan pun
3. I am→Saya seorang
4. More→Lainnya
5. Top news→Berita populer
6. What's on your mind? →Apa yang anda pikirkan?

7. Friends on Chat→Teman di obrolan

8. See what your friends are doing, view updates from pages, and more→Lihat apa yang tengah dikerjakan teman-teman, lihat pembaruan dari halaman, dan lain sebagainya.

9. What's the event? →Apa acaranya?

10. I am→Saya sekarang

11. What are your religious beliefs? →Apa kepercayaan anda?

12. What sports do you play→Anda suka olahraga apa?

13. What are your favorite sports teams? →Apa saja tim olahraga favorit anda?

14. Where did you go to college/university? →Anda kuliah di perguruan tinggi apa?

15. Where did you go to high school? →Anda bersekolah di SMA apa?

4.1.2 Analysis of Translation Procedures Used in Adapted Facebook in Bahasa Indonesia

There are 8 procedures are used in the data obtained. Then, to make the translator procedures are clearly used in each translation procedures, the writer explains one by one procedures used in her research, as follows:

4.1.2.1 Addition

Addition is one of the translation procedures which focuses on structural aspect. It adds the text in TL as it is a must or a requirement needed by the language rule in TL. It can be clearly seen in the data obtained such as, new password→kata sandi baru, What are your interests? → Apa saja minat anda?, Sister→Saudara perempuan, Password→Kata sandi. In TL, there is an structural

addition on the words such as kata, saja, saudara, kata. It is a must to add word/words in TL in order to make it sound natural.

4.1.2.2 Subtraction

Subtraction functions to subtract word in SL when it is chaged into TL. the rule is the same as addition which is a must to do it for the rule in TL is required like that. Subtraction is displayed such as, Sign Up→Mendaftar, Find Friends→Cari teman, Create a Page→Buat Halaman, People→Orang, Select an image file on your computer (4MB max)→ Pilih file gambar dari komputer Anda (maks 4MB), By uploading a file you certify that you have the right to distribute this picture and that it does not violate the Term of Service→Dengan mengunggah file, Anda menyatakan bahwa Anda memiliki hak untuk mendistribusikan gambar tersebut dan tidak melanggar ketentuanlayanan. The words underlined, such as 'up', 'friends', 'a', 'people', and 'an' are undergone subtraction where in TL the words underlined in SL are missing or reduced in order to make the translation acceptable and natural in TL.

4.1.2.3 Transposition

Transposition is the procedure in which the order of two or more words are chaged. It is optional for it depends on the meaning in SL are transferred well or not. If the mesage can be transferred, then transposition is not necessary used and vice versa. The writer found that transposition is applied in translating adapted Facebook in Bahasa Indonesia. The data are follows, Forgot your

password→Lupa <u>kata sandi Anda</u>, First Name→Nama Depan, Your Email→Email Anda, Current city→Kota sekarang, and so on.Words underlined is structured MD (modified-signified), such as 'your password', 'kata sandi Anda', 'first name', 'your email', 'current city'for the English structure is systemized in MD. But in indonesia, the words must be swtiched over to DM (signified-modifier) due to the difference of structure rules. Thus, the result turns into 'kata sandi Anda', 'nama depan', 'email anda', 'kota sekarang'.

4.1.2.4 Borrowing

Borrowing has two types. The first is transliteration which focuses on SL's culture and the second is naturalization which tends to the culture in TL. For transliteration, some words are found, such as Email→Email, Status→Status, Video→Video, Browse→Browse, AIM→AIM. No changing both in SL or TL for transliteration procedure give an appreciation to the SL. Then, naturalization is found in several words, such as Television→Televisi, Photo→Foto, and Privacy→Privasi. If we take a look at the words in TL, there are a litte changing on word. It is because in naturalization, the procedure tries to adjust to the spelling and written aspect from the culture of TL.

4.1.2.5 Descriptive Equivalence and Componential Analysis

Componential Analysis is used to translate general term in SL in order to make it sound natural in TL. For example, Birthday→Tanggal lahir, Welcome→Selamat datang, News feed→Kabar berita, Hometown→Kota asal,

Edit thumbnail→Sunting foto mini, Featured friends→Teman yang ditampilkan, 2 mutual friends → 2 teman yang sama.

1. birthday→tanggal lahir

Birthday means that the day when you are born. In TL, it turns to '*tanggal lahir*' which has the same meaning. Eventhough, structurally it is not the same, where SL, it is only one single word, but in TL it is divided into two words. For the consideration, it is possible to have it in two words in order to get the same meaning as SL.

2. News feed→kabar berita

In SL, news feed means provided news. But when it translates to TL, it can't be translated into '*kabar yang tersedia*' for it is not understandable easily. Thus, it translates into '*kabar berita*' for it is familiar and the meaning can be appropriate to the TL.

3. Hometown→Kota asal

In TL, hometown can be '*kampung halaman*,' but it can be '*kota asal*' for the translator tries to make it equivalent with the word in SL. So, users of Facebook can understand easily.

4. Edit thumbnail→Sunting foto mini

Edit thumbnail means that change the small picture on computer screen. It is the same meaning as '*sunting foto mini*' in TL.

5. Featured friends→Teman yang ditampilkan.

In SL, featured friends is the same as displaying friends. Thus, in giving the same meaning in SL, it turns to '*teman yang ditampilkan*'.

4.1.2.6 Synonym

Synonym is the procedure which functions to find the closely meaning in text SL to be translated into TL. the data obtained are like day→tanggal, month→bulan, year→tahun, about→tentang, mobile→seluler, and so on. Those words have closely meaning one to another. So it can be concluded that in synonym, the translator has no choice in translating the text for the text seems like has only one appropriate word in TL.

4.1.2.7 Recognised Translation

Translating words/phrases/sentences in SL to TL based on *Pedoman Pengindonesiaan Nama dan Kata Asing*. Only one word is found in the data, such as Term of service→Ketentuan layanan. The meaning is the same which So, the translation is fixed in *Pedoman Pengindonesiaan Nama dan Kata Asing.*

4.1.2.8 Cultural Equivalent

In this procedure, the translator tends more to the culture in TL and avoids the culture in SL as long as the meaning is the same. The data are In a relationship→Berpacaran, It's complicated→Rumit, In an open relationship→Menjalin hubungan tanpa status, Poke→Colekan.

1. In a relationship→berpacaran

In SL's culture, the term 'in a relationship' doesn't always mean you're in date with someone, but it can be you have close relationship with someone else in every gender, can be female with female or male with female or

vise versa. But in TL, 'in a relationship' means that you're in date with someone else, with the specific gender, for example if you're male, you will be in a relationship with female. It means that you have a girlfriend.

But in here, the translator tries to avoid the culture of SL in order to give the same meaning and avoid the culture in SL.

2. It's complicated→Rumit

The same as the data above, this term is related to the relationship. The culture in SL, it's complicated means that his or her relationship is not quite good. But it doesn't mean that we are in quarrel with our boyfriend or girlfriend. it tends to be more universal, can be quarrel to evryone. But in the culture of TL, this term can be assumed that we are in fight with our boyfriend or girlfriend.

3. In an open relationship→Menjalin hubungan tanpa status

The difference of culture can make the term is different in the point of view. 'in an open relationship' means that you're welcomed to have a relation with someone else. It can be friend, or close friend, and so on. But in TL, it can be different. You may say this word when you want to be close with someone without any bound with him or her. In TL, it can be called as '*teman tapi mesra*'.

4. Poke→Colekan.

Talking about culture, we will directly talk about life style as well. The same as this term, poke means that you quickly push your fingers or another object into sb/sth. It is common in the culture of SL to do this

action, but in TL, it is translated into '*colekan*' which means that you tease somebody with your finger.

5. New Password/Password → Kata Sandi Baru/Sandi

In literal meaning, password can be translated into code or *kode* in Bahasa Indonesia. But if we take a look at the indonesian culture, *kode* is not quite familiar as *kode* uses for something very secretly and usually applies in computer system. Therefore, to make it sound familiar and informal for users, the translator changes password into *kata sandi*.

4.1.2.8 Modulation

Modulation is a translation prosedure which use the translator point of view in translating text. So the translator has a full right to find the equivalent words in TL by using his thought as long as the meaning can be catched. Some data are displayed in here, Keep me logged in→Biarkan saya tetap masuk, It's free and always will be→Gratis, sampai kapan pun, What's on your mind? →Apa yang anda pikirkan?, and so on. It is more communicative that other procedures for the translator tries to translate it more natural and easy to be understood.

4.2 Website Transfer Strategies and The Analysis

Website transfer strategy is a strategy used to make a website operate well and suitable with target market. Moreover, the message brought by the company through website can be transferred well to the target market.Therefore, Localization and translation take a part as the problem solving. To make it

succesfully run, there are 4 strategies to build a good website, where localization and translation being a part of it. In the data gained, the writer found only 1 strategy which is applied by Facebbok.

4.2.1   Full Translation

In this strategy, the translator tries to translate the whole website without adapting to the local market. Thus, the result of the website is not attached to the local markets for the website only considers to the targeted marketing strategy only. Moreover, in defining the page which is contained full translation must be viewed from the overall pages, not from a single pages only for the localisation of Web sites involves the translation of all pages, including all purely linguistic elements − lexias (graphically separated blocks of writing), alternative texts, links, etc., and support documents. When needed, it also includes the adaptation of the source text (ST) to ensure the acceptance and the success of the product in the local market: e.g.the adaptation of dates, weights, measures and currencies; the modification of content, by omitting information not relevant to target receivers (TR), adding extra information, or practising a summary translation of the ST; a change in style, by employing the writing style conventionally used in the target culture (TC), stated by Pierini (2007, p.3) . Therefore, full translation strategy can be defined as the pictures below:

Figure 2.3 LoginPage of Facebook

Figure 2.4 Login Page of Adapted Facebook in Bahasa Indonesia

If we take a look at the two figures above, we find that all texts are translated. Even for the advertisements promoted on the page. The characteristics of full translation can be seen as follows: first, on the first figure, all elements, especially

texts for signing up, are translated into Bahasa Indonesia on the second figure.

Second, some elements still exist in both English and Bahasa Indonesia pages, such as advertisements (Telkomsel, AXIS, smartfren, 3, and indosat) and links (Get Facebook Mobile, Sign Up, and log in), are not deleted both in English and Bahasa Indonesia pages. It happens because Facebook Indonesia has its own proxy setting. That is why both English and Bahasa Indonesia pages have the same features. The same thing happens as on the News Feed page, as below:

Figure 2.5 News Feed Page of Facebook

Figure 2.6 News Feed of Adapted Facebook in Bahasa Indonesia

Eventhough, there is an advertisement on the second page which is not found in English page, but it does not reduce the whole page into other strategies, except full translation for the page is taken in different time. The other reason is because there is a program called Adobe Flash Player which is functioned to make interesting animation effect and bitmap in webpage. As the consequence, the advertisemnents always changes automatically in every time while users open the Facebook. But it does not affect the result of the analysis for it is analyzed from the overall pages.

In order to make clear the full translation strategy in this result, it is better to compare with the previous research which uses Yahoo! Mail Indonesia to be the object of research. The result showed that Yahoo! Mail Indonesia used two applications of website transfer strategies which were modification of small parts of the source text and modification of both verbal and non verbal components. The first result characterized that the web page of Yahoo! Mail Indonesia contained specific local content and local advertisements such as: My Yahoo!, Calendar, and Notepad, which existed in the original Yahoo! Mail but unavailable in Yahoo! Mail Indonesia.

Moreover, the additional and/or external link with which users could translate with Y! Babel fish, used free video chat with their family, and free worldwide PC-to-PC calls were available only in the source language. While in Facebook, there is no changing at all in all contents of it, as we can see both in login and news feed pages. All contents inserted in original Facebook will be existed in Facebook in Bahasa Indonesia.

The next result characterized by global content in Yahoo! Mail, such as Check Mail, New, Inbox, Draft, Sent, Spam, Contacts, Feeds, Option, and help were produced centrally, translated, and used internationally while the local content was produced regionally. Moreover, in the original web page, there was news column but at Yahoo! Mail Indonesia there was no news column, only the advertisement of Yahoo! Mail Indonesia feature provided to its users. Then, the modification of non verbal component happened in the advertisement. In the original page, the advertisement of 'Nordstrom Dress Divine' was replaced with 'muslimmatrimonial.com'. This was because some products sold in the country where the original web page were not sold in the target language country. Therefore, the different advertisement was possibly happened. But it is different from Facebook, where all verbal components, such as name, email, password, birthday, are existed and translated into Bahasa Indonesia. Even for the content in news feed page, such as share, photo, upcoming events, find friend, games, message, are translated as well. Moreover, the advertisement inserted in Facebook will be existed in Facebook in Bahasa Indonesia. Eventhough, when users change and open it, there will be a changing in the advertisement side. But this thing happened because of the program used by Facebook which is called as Adobe Flash Player.

4.2.3   The Analysis of Application of Full Translation of the Source Text

Full translation is used when the translator translates the SL by avoiding the cultural aspects or it can be said that the translator doesn't use the adaptation

in his translation. He focuses only in the text which is translated as long as the message is the same as the original text. The data gained in this thesis displays that the website just uses 1 strategy which is full translation. The analysis is explained as follows:

The login page of Facebook is mostly used full translation for the overall content. In its web page below, there are several advertisements and the statement related to the them. Whereas, all of them are advertised in Indonesia or target market. But the advertisements are set up in English version as well without any changing at all. Even, the statement related to them are translated as well both in Bahasa Indonesia and English version. Thus, there are no separation between the 'locale' items or global items for all in the target market are created globally. Moreover, for the content within Facebook itself, such as News Feed is fully translated. The possible reason why the translator uses this strategy is because he tends to make the target market understand about the whole content. Therefore, the users of Facebook can easily connect to other people around the world. The content is more important than the culture sticked on the translation, as long as it is understandable, it will be acceptable for all users.

5.3 Discussion

Based on the finding that are presented in the previous subchapter, the writer answered the problems of the study. Related to the first problem, the writer found translation procedures that are used by adapted Facebook in Bahasa Indonesia. They are 11 translation procedures which are addition, transposition,

subtraction, modulation, componental analysis, synonym, naturalization and transliteration, and recognised translation. The writer explained about the function of the each procedures. The most used procedure in adapted Facebook in Bahasa Indonesia is synonym. While Suryawinata and Hariyanto (2003, p.73) state synonym that "the translator can use the equivalent words in TL to make them same as the SL, unless the componental analysis seems unapproriate to be applied". By using this procedure, users can't be hard to understand the content of Facebook and apply it easily.

Moreover, the translator uses the cultural equivalent to translate some phrases, such as 'in a relationship', 'in an open relationship', poke', and 'it's complicated'. It is very interesting when users in Indonesia comprehend this phrases. Two cultures, which are western and Indonesia, are clearly seen. In western culture, the paradigm of those phrases is quiet differrent with the one which is used in Indonesia. It can create misunderstanding somehow when we, especially, want to connect with other people in western area. For example the use of 'poke', it is usual to click on it to your chief. But in Indonesia, it is hard to do for it is impolite. The meaning do not only put your fingers or another object into somebody or something, but it tends to more tease someone by doing such kind of activity. It's the same case when we set up our identity by giving a statement 'in a relationship'. In indonesia, people usually have a relationship with their opposite gender. It means that he or she has a girlfriend or boyfriend. But in western culture in can be reverse of it for there is legal to have a relation with the same

gender. Even there are many countries in western legalize that status. So, it can make a culture shock for both of cultures if there are two paradigms in contrary.

The second answer related to website transfer strategy is that the website uses mostly full translation. It includes overall contents within website, even for the advertisements on it. By translating the overall items on Facebook with Bahasa Indonesia, users can easily understand what it is displayed on Facebook. Therefore, Facebook becomes aninteresting and attracted website viewed from the effective and simplicity in using and understanding the website than any others.
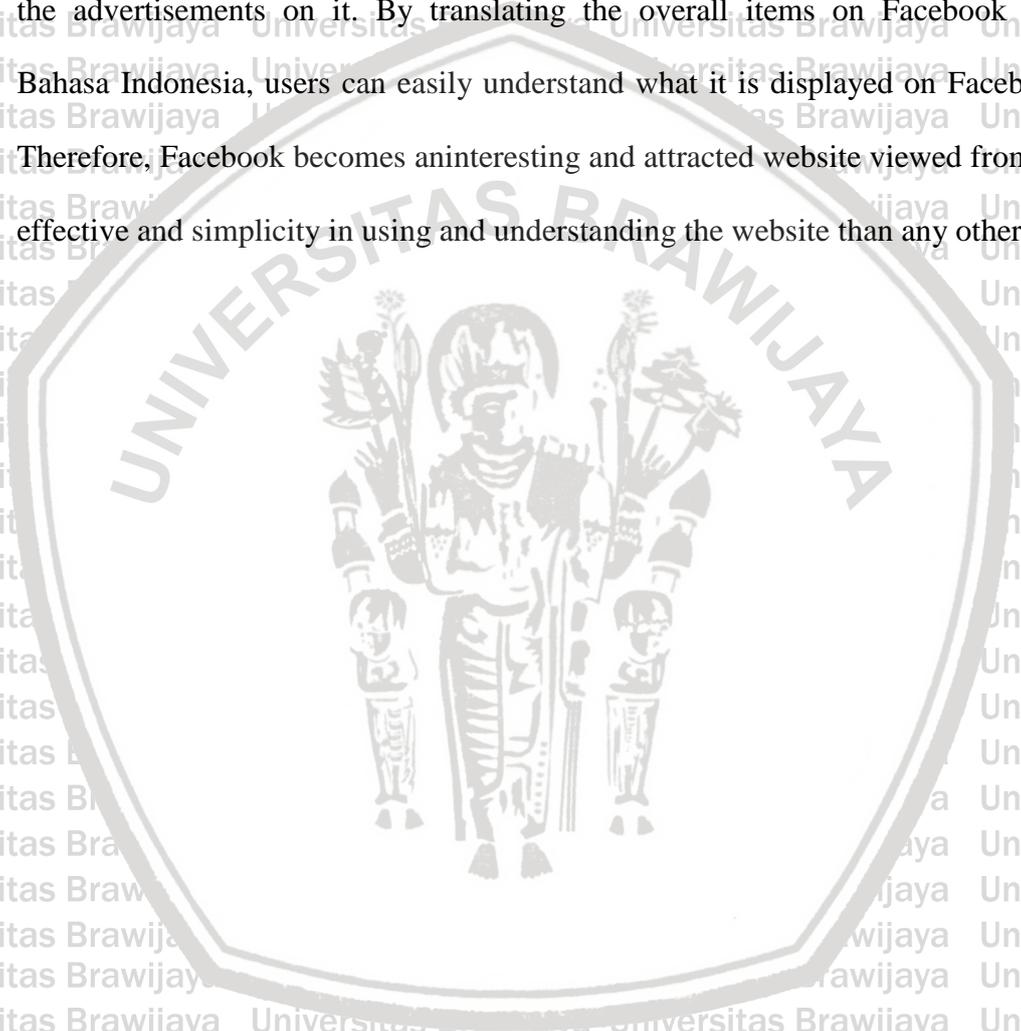
CHAPTER V
CONCLUSION AND SUGGESTION

In this chapter, the writer provides the conclusion of her study and suggestion for the next study.

5.1 Conclusion

Based on the finding of this study, the writer found that all translation procedures in adapted Facebook in Bahasa Indonesia are not used overall. But only several procedures such as, addition, transposition, subtraction, modulation, componential analysis, synonym, naturalization, transliteration, recognised translation, and cultural equivalent. But, mostly of the procedures used is synonym. This procedure shows that how the translator tries to make an equivalence with the term provided in Facebook. Therefore, users or people online can understand it obviously. Moreover, the strategy applied in the website of adapted Facebook in Bahasa Indonesia, there is only 1 strategy is used, which is full translation strategy. The application of the strategy may give an ease for target market to use Facebook as the social networking website.

5. 2 Suggestion

From the study that was conducted, the writer would like to give suggestions for:

1. The next researchers

   To the next researchers who are also interested in conducting the similar research about translation and website transfer strategies. The writer suggests them to continue and explore similar studies by deriving more objects and website in the internet affected people nowdays, to get more knowledge and comprehensive result.

2. The readers

   The writer suggests the readers in general, to be more careful in using the websites, especially for the social networking website in order to avoid the misunderstanding. To get more understanding of the website, try to compare the translation provided in original and 'locale' translation. Therefore the readers can easily reach the message from the company.

3. The Study Program of English

   The theory that was used in this study, translation and website transfer strategy, is a great and new theory. That is why the writer suggests the English Study Program of Faculty of Culture Studies of Brawijaya University to add and improve the references in its library especially about the website transfer strategy and translation. Furthermore, the students and the next researchers will not get difficulties in finding literatures to support their studies.

4. The Users

In order to avoid misunderstanding, it is better for users to know deeply about the meaning of translation in Facebook because the different cultures will effect much in relation between other users. So, the writer suggest to users to critize this problem in making a good networking, especially for those who have different culture with us.
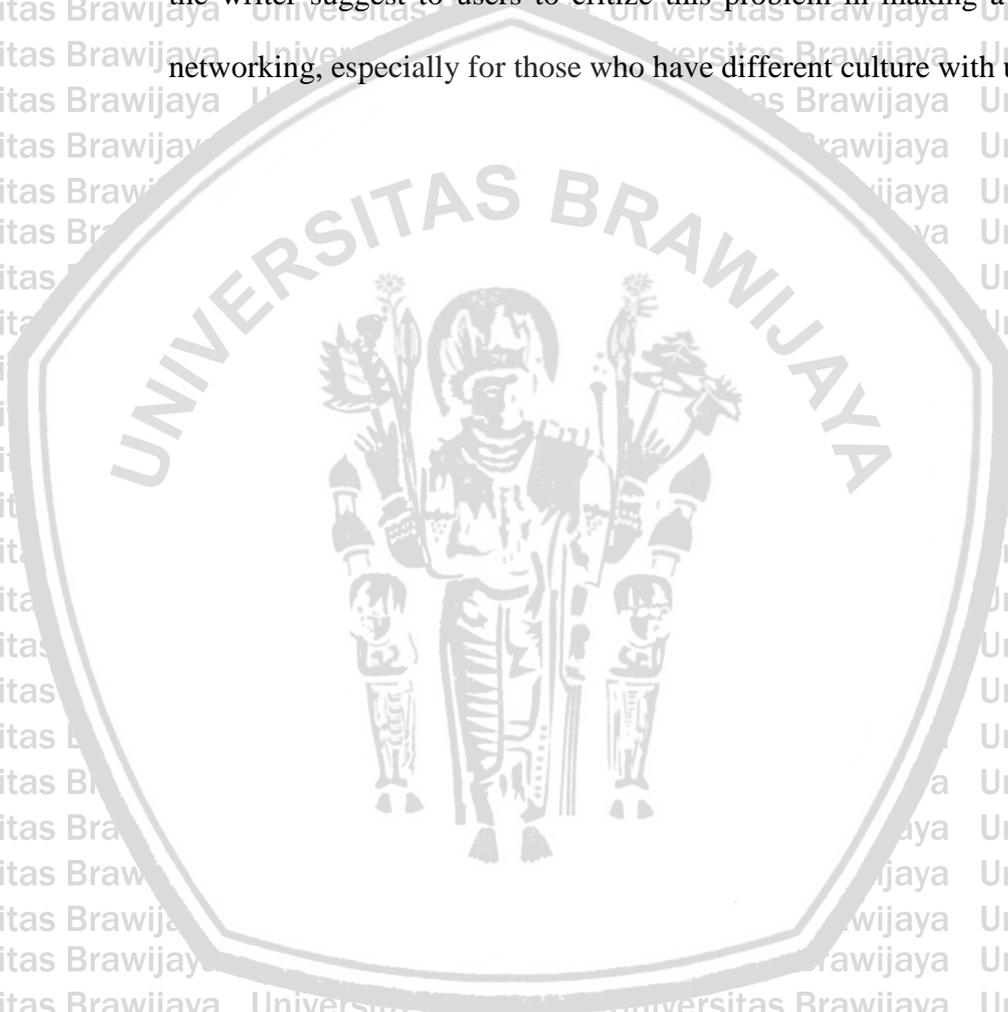
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APPENDICES

Appendix 1 : Login Page

Login Page of Adapted Facebook

Login Page of Adapted Facebook in Bahasa Indonesia

Appendix 2   : News Feed Page

News Feed Page of adapted Facebook

Kabar Berita page of adapted Facebook in Bahasa Indonesia
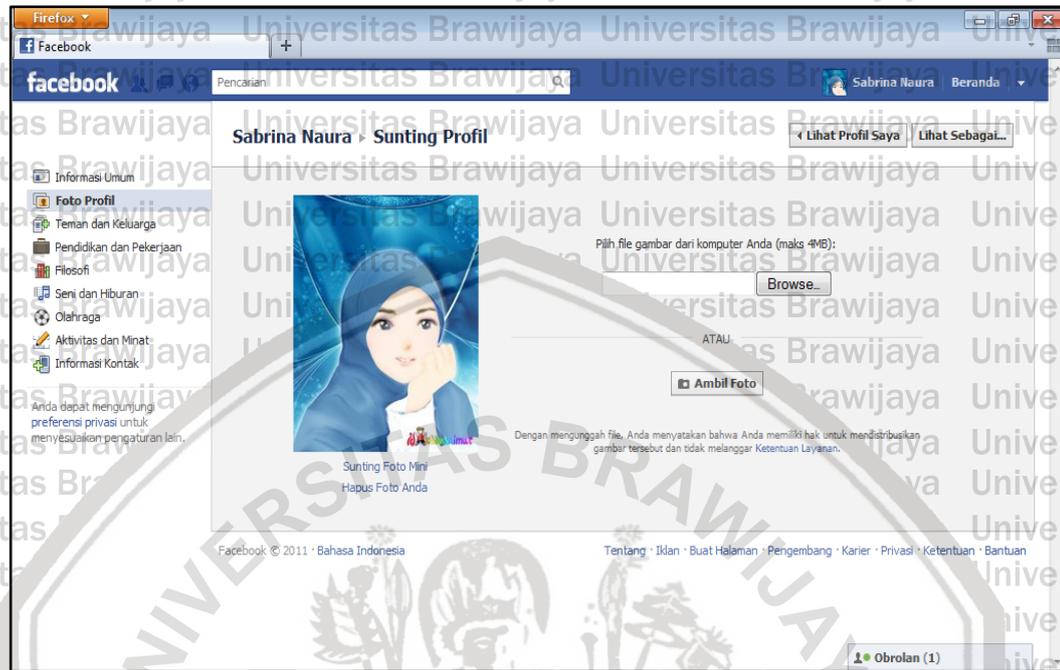
Appendix 3   : Edit Profile Page - Basic Informationof Facebook
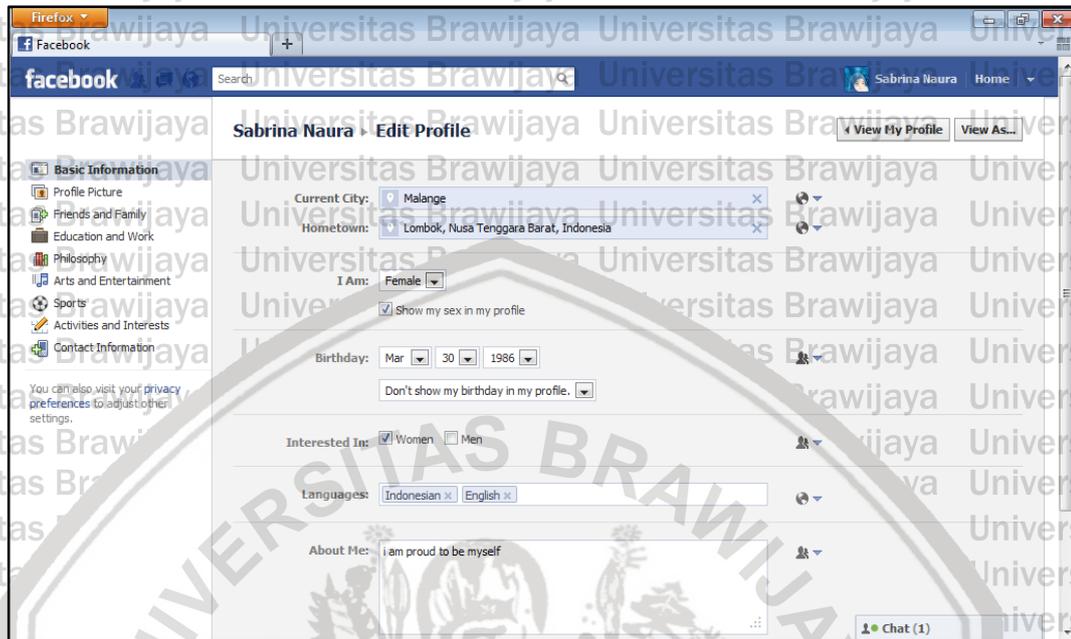
Edit Profile page – Basic Information of Facebook
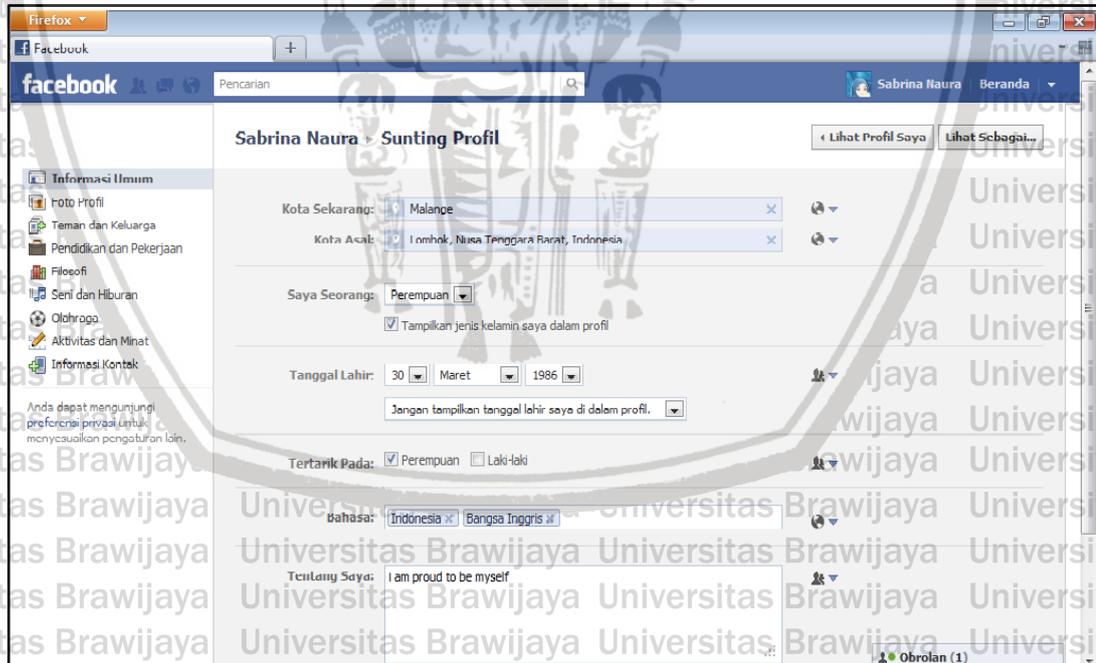
Sunting Profil page – *Informasi Umum* of adapted Facebook in Bahasa Indonesia

Appendix 4   : Edit Profile Page - Profile Picture of Facebook

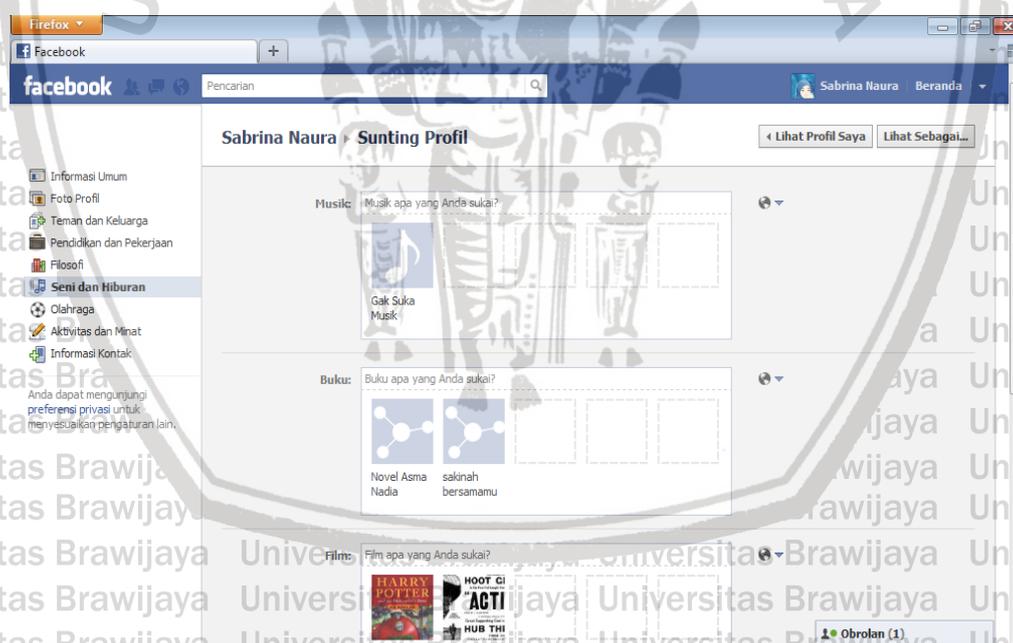Edit Profile Page - Profile Picture of Facebook
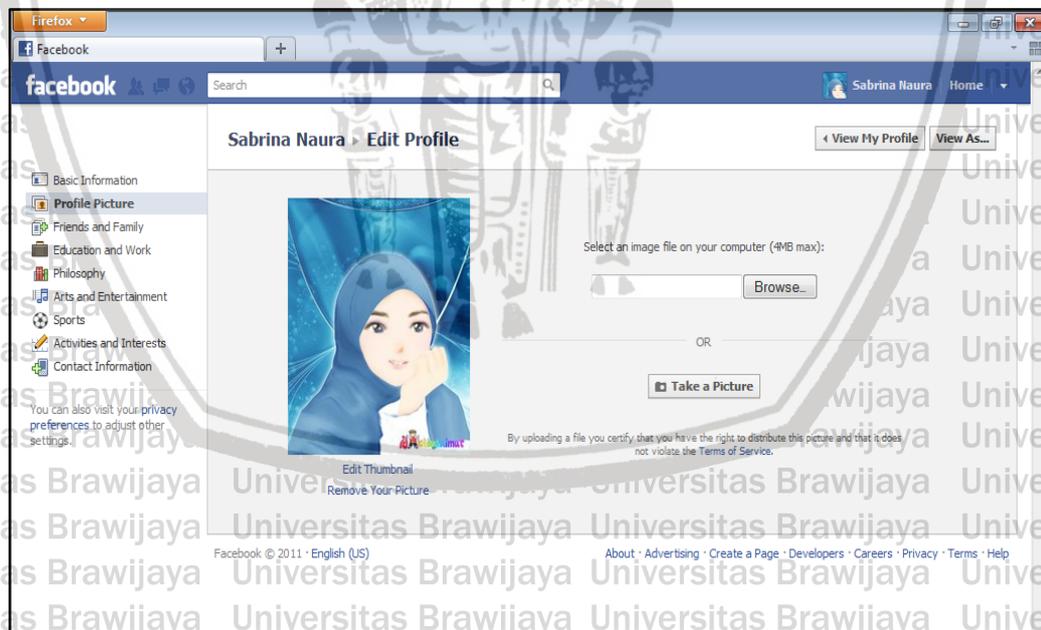
Sunting Profil page – *Foto Profil* of Adapted Facebook in Bahasa Indonesia

Appendix 5   : Edit Profile Page - Friends and Family of Facebook
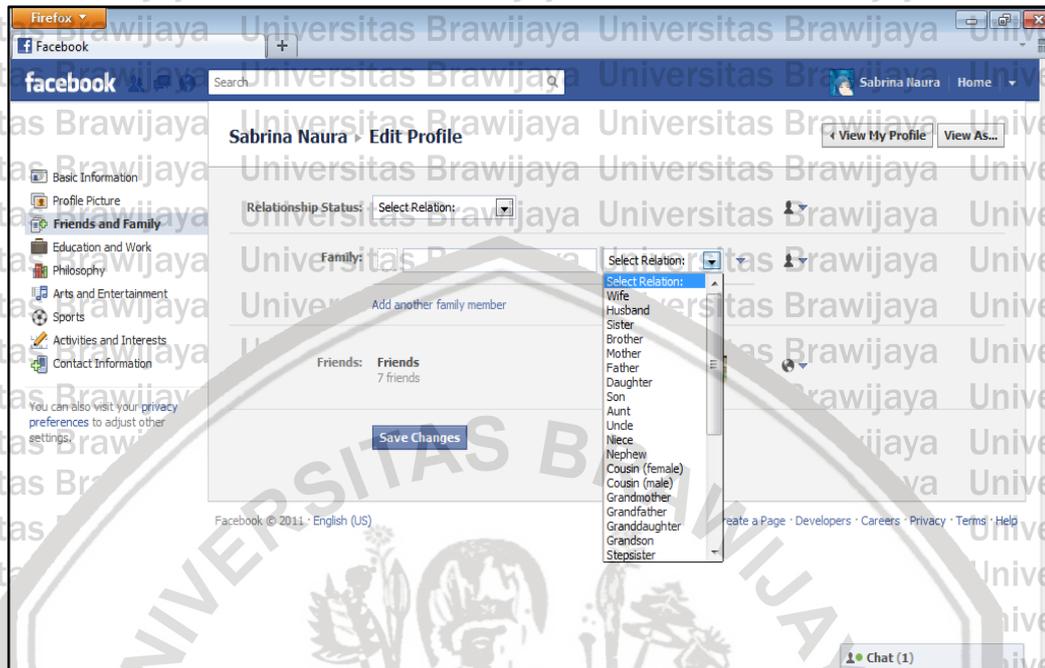
Edit Profilepage – Friends and Family, part 1 of Facebook
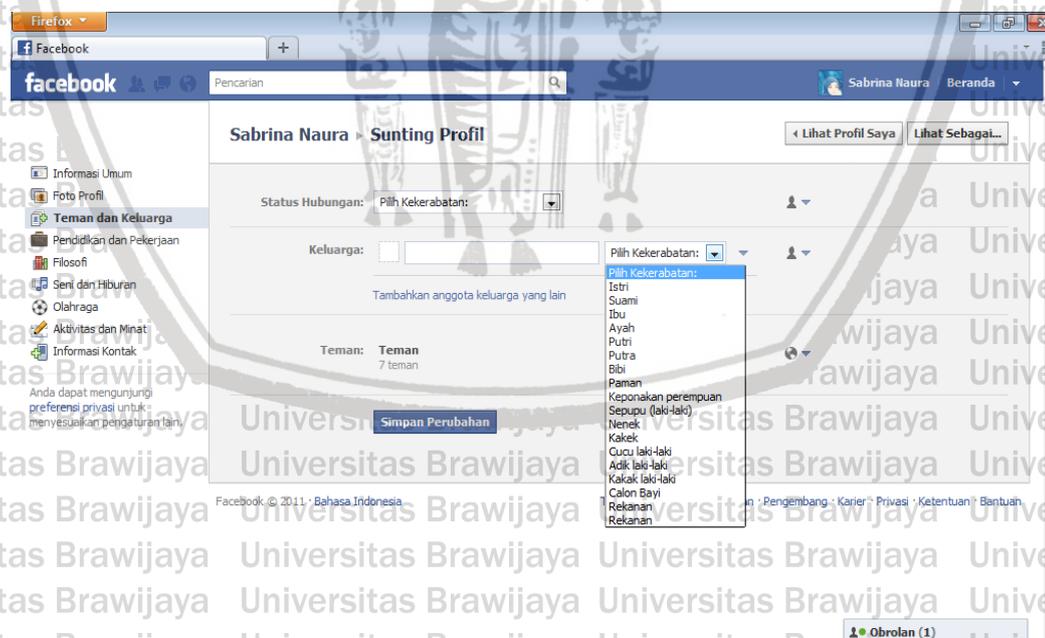
Sunting Profil page –*teman dan Keluarga*, part 1 of Adapted Facebook in Bahasa Indonesia

Continue....

Appendix 5   : Edit Profile Page - Friends and Family of Facebook
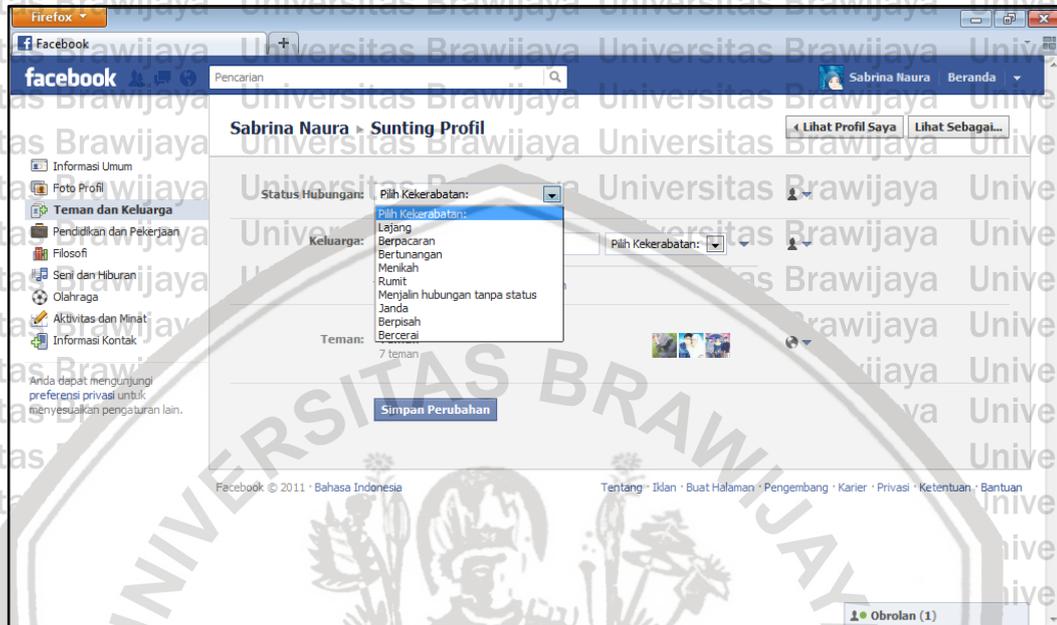
Edit Profilepage – Friends and Family, part 2 of Facebook
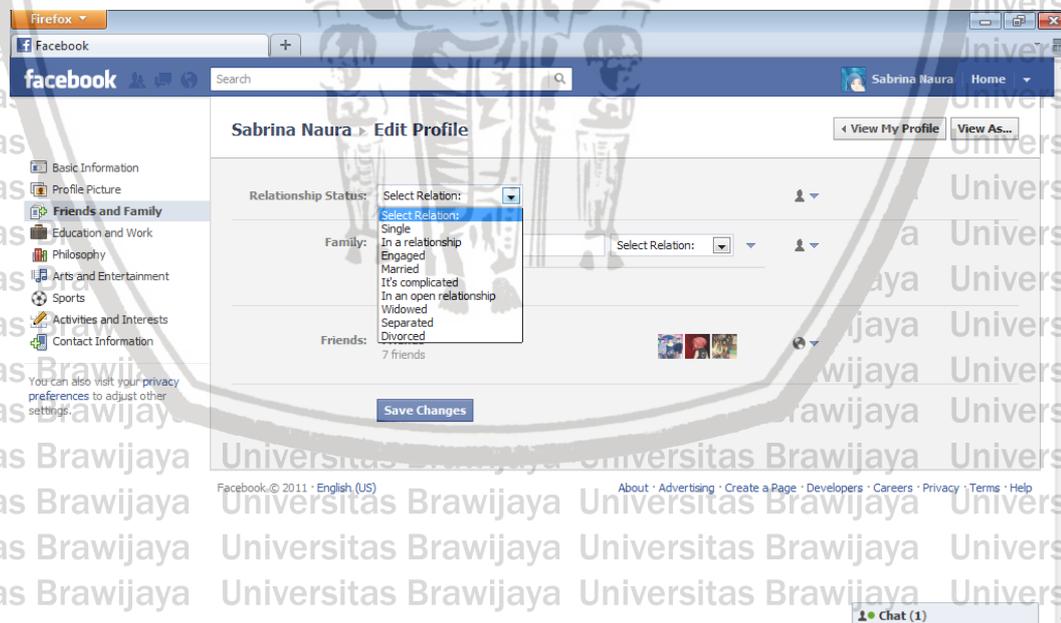
Sunting Profil page –*teman dan Keluarga,* part 2 of Adapted Facebook in Bahasa Indonesia

Appendix 6   : Edit Profile Page - Education and Work of Facebook
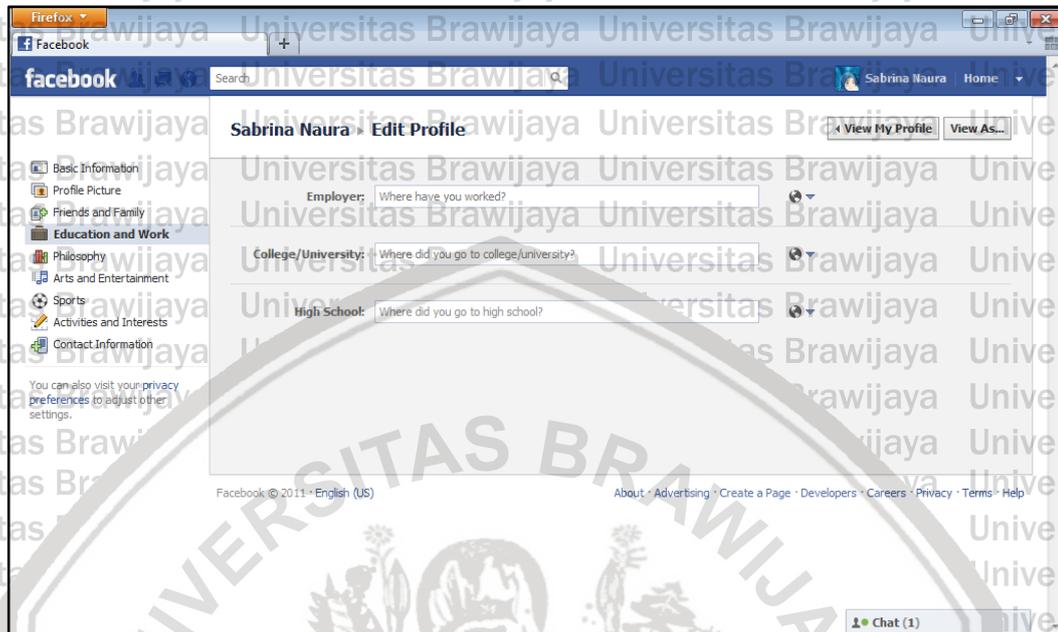
Edit Profilepage – Education and Work of Facebook
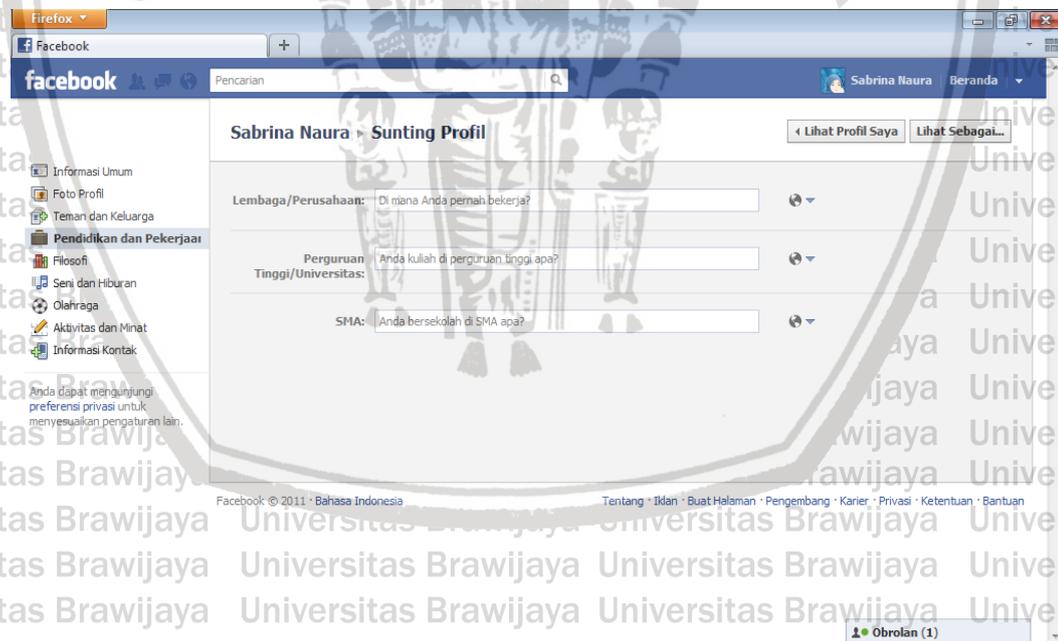
Sunting Profil page –*Pendidikan dan Pekerjaan* of Adapted Facebook in Bahasa Indonesia

Appendix 7 : Edit Profile Page - Philosophy of Facebook
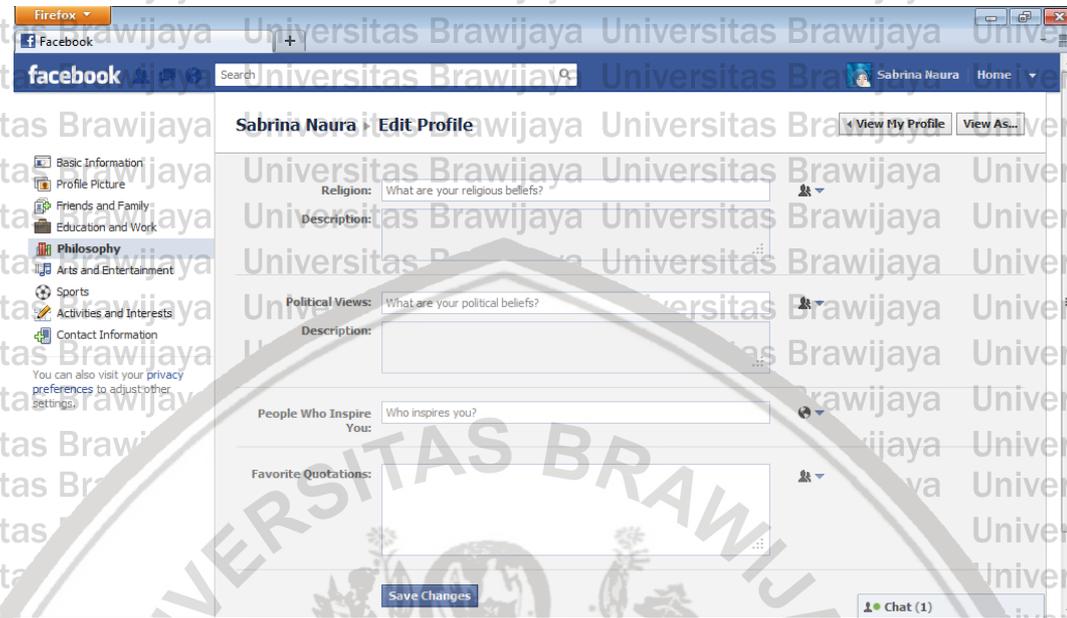
Edit Profile Page - Philosophy of Facebook
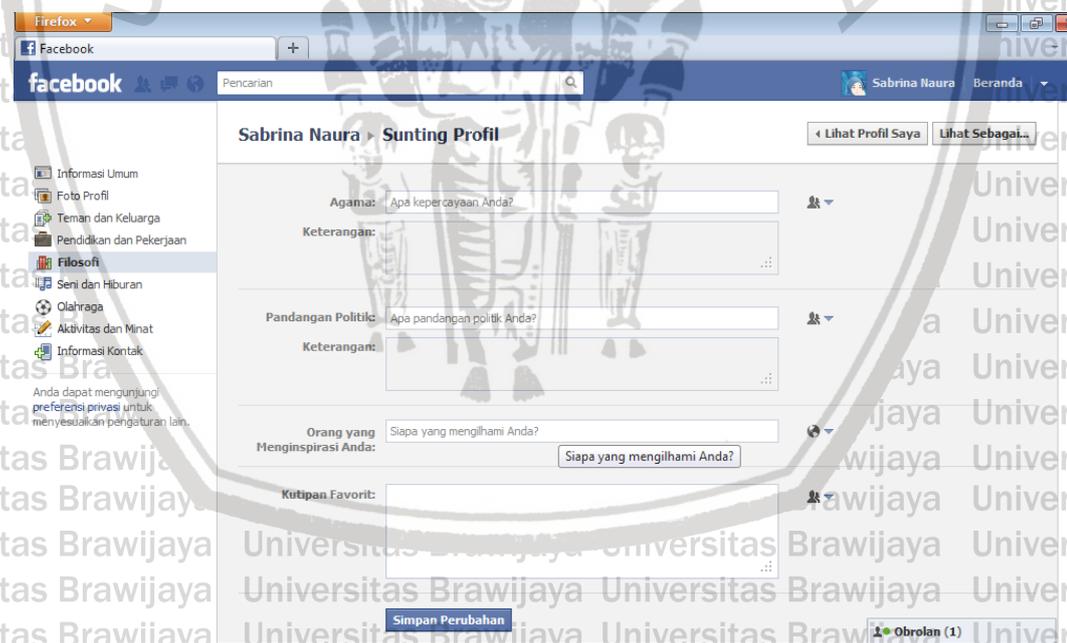
Sunting Profil page –*Filosofi* of Adapted Facebook in Bahasa Indonesia

Appendix 8 : Edit Profile Page - Art and Entertainment of Facebook

Edit Profilepage – Arts and Entertainment of Facebook

Sunting Profil page - *Seni dan Hiburan* of Adapted Facebook in Bahasa Indonesia
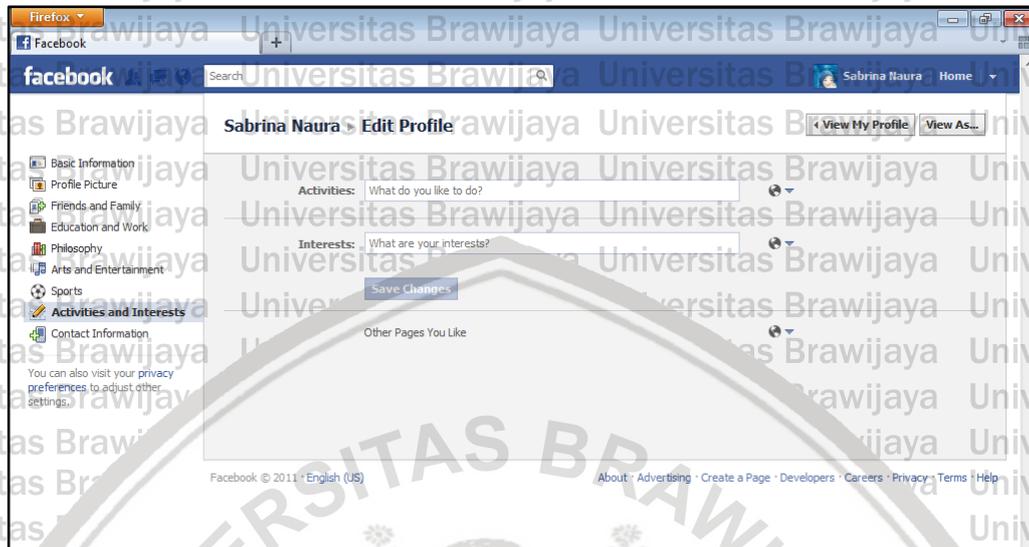
Appendix 9   : Edit Profile Page - Sports of Facebook

Edit Profile Page - Sports of Facebook
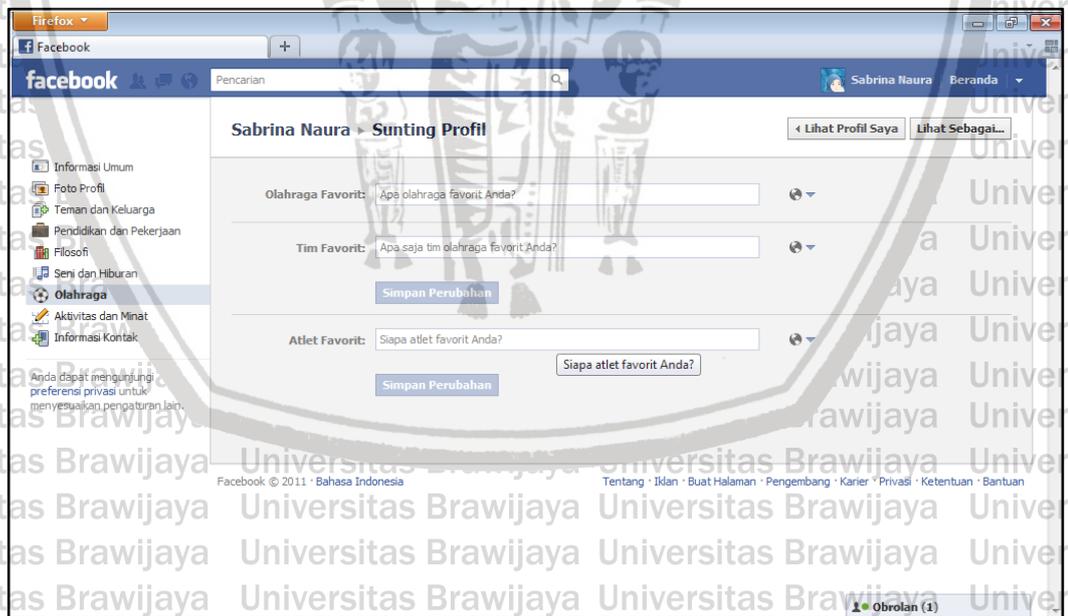
Sunting Profil page - *Olahraga* of Adapted Facebook in Bahasa Indonesia

Appendix 10   : Edit Profile Page - Activities and Interests of Facebook

Edit Profilepage – Activities and Interests of Facebook

Sunting Profil page – *Aktivitas dan Minat* of Adapted Facebook in Bahasa Indonesia

Appendix 11 : Edit Profile Page - Contact Information of Facebook

Sunting Profil page – *Informasi Kontak* of Adapted Facebook in Bahasa Indonesia

Edit Profilepage – Contact Information of Facebook

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4. Topik Skripsi : Translation
5. Judul Skripsi : The Application of Website Transfer Strategies and Translation Procedures on Adapted Facebook in Bahasa Indonesia
6. Tanggal Mengajukan : 13/06/2011
7. Tanggal Selesai : 14/12/2011
8. Nama Pembimbing : I. Dr. Indah Winarni, M.A.
   II. Agus Ghozali, S.Pd
9. Keterangan Konsultasi

No	Tanggal	Materi	Pembimbing	Paraf
1.	13 Juni 2011	Pengajuan Bab I	Pembimbing I	
2.	14 Juni 2011	Pengajuan Bab I	Pembimbing II	
3.	16 Juni 2011	Revisi Bab I	Pembimbing I	
4.	17 Juni 2011	Revisi Bab I	Pembimbing II	
5.	23 Juni 2011	Pengajuan Bab II dan III dan revisi Bab I	Pembimbing I	
6.	27 Juni 2011	Pengajuan Bab II dan III dan revisi Bab I	Pembimbing II	
7.	04 Juli 2011	Revisi Bab II dan III	Pembimbing I	
8.	08 Juli 2011	Revisi Bab II dan III	Pembimbing II	
9.	15 Juli 2011	Revisi Bab II dan III	Pembimbing I	
10.	22 Juli 2011	Revisi Bab II dan III	Pembimbing II	
11.	28 Juli 2011	Revisi Bab I, II, dan III	Pembimbing I	
12.	29 Juli 2011	Revisi Bab I, II, dan III	Pembimbing II	
13.	02 Agustus 2011	Seminar Proposal		

No.	Tanggal	Keterangan	
14.	08 Agustus 2011	Revisi seminar proposal dan pengajuan Bab IV dan V	Pembimbing I
15.	29 Agustus 2011	Revisi seminar proposal, dan pengajuan Bab IV dan V	Pembimbing II
16.	12 September 2011	Revisi bab I-V dan *front page*	Pembimbing I
17.	16 September 2011	Revisi bab I-V dan *front page*	Pembimbing II
18.	7 Oktober 2011	*Final check*	Pembimbing I
19.	7 Oktober 2011	*Final check*	Pembimbing II
20.	14 Oktober 2011	Seminar Hasil	
21.	17 Oktober 2011	Revisi seminar hasil	Pembimbing I
22.	17 Oktober 2011	Revisi seminar hasil	Pembimbing II
23.	18 Oktober 2011	Revisi seminar hasil	Penguji I
24.	18 Oktober 2011	Revisi seminar hasil	Penguji II
25.	21 Oktober 2011	Ujian	
26.	07 November 2011	Revisi setelah Ujian	Penguji I
27.	16 November 2011	Revisi setelah Ujian	Penguji II
28.	30 November 2011	Revisi setelah Ujian	Pembimbing I
29.	30 November 2011	Revisi setelah Ujian	Pembimbing II
30.	01 Desember 2011	*Final check* & ACC	Pembimbing I
31.	09 Desember 2011	*Final check* & ACC	Pembimbing II
32.	13 Desember 2011	*Final check* & ACC	Penguji I
33.	13 Desember 2011	*Final check* & ACC	Penguji II

10. Telah dievaluasi dan diuji dengan nilai:

Malang, 14 Desember 2011

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