

Chapter I

Introduction

The writer presents the background of the research problem, the statement of the problem, the objective of the study, theoretical framework, the significance of the study, limitation and scope, definition of key terms, and organization of the study.

1.1. Background of the study

Nowadays, reading magazines becomes a good choice for someone to get new information. It can give us a lot of information about something that is new, something that is good or bad, something that is needed, etc. There are a lot of magazine publishers around the world that provide good articles in their magazine. The problem occurs when an international magazine comes to countries that do not use English language for daily life. Indonesia is one of those countries that does not use English language for daily life. This problem becomes opportunities for the businessmen in Indonesia to build a magazine company that publishes magazine in Indonesian version.

To facilitate the readers in Indonesia, the magazine publishers need to translate the English version of magazine into the Indonesian are. This translation is needed because the translation of article in magazine is a key element in order to allow more readers to be able to read in their own language (Indonesian language). The role of the translator is really important here, that is why the magazine publishers need to employ good translators based on their qualification.

In this research, the writer would like to figure out the translations from PC Gamer Magazine UK to PC Gamer Magazine Indonesia. PC Gamer Magazine Indonesia is one of magazine publishers that provides articles about gaming review, computer review, hardware specification, game release, and others.

In this study the writer would like to investigate whether the translations used in PC Gamer Indonesia's articles are translated without any translation strategies. This study focuses on the strategies that are used by the translator of PC Gamer Magazine.

1.2. Statement of the problem

In line with the background of the study, this study was conducted to find out the answer to the following problem:

What strategies are used by the translators of PC Gamer Magazine in translating the articles from English to Indonesian?

1.3. The Objectives of the study

This study aims to find out the strategies used by the translators of PC Gamer Magazine in translating the articles from English to Indonesian.

1.4. Theoretical Framework

Translation is a process of replacing a text in one language by a text in another. The first text is original and independent, but the second only exists as a version derived from the first. The derived version stands in for the original, and the texts are said to be equivalent. The notion of equivalence, however, is by no means as a simple one. Translation deals with the relationship between texts as actual uses of language, and so is entirely different from an activity like contrastive analysis, which is concerned with relating two languages as abstract systems (House, 2009).

In this research, the theory of translation strategies will be the most important thing of this research. The theory of translation strategies from Peter Newmark about methods and procedures will be a fundamental theory for this research.

1.5. The Significance of the study

This study, especially about translation strategies in the discussion, will give benefits and motivations to the translators to use good translation strategies which are mentioned in

this study. This study will also be beneficial to the readers of magazine in getting a lot of new vocabularies.

This study will help translators especially gaming magazine translators translate articles using various translation strategies. This study is not only for the translators and the readers but this study will also give some benefits to the instructor of translation courses for selecting material about how to translate articles using translation strategies.

The other use of this study will be for the students who are taking translation as their courses in college. The students can get information about the theory of translation especially about translation strategy, translation method and translation procedure.

1.6. Limitation and Scope

This research focused on 6 articles which were taken from PC Gamer Magazine Indonesia. The writer compared the English version of PC Gamer Magazine and the Indonesian one to find out various translation strategies which are used by the translators of PC Gamer Magazine Indonesia. The words that relate on the gaming magazine company such as gaming jargon or terminology become the guidance for selecting the data.

1.7. Definition of Key Terms

1.7.1. Translation

Translation is a process of replacing a text in one language by a text in another. Juliane House (2009, p.4) *Translation*

1.7.2. Strategy

Strategy is a careful plan or method for achieving a particular goal usually over a long period of time.

1.7.3. Article

Article is a piece of writing about a particular subject that is included in a magazine, newspaper, etc.

1.7.4. Magazine

Magazine is a periodical containing a collection of articles, stories, or other features including picture, and review of something for example; PC Gamer Magazine (gaming magazine), T3 Magazine (gadget magazine), etc.

1.7.5. Jargon

Jargon is a type of language that is used in a particular context and may not be well understood outside of it. The context is usually a particular occupation (that is, a certain trade, profession, or academic field), but any in-group can have jargon. The main trait that distinguishes jargon from the rest of a language is special vocabulary – including some words specific to it and, often, narrower senses of words that out-groups would tend to take in a broader sense.

1.7.6. Terminology

Terminology is the study of terms and their use. Terms are words and compound words or multi-word expressions that in specific contexts are given specific meanings – these may deviate from the meanings the same words have in other contexts and in everyday language.

1.7.7. PC Gamer Magazine

PC Gamer is the global authority on PC games. For more than 20 years PC Gamer has delivered unrivalled coverage, in print and online, of every aspect of PC gaming. Their team of experts brings the reader trusted reviews, component testing, strange new mods, under-the-radar indie projects and breaking news around-the-clock. From all over the world PC Gamer reports on the stuff that the reader will find most interesting, and gives the reader PC gaming experience the biggest boost. Taken from (www.pcgamer.com)

[Accessed 14th March 2015]

1.8. Organization of the Study

This study is divided into 5 chapters. The first chapter is Introduction that has sub chapter; Background of the study, statement of the problem, the objectives of the study, theoretical framework, the significance of the study, limitation and scope, and the definition of key terms. In chapter 2, the writer presented about related literature and previous studies. In chapter 3, the writer wrote about research design, population and sample/subjects, instruments, procedure of data collection and the technique of data analysis. In chapter 4, the writer delivered finding and discussion. In the last chapter or chapter 5, the writer gave the result and conclusion of the study.