

**TRANSLATION STRATEGIES ON ONLINE NEWS IN TOP THREE
MUHAMMADIYAH UNIVERSITIES'S OFFICIAL WEBSITE IN THE
PERSPECTIVE OF BIELSA AND BASSNETT THEORY**

THESIS

Submitted to the Teacher Training and Education Faculty
as a Partial Fulfillment of the Requirements for the Attainment of
the Bachelor Degree in English Education Department



By:

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20332039

**ENGLISH EDUCATION DEPARTMENT
TEACHER TRAINING AND EDUCATION FACULTY
MUHAMMADIYAH UNIVERSITY OF PONOROGO**

2024

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ABSTRACT

Violyn, Cherish Mauretha Mahar. 2024. *Translation Strategies on Online News in Top Three Muhammadiyah Universities's Official Website in the Perspective of Bielsa and Bassnett Theory.* Thesis. English Education Department, Muhammadiyah University of Ponorogo. Advisors: (1) Dr. Diyah Atiek Mustikawati, S. Pd, M.Hum. (2) Dr. Ana Maghfiroh, M.Pd.B.I.

Keywords: Translation strategy, News translation, Indonesian-English translation, University website

Translation is essential in global communication. In the field of education, university websites and their translation are designed to facilitate the search for academic information by global visitors. This research examined the translation strategy used to translate Indonesian news from the official websites of the top three Muhammadiyah universities into English. This research was aimed at: 1) finding out the translation strategies used for online news on the top three Muhammadiyah universities's official websites from Indonesian to English; 2) describing the the translation strategies applied to the Indonesian-to-English online news translations in the top three Muhammadiyah universities's official websites; 3) investigating the impact of having bilingual or multilingual online news on top three Muhammadiyah universities's website.

The researcher used a qualitative content analysis method. The data was collected through documentation from 30 news articles published in Bahasa Indonesia and their English translations, of which 10 news articles were taken from each of the of the top three Muhammadiyah University websites. The analysis and categorization were based on the news translation theory proposed by Bielsa and Bassnett. The data was also collected by doing website analysis to investigate the impact of having bilingual news on the universities's websites.

The results showed that the most frequently used strategies were elimination (41.25%) and addition (21.88%). Elimination involved removing unnecessary information, such as abbreviations or repetitions, while addition involved providing unfamiliar information, such as abbreviations or sentences. Then, a bilingual university website/online news could attract foreign visitors.

Based on the finding above, it can be concluded that those strategies aimed to make the content of the news easier for foreign website's visitors to understand. The diversity of visitors was influenced by the availability of information in various languages or formats, which could impact their webometrics ranking.

THESIS STATEMENT

I am the student with the following identity:

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Declare that thesis entitled “**Translation Strategies on Online News in Top Three Muhammadiyah Universities's Official Website in the Perspective of Bielsa and Bassnett Theory**” is my own work. The theories and opinions of the other authors and researchers in this thesis are quoted and cited with the established ethical standards.

Ponorogo, 1st August 2024



Cherish Mauretha Mahar Violyn
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AGREEMENT PAGE

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Title : **Translation Strategies on Online News in Top Three Muhammadiyah Universities's Official Website in the Perspective of Bielsa and Bassnett Theory**

This thesis was approved to be examined in Ponorogo, 25th July 2024

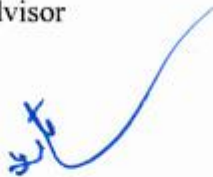
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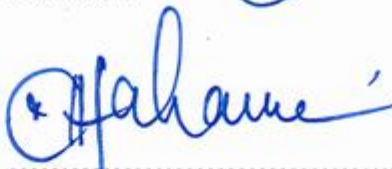
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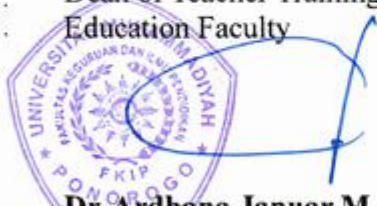
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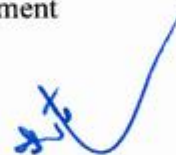

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6. All of her friends who spent time with her during college years
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The writer realizes that this thesis has not been perfect, either in terms of material or presentation. Suggestions and constructive criticism are expected in the completion of this thesis. She hopes that this thesis can provide things that are useful and add insight to the reader, and especially to the writer as well.

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DEDICATION PAGE

I dedicated this thesis to:

1. My mother and father, who's the support has been the cornerstone of my academic life
2. My close friends, Afifah Fitri, Ajeng Lola, Vera Arista, and Namira Ventinia, you guys are amazing.



MOTTO

Cherish your life

