CHAPTER I

INTRODUCTION

A. Backround of the Study

The practice of translation has already become one of the specific fields of language learning. Greek-Roman translation is one of the oldest translation initiatives in the western civilization in the third millennium BC and it serves as a conduit for the propagation of Christian principles and instruction based on the Bible (Joshi, 2018) .Today translations are still used to disseminate the importance of religion, but somehow different. English-language books, journals, newspapers, magazines, digital document databases, and other sources of information and knowledge are widely available around the world, including in Indonesia (Maghfiroh et al., 2024; Mu'amanah & Yastanti, 2021). Therefore, the rapid internet transformation has made it possible for individuals to share information not only for religious purposes but also to share educational information and knowledge around the globe, especially on the online site in a different language.

The general public and students can access a wide variety of online sites for a variety of purposes, including business, governmental, organizational, banking and finance, mass media, travel and tourism, and e-commerce. Thus, among the many websites, there is a website that is intended for sharing educational information for student called university's website. The university's website is one of the platforms used to disseminate knowledge and educational material as web-based software becomes the medium to spread information and communication technology (Kurniawan et al., 2020). However, providing the information is not enough; the

news content on the website needs to be understood by the reader so it can create the effective communication.

Although creating effective communication is became the goal, this thing is not always attainable. This is because the communication system may contain flaws or barriers that prevent the message from getting to its recipient, as there are currently 7,000 languages used and spoken in the world today, while English has become the worldwide universal language. (Abuarqoub, 2019; Dutta, 2020; Leben, 2018). One example of the barriers mentioned is a language barrier that leads to miscommunication issues, including misunderstandings, misinterpretation of messages, misinformation and confusion (Kumar & Dasaradhi, 2023). In this case, considering how many languages and how much information are available today, people need to realize that language translation is needed to make sure that the information is globally available and can be understood so it can create effective communication, as mentioned above. Besides, the translation is also needed to establish an equivalence relationship between the original and the translated text, so that both texts carry the same meaning (Khudaybergenova, 2021). Due to this, it is essential to manage a medium that provides two or more languages (a bilingual or multilingual website) for foreign readers. In the education field, the media is the university website, which then contains English as its alternative language besides the main language, which is Indonesian, so the information may be distributed to students both inside and outside of the country without having to worry about language difficulties.

Moreover, the bilingual or multilingual university website has a potential to internationalize the university's level by providing the news in its English version so it can be understood by the prospective student from other countries around the world. This is also mentioned in the information page on the Universitas Muhammadiyah Malang (UMM) website that says in response to global internet user's demand, the UMM website defaulted to use English on March 19, 2011 to become an A-World Class University (UMM, 2023) . Also, the university's website has several advantages other than just distributing information. According to Wiryotinoyo et al (2020), managing a website or blog to promote schooling is necessary in order to increase the insight, skills, and confidence of its users. Therefore, bilingual or multilingual university websites can increase overseas visitors, especially prospective students. More visits from abroad also increase the webometric ranking of the university.

Webometrics is a method to assess the quality and quantity of performance of an unverified website. According to Webometrics 2024, there are many universities in Indonesia that have implemented bilingual or multilingual websites, including Muhammadiyah and Aisiyah Universities, and the best Muhammadiyah universities are Universitas Muhammadiyah Yogyakarta (world rank 1.873), Universitas Muhammadiyah Malang (world rank 2.266), and Universitas Muhammadiyah Surakarta (world rank 2.669) (Ki, 2024). To be specific, the Muhammadiyah University of Yogyakarta already have Indonesian and English versions of their websites. Meanwhile, for the Muhammadiyah University of Malang and Muhammadiyah University of Surakarta, they already have a

multilingual website with three language versions which are Indonesian, English, and Arabic.

Several studies regarding the strategies of news translation were conducted, one of which is by Junining et al., (2020) who analyze the news translation strategies using Baxer's taxonomy found that the most used strategies are translation by a general word, paraphrasing, and cultural submission and ommision. The study done by Nisa & Basuki (2021), revealed that the addition, elimination, summarizing information, and change of title and lead are the strategies that commonly used by the translators.

Some previous researchers also found that the most used strategies are structural and semantic translation (Limantoro & Datu, 2021), translation through omission, translation through illustration, translation through cultural submission, translation through the use of less expressive words, and translation through the use of more general terms (Amos et al., 2020).

From previous researches, it can be concluded that the translation strategies that are often applied are: using more general word, paraphrasing, and translation through cultural submission. After all, this research is focused on the analysis of the translation strategies on online news in top three Muhammadiyah Universities's official website. Also, this study on translation strategies is needed in order to support various aspects of a globalized and interconnected society, enhance translation quality, and address linguistic challenge. Furthermore, the theory that will be applied in this research is the theory of translation proposed by Bielsa and Basnett.

B. Statement of the Problem

The problems of the study are formulated as follow as:

1. What are the translation strategies used for online news on the top three Muhammadiyah universities's official websites from Indonesian to English?

2. How are the translation strategies applied to the Indonesian-to-English online news translations in the top three Muhammadiyah universities's official websites?

3. What impact do the top three Muhammadiyah universities's websites get from having bilingual or multilingual online news?

C. Purpose of the Study

Based on the problems above, this research is aimed:

1. To find out the Indonesian to English translation strategies for online news on the top three Muhammadiyah universities's official websites.

2. To describe the translation strategies applied to the Indonesian-to-English online news translations in the top three Muhammadiyah universities's official websites

3. To investigate the impact of having bilingual or multilingual online news on the top three Muhammadiyah universities's websites.

D. Significance of the Study

This study is expected to give contribution to some parties, such as:

1. Institution

This result of this research is expected to help the institution that is going to develop the English version of its website either to provide the better site for the

students or to promote the university by finding out the best strategies on translating news article.

2. Future translator

    The future translator can use these strategies to translate the news, especially on the university's news. It can help the university to promote the educational information worldwide.

3. Researcher

    This research will hopefully enhance the knowledge and improve the researcher's expertise and experience in analyzing the topic of translation strategies.

E. Scope and Limitation

    This study focuses on translation strategies of online news that published online in general field. Meanwhile, this study only covers the translation strategies of online news in the top three Muhammadiyah universities in Indonesia, which are Universitas Muhammadiyah Yogyakarta, Universitas Muhammadiyah Malang, and Universitas Muhammadiyah Surakarta by using the translation on global news theory proposed by Bielsa and Bassnett.

F. Definition of Key Term

    To avoid misinterpretation of the definitons, the writer defines the definition of key terms as follow as:

Translation strategy   : plans made by a translator, maybe consciously, for resolving specific translation issues within the confines of a certain translation task (Krings, 1986).

Online News   : newspaper published only on the internet, which is regularly updated based on the periodicity or as frequently as required. Non-professional publications such as blogs are excluded (UNESCO, 2023).

Website   : a collection of linked pages that includes various elements, such as documents and photographs saved on a web server (Vermaat et al., 2018).