CHAPTER I
INTRODUCTION

1.1 Background of the Study

Different nations have different languages; however, language should not be the barrier of transferring knowledge and to communicate across nations. Since language barriers exist because of heterogeneous cultures, translation comes as a solution to break barriers, as Munday (2001) explores, "written and spoken translations have played a crucial role in interhuman communication, not least in providing access to important texts for scholarship and religious purposes". That means, by the presence of translation, communication and the transfer of knowledge between cultures become possible. In fact, translation plays a crucial role in it. However, Halim (2014), noted that for translation, "it is a common occurrence that bilinguals find translation works which deviate from its original". When an error in translation occurs, the distorted meaning in the error can be a huge barrier between the cultures. That is why, in transferring meaning, a good translation is crucial.

The need for good translation initiates some questions regarding how a translation can be said as good or the other way around, and what indicators determine it. House (1997) specifically notes that these are not simple questions to answer because "any statement about the quality of a translation implies a conception of the nature and goals of translation, in other words, it presupposes a theory of translation". Therefore, theories of translation need to be used in order to be able to explore the various indicators that can be used in assessing whether a translation is good or not. As stated by Hartono (2017), there are nine strategies that can be used, which are, accuracy test, readability test, naturalness test,

1

comprehension testing, consistency check, back-translation, cloze technique, knowledge test, and performance test. On the other hand, Nababan et al (2012) came up with developed indicators from Mildred Larson's that are essential in assessing a translation, which are acceptability, readability, and accuracy. In the case of this study, the indicators that will be used are Nababan's developed theory, and also, the translation that will be assessed are words, clauses, phrases, and a sentence from catalogs.

Whereas the author of this study analyzes the translation of food descriptions on food catalogs, a study conducted by Ningsih, Pulungan, and Zainuddin (2020) titled Translation Quality in Bound Novel by Nurhayat Indriyatno Mohamed assesses the translation in Bound novel. The study uses Nababan (2012) Translation Quality Assessment that is develop by Nababan (2012) theory to assess the translation. The study found the translation in the Bound novel is less accurate. Another study that conducted an assessment for translation using Nababan (2012) theory is conducted by Putri, Sofyan, and Nasution (2021) titled Translation Quality Assessment on Medan City Tourism Official Web Pages. However, instead of a novel, the translation assessed is the official web page of Medan City Tourism. Based on Nababan (2012) theory, the study found the translation is accurate, quite acceptable, and quite readable. Another study in translation quality assessment is conducted by Cahyaningrum and Widiyantari (2018). The study, titled Translation Quality between Google Translate, SDL Free Translation, And Tradukka in the Health Article Entitled Vaginal Birth After Caesarean, also uses Nababan's theory of translation quality assessment. However, it uses the older version, which is from 2010. By using Nababan (2010) theory, the study conducted an assessment of the

translation result between the three online translation services, Google Translate, SDL Free Translation, and Tradukka, and compare them to find out which of the three produce a more accurate, acceptable, and readable translation. Aside from that, the study also analyzes the techniques used by the three online translation services. The result found that out of the three, Google Translation offers a more accurate, acceptable, and readable translation. There is also another study titled Translation Quality Analysis of Cultural Words in Translated Tourism Promotional Text of Central Java by Pratama et al (2018) that conducts a study regarding translation quality assessment. The study uses Katan (2009) theory to find out about the type of translation used for the intercultural communication purpose, then it also uses Nababan (2012) theory to assess the quality of the translation. The study finds out that the translation uses an environmental type base and is less accurate. Another study about translation quality is conducted by Muchtar & Kembaren (2018) titled Translation Techniques and Quality in the English Version of Nganting Manuk Text aims to identify the translation technique and assess the quality of translation by adapting Nababan (2012) as well. The study assesses a text for a traditional ritual named nganting manuk. The study finds out that there are ten techniques of translation used for the text and as for the matter of the quality, the translation is assessed to be good enough.

Out of the five studies about translation quality assessment that have been conducted before, none of them uses food descriptions on catalogs as their corpus. Therefore, the author of this study decided to conduct a study of translation quality assessment regarding the food description of Citillink and Garuda Indonesia's catalog. The importance of analyzing the translation of both catalogs because first

of all, as the translation of Citilink and Garuda Indonesia's food descriptions will be read by people from various cultural backgrounds, it is important to make sure that the translation of the food description is done decently. In addition to that, as both catalogs can be easily accessed through each of the companies' websites, ensuring the accuracy, acceptability, and readability is essential because these catalogs are part of the companies, thus it represents them as well. If the translation is not good enough, then the companies can be judged as less professional and not detail-oriented by how the translation of the catalog is. Therefore, this study is conducted to find out how the food description on Citilink and Garuda Indonesia's food catalog is translated by assessing the translation quality using Nababan's indicators and theory of Translation Quality Assessment, which are acceptability, readability, and accuracy tests. Moreover, the author of this study will also analyze what translation strategies are used in translating the food description and assess the translation quality in the Citilink and Garuda Indonesia's food catalog. Moreover, by conducting the Translation Quality Assessment on both catalogs, it can be known which airline translates the food description better based on Nababan's Translation Quality Assessment theory.

1.2 Research Question

Based on the background of the study, the author initiates research questions that will be discussed further in this study, which are:

1. What procedures are employed in translating food descriptions in Citilink and Garuda Indonesia's food catalogs?

2. How is the accuracy, acceptability, and readability of the food description translation in Citilink and Garuda Indonesia's food catalogs?

1.3 Objective of the Study

Based on the research questions that are mentioned above, the objective of this research are

1. To find out the procedures employed in translating food descriptions in Citilink and Garuda Indonesia's food catalogs.
2. To assess the accuracy, acceptability, and readability of the food description translation in Citilink and Garuda Indonesia's food catalogs.

1.4 Scope and Limitation of the Study

This research is limited only to words, phrases, clauses, and sentences of food descriptions in the Citilink and Garuda Indonesia's catalogs. The focus of this research is to find out what strategies are used in the translation and to assess the accuracy, readability, and acceptability of the food description translation in Citilink and Garuda Indonesia's food catalogs, or as known as Translation Quality Assessment.

1.5 Significance of the Study

1. Theoretically

This research focuses on finding out what strategies are used in translating Citilink and Garuda Indonesia's food description in the airline's food catalog and also to assess the accuracy, readability, and acceptability of the translation, which is known as Translation Quality Assessment. By doing this, the author will find out what kind of procedures are used in those food catalogs and also the quality of both translations.

2. Practically

A. For the readers

The author of this study hopes this research can be a reference to other future studies or an inspiration to conduct another study.

B. For fellow translators

To give references about what strategies can be used in translation, especially in translating food descriptions, to give insights regarding how a translation can be assessed, and also to give a reference on how a translation can be said as accurate, acceptable, and readable.