# READER'S REACTIONS ON THE INDONESIAN ONLINE NEWS TRANSLATION

Ria Saraswati, Zainita Ayu Tsalasina, Hana Rabiya Awali

Universitas Indraprasta PGRI

riri.saraswati21@gmail.com

## *ABSTRACT*

Nowadays online news articles might be said to be the basis of communication as they are the main source which delivers most up-to-date news to the audience on social life, culture, politics, and so forth. Since cultural diversity and identity are the issues of modern cultures and societies, online media texts need to be analyzed, especially from the perspective of translation. This paper discusses the reader's reaction in relation to their responses to reading translated news to Indonesia. This study uses qualitative approach to describe the results of the analysis of reader's reaction in reading translated news to Indonesia. From the analysis conducted by the researchers, it can be seen that reader's reaction indicated that the text is translated from original work.

*Keywords*: discourse text, reader's reaction, online news translation

## ABSTRAK

Saat ini artikel berita online dapat dikatakan sebagai dasar komunikasi karena merupakan sumber utama yang memberikan informasi terbaru kepada audiens tentang kehidupan sosial, budaya, politik, dan lain sebagainya. Karena keragaman dan identitas budaya adalah masalah budaya dan masyarakat modern, teks media online perlu dianalisis, terutama dari perspektif terjemahan. Artikel ini membahas reaksi pembaca sehubungan dengan tanggapan mereka terhadap membaca berita yang diterjemahkan ke dalam bahasa Indonesia. Penelitian ini menggunakan pendekatan kualitatif untuk menggambarkan hasil analisis reaksi pembaca dalam membaca berita yang diterjemahkan ke dalam bahasa Indonesia. Dari analisis yang dilakukan oleh para peneliti, dapat dilihat bahwa reaksi pembaca menunjukkan bahwa teks diterjemahkan dari karya asli.

**Kata kunci:** wacana teks, reaksi pembaca, terjemahan berita online

## INTRODUCTION

Globalization, in many ways a cliché, does have some pretty direct implications for us all as modern Information and Communication Technology (ICT) is changing a large part of our daily lives. At the same time, communication itself becomes a product in the international marketplace. For these two reasons, language practices – and, most of all, those related to language transfer – are gaining importance these years and increasingly affect the circulation of knowledge, the development of cultural identities, etc. We see it in the mass media, in business, wherever people work and interact. Language competence plays a more and more important role through reading text on TV/video/computer screens, through the reception of online (Internet) and offline (CD-ROM) products. Computerized work stations, production based on data processing, dissemination of information on the Web, identification of groups (firms, associations) use both verbal language and other semiotic systems. Convergence between media, telecommunications and ICT keeps increasing the multimedia, or polysemiotic, nature of electronic communication.

Nowadays online news articles might be said to be the basis of communication as they are the main source which delivers most up-to-date news on social life, culture, politics, etc. to the audience. The switch from traditional media to new media in news consumption, especially among youth, is a global trend. It appears that the Internet has become the first choice for news and information among young people. Most often, youth prefer online news because it is convenient, fast, free, flexible and easily accessible (Tiung, et. al., 2016) and capable of providing alternative views. In line with this development, existing media are increasingly making their presence felt online. Newspapers worldwide have followed the trend to expand their brands and reach wider audiences. This seems to be a matter of survival for newspapers (Peng, Tham, & Xiaoming, 1999; Sannusi & Mustaffa, 2015) and a strategic move to prepare for digital migration. Certainly, the development and the use of on-line newspapers change the media practice and the media literacy. On-line news journalism may have a profound effect on the way foreign-language news is translated. By changing the news translation process, on-line journalism also changes news language. A large field of investigation is opening up here.

In this study, the writers investigate reader's reactions on the Indonesian online news, focusing specifically on the online content of newspapers. The idea is that any translation should aim to achieve equivalence to the Source Text (ST) in terms of the reader's reaction to the text as a result of interaction between the reader's schematic knowledge and the textual realization. The criterion of translation quality is then how to construct the closest sets of dynamic interactions among schemata in the Target Text (TT) reader's mind via the textual form. Any decision-making and the translator's creativity in finding equivalent expressions should be consistent with the reader's assumptions about the context and his ability to infer the relevant message from it. The translation of media content, literature and marketing requires talents and skills that are almost opposite to those required for technical, legal, medical, or scientific translations, in which conceptual exactness and terminological precision are key. The objective of literary text and marketing copy is to emphasize various aspects of human thought. These types of translations use symbolism, puns and metaphors that target the human emotions rather than trying to convey specific information. In order to convey the same intent as the original text, we use specialized translators experienced in literary translations. It is our goal to convey the exact same emotions and values of the original author while maintaining the integrity of the work. This talent requires translators who do not just "know" another language, but who are great literary writers themselves.

The reaction paper is a fairly new type of critical writing. It can be defined as a piece of reactive writing which is written as a response to one or multiple texts, by which I mean discourses or other events. In the Halliday an semiotic sense. These texts may include lessons, projects, complete courses, films, to mention but a few. The same principle of a reaction paper also applies to the production of learning journals. In other words, the

reaction paper supplies answers to such questions as what its writer did, why s/he did it, what was experienced in the process, how the writer benefited from it or what was the effect or result of his/her performing a particular learning activity. The reaction paper thus encapsulates previous action (whether verbal or nonverbal) and can accordingly be classified as a type of summary. Considering the increasing awareness of multifarious aspects of human's cognitive.

Translation is the means which helps people to communicate internationally and still maintain cultural and linguistic identity. Considerable number of online news articles is written in English, but there is a need to adapt these products (texts) to the target cultures, which are called target markets of international business. Therefore, an instant demand of news is increasing every day in the world and the aim of news translation is to make news articles available to the greater audience. Thus, one of the important areas of media translation is the translation of news articles and headlines. Yet, the study of translation has not taken enough account of the TT reader's reaction to work out the relationship between the text and the reader's mind in terms of text processing across language and culture.

According to Hatim and Munday cited in Hadithya (2014), translation is the process of transferring a written text from a source language to a target language. It covers all dimensions of the source text, including linguistic organization, culture, intentions, feelings, style and time and should reproduce the entire text naturally, smoothly and as close to the original as possible in the target text (Zhonggang, 2006). Therefore, it is essential for translators to translate the source text into the target text as close as possible to what the author intends to convey, without changing the characteristics or the style of the original text. However, it is often difficult for the literary translator to preserve the meaning and the writing style unchanged, due to the differences between the two languages.

The reader's reaction may well be the most relevant criterion for representing the identity and the characteristic of the text to be preserved into a second language. Thus the TT would be compared to the ST in terms of the reader's response, and with this orientation the TT readership would be expected to perceive the intended message via the text and even to experience the similar cognition change throughout the reading process as the original readership work out the ST. The status of the reader in the study of translation is, in a sense, very much similar to that of literature. The only difference is that any translation seeks equivalence with its original, so the consideration in translation includes the comparison of the relationship between the TT and its reader with that of the ST and its reader.

In consonance with recent studies in the field of news translation, and acknowledge the need to understand translation practices in a broader way, this study adopts reader's reaction approach that makes it possible to describe reader's reaction whether he or she thinks that the online news is original text or translation text.

**METHOD**

A variety of instruments are used to gather data in the process of undertaking research. A researcher may want to develop a new instrument or select a ready-made one from  items bank. There are different ways of  selecting,  picking  or  collecting written  information  and  they  are  called  data  collection  technique.  Basically there  are various data collection techniques that one can use such as: observation, questionnaire, interviews,  tests  and  using  available  information.  In  this  research,  researcher  is  using interview to collecting the data.

Interview is a specific form of emphasizing, participating and observing trends that takes place between two people. The interviewer participate by determining the setting or social context in which the interview takes place and asking questions or presenting other stimuli in order to elicit information from the person being interviewed (Morgan & Harmon, 2001).  Therefore  one  of  the  first  steps  for  conducting  an  interview  must  be  the development of the list of questions to be asked, or the interview schedule.

Table 1 Questions to the respondents

| No. | Questions |
| --- | --- |
| 1 | Do you think the text is an original text or a translation text? (decision) |
| 2 | How do you know? (explanation) |
| 3 | If you believe it is a translation, how would you rate it? (evaluation) (1 to 10 scale) |

The techniques for constructing questionnaires and structured interview schedules are quite similar. In conducting an interview, the interviewer should attempt to create a friendly,  nonthreatening  atmosphere.  The  researcher  will  be  going  to  interview  to  the respondent by talking and asking in relax situation and friendly way. When conducting interview, the researcher prepares a list of questions as guidance and incidental questions to know reader's reaction on the Indonesian news translation. In collecting the data from interview, the researcher used steps as follows:

1.  The researcher interviewed random respondents, yet with a single requirement that they should be university students. We decided to come up with 10 volunteers to involve in this current research.
2.  The researcher asked respondents to read news article entitled *bahaya dalam sebutir telur*. Once they finished reading the news article, the researcher asked them to write their answers on a piece of paper provided earlier.
3.  The researcher asked and talked in a friendly to gain more information about their reaction  to  the  news  article.  The  entire  interview  was  conducted  in  the  Indonesian language.

In conducting an interview, the interviewer should attempt to create a friendly, nonthreatening atmosphere. Much as one does with a covering letter, the interviewer should give a brief, casual introduction to the study; stress the importance of the person's participation; and assure anonymity, or at least confidentiality, when possible

## RESULTS AND DISCUSSION
### Results

The result of the data analysis of the study revealed most of respondents think that the online news article is translation text. A text can have one or more central themes, called its subject matter(s). In certain text types, such as newspaper and magazine articles, it is conventional to indicate the subject matter either in the title of the text or in an introductory lead immediately after the title. Determining the subject matter is important from the translator's point of view, because it restricts the possibilities for interpretation of the text, aids in the translation of the text title, may confirm or establish some extra textual factors, and establishes the coherence of the text. Simply put, it is easier to translate the text if you know what you are writing about.

The subject matter of this text is the danger of an egg yolk for those at risk of a heart attack or stroke, but what is actually said about it in the text, and has everything been transferred into the Indonesian translation? First of all, the text purports to be factual and the reader is given to understand that the situations described in it are real. As to the ST, there is no reason to assume otherwise. The TT situation is slightly more complex. The translator translated the text exactly the same as original text, all expert's quotes and references have not been removed, It is one of the reasons why most respondents think it is translated text b

### Discussion

*Question 1*    Do you think the text is an original text or a translation text? (decision)
*Answer*        Most of the respondents answered it is a translation text

With reference to translation, this means that reports written by local journalists are seldom translated into other languages, as they are primarily destined for local consumption. Taking into account other important facets of translation such as the translator's purpose, the nature of readership and text typology, Newmark cited in Fengling (2017) who develops two modes of translation, namely, Communicative Translation and Semantic Translation, which are believed to be more practical than those idealized discussions on translation methods. This research has proposed only two methods of translation that are appropriate to any text: (a) Communicative Translation, where the translator attempts to produce the same effect on the TL (Target Language) readers as was produced by the original on the SL (Source Language) readers, and (b) Semantic Translation, where the translator attempts, within the bare syntactic and semantic

constraints of the TL, to reproduce the precise contextual meaning of the author. As this definition indicates, Communicative Translation focuses essentially upon the comprehension and response of TL receptors while Semantic Translation centres around the semantic content of the SL texts.

In the field of journalistic translation or news translation research, translation is not only about interlingua transfer between a source text and a target text, but also compels the radical rewriting to adapt for a set of readers' expectations, and adjusts criteria which are suitable to a specific purpose of translation, whether the translation is printed or published in online articles Additionally, it is not only the form but also intended characteristics or functions of the target text from a media institution or a media broadcasting corporation which can determine how the translation process should be conducted. Adaptation or adjustment in translation process becomes a part of translation issues. In this case, translators should consider situations when the translation takes place to set what translation method and translation strategies for the radical rewriting.

Comparing the changes made in the translated news article, researchers have pointed out that the *Tempo* translation is uses the same images as the original article in the translation, and in the case of this article, the original layout has also been mostly preserved. The translator's basic inclination is to avoid any unnecessary or unintended changes to the ST.

*Question 2*       How do you know? (explanation)
*Answer*            The Answers are vary

For question 2 the answer for respondents are vary, the example below illustrate how the respondents explained why they think that it is a translation text.

*Respondent* 1
*Bahasnya teratur, mudah dimengerti*

*Respondent* 2
*Teksnya berasal dari Dr. Jean (pakarnya berasal dari orang asing).*
*Terlihat seperti hasil dari diceritakan kembali oleh orang lain.*

*Respondent* 3
*Kata-katanya terlihat asli*
*Kata-katanya nyambung, cocok*

In this respect, for translation, what is meant to be transmitted into the TT would not be merely the stylistic features, content, function, or even meaning. Despite some marked functions or elements of texts depending on text types, a text cannot be divided into such discrete components, so that one of them is set apart from the organic body of the ST text to be preserved into the TT.

An all-around description of goals of translation will be the preservation or reconstruction of the ST reader's response through the TT. Opposed to the trend of componential analysis of discourse studies rooted on the traditional semiotic communication model, a cognitive approach tends to synthesize all the aspects and elements of the discourse in terms of the reader's knowledge and inferencing strategy. The text would be taken not to have an objective structure but rather a structure to be completed by the reader.

All texts create 'gaps' or 'blanks' which the reader must use his or her imagination to fill. It is in this interaction between the text and the reader that an aesthetic response is produced. If the texts exactly possessed merely the meaning brought to light by interpretation, then there would remain very little else for the reader. He could only accept it or reject it, take it or leave it. The fundamental question is, however, what exactly does take place between the text and the reader.

In principle, representation of a concrete meaning or truth via textual realization is impossible. Though the degree would depend on the kind of texts, texts are forced to rely on the individual reader for the realization of a possible meaning or truth. The meaning is conditioned by the text itself, but only in a form that allows the reader himself to bring it out.

*Question* 3      If you believe it is a translation, how would you rate it (evaluation) (1 to 10 scale)

*Answer*      Most of respondents answered between 8 and 9

Now, given that we are comparing a TT to its ST to evaluate the degree of equivalence, if our measurement is the reader's reaction, surely the text itself is not a self-sufficient criterion. Rather, the translation will be assessed according to whether it functions appropriately to get the intended response as the ST did with the original readers. Once a certain meaning or message is produced through the interaction of the ST and the original reader's schemata, a high degree of equivalent meaning or message reproduction is expected from the interaction of the TT and its readers. Thus, for the target readers to realize the intention of the text producer, the text should be able to provide textual guidelines for each stage of interaction in text processing.

There would be a couple of criteria supporting the quality of equivalence. For the text to function as a coherent communicative act rather than as a superfluous or meaningless text, it should have certain themes and plans, as well as proper scripts, to be recognized by the target audience. As a mediator of both the original and the target cultures, the translator first should be well aware of the typical assumptions of the original readers, namely types of schemata and different schema levels triggered by the original text in the average ST readers. Keeping in mind the reactions of the original readership, the translator's task then is to find out the most appropriate frame to convey such reactions through the TT.

## CONCLUSION

One possible way to analyse content is to examine the linking devices that appear in the text, as they are one means of highlighting important information and maintaining textual coherence. The translator should be aware, however, that different languages use different linking devices for the same task, because transferring these devices directly may cause problems. Another point to consider are connotations. These secondary meanings implicit in the text can influence the interpretation of the overall message of the text. Although it is not relevant to the question of content itself whether the information contained in the text is factual or fictional, the translator needs to determine the relationship between the external situation and the internal situation of the text. If this is true, the reader-response theoretic translation equivalence should aim at conveying a high degree of the same dynamics between the target text and its readers as the original text does.

The analyses have raised several questions that are outside of scope of this research. For example, the social situation in which the translator or translator/editor works as well as the relationship of journalistic writing and translation are interesting issues. Although the interest in studying magazine and news translation academically has been growing, this subject is still unexplored to a great extent. Perhaps future studies will bring other areas magazine translation within the field of translation science.

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