

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Numerous researchers and research teams from various countries are actively engaged in conducting a wide range of research studies involving respondents from Indonesia. These research activities encompass a diverse array of disciplines and fields, spanning from social sciences and public health to environmental studies and economics. According to data from the Indonesian Institute of Sciences (LIPI) in 2017, out of a total of 4000 researchers in Indonesia, only around 1,071 researchers per million population are from Indonesia, while the remaining 2,929 are foreign researchers. While other researchers use quantitative methods, others prefer qualitative approaches to accomplish their research goals. According to Lopez et al. (2013), currently, cross-cultural qualitative studies are conducted in languages other than the investigator's primary. For other researchers who work in English-speaking countries, collecting data through qualitative methods is not an issue. For those who take a qualitative approach, interviews and Focus Group Discussions (FGD) are important instruments for collecting data. In this case, English is the second language after Indonesian for the interviewees. Thus, Indonesian was used by research respondents in the interview because they could not speak English.

Although some of the respondents are able to speak English, they usually choose to use Indonesian. One of the reasons is emotional challenges in the

form of discomfort in carrying out social interactions using English, which can result in them not being able to express everything they want to say during the interview. Language serves universal human needs (Halliday, 1972). We need to understand and control our surroundings and express ourselves, and every language is an evolved instrument designed for these purposes. Naturally, language is used for the framing of thoughts and for the conveyance of thoughts for some purpose in social interaction (Halliday & Hasan, 1976). Language serves for the expression of the speaker's experience of the real world, including the inner world of his own consciousness" (Darwish, 2003). So, even though research respondents can speak a foreign language when conversing with others in interviews or focus group discussion sessions, it is more comfortable to use their native language to express certain ideas.

Conversations in interviews or focus group discussions with research participants and moderators in Indonesia were recorded, transcribed, and need to be translated into English as the primary language for foreign researchers working with Indonesian participants. Translation involves more than merely transferring written words from one language to another; it involves transferring meaning to ensure it remains intact in the new language (Colina, 2023). According to (Demeke & Ryan, 2021), a translator of research data, especially in the form of transcripts of recorded interviews and focus group discussions, must be able to reconstruct what participants express in one language into another language to provide the same meaning and understanding without reducing the content of the conversation. Clark et al.

(2017) emphasized the importance of accurately translating research data from transcripts of participants' conversations. Translators should be mindful of retaining colloquial or accented speech and should avoid removing words that are essential to the meaning, as well as refraining from inserting phrases that may sound similar but alter the original meaning. This is reinforced by what McKenna (2022) stated in a study on translating research interviews, that translators of research interview transcripts should maintain "a trail of atypical words" encountered, such as local idiosyncrasies, jargon, and slang. Moreover, translation requires a comprehensive understanding of the source and target languages, the translation process, as well as the culture surrounding these languages (Yunus et al., 2022). Therefore, it is important for translators of qualitative research data to understand the various translation techniques that are suitable to be applied in translating research data.

The issue is that not all translators are familiar with the appropriate techniques for translating qualitative research data. I found a case where the translation of a conversation between an interviewer and interviewee left out many important details shared by the participant. This was the case with research data from other researchers taken and discussed in a study conducted by Oxley and other team members in 2017 that drew on semi-structured interviews conducted with parents of children with autism (Turkey) or disabilities including autism (India) to explore their lived experiences of caring for such children. Two translations were compared: one from a professional translator and one from a regular translator. Upon comparison, it

was found that the professional translator's version tended to eliminate descriptive details that are valuable for analyzing research data. This kind of translation tends to remove essential layered information (Oxley et al., 2017). This is crucial for the reader's comprehension of the issues discussed during the documented interview.

In qualitative research, it can be challenging to accurately translate the language used by research participants within their social and cultural context. A specific example of this challenge is evident in a study conducted by Lopez and team in 2013, which reviewed research data from other researchers. The study focused on the side effects of prostate cancer treatment and involved 60 participants who were native Spanish speakers. According to Lopez et al. (2013), research data translation teams encounter difficulties when translating interview transcripts from the source language to the target language, especially when there is no direct equivalent in the target language, such as translating slang used by participants. This adds to the complexity of translating research data. As another example in the research data studied by Lopez and the team, one member of the professional translation team failed to translate a word that belonged to the South American variation of the participant's local language. Problems arise when translating research data, such as incomplete information after transcripts of participants' conversations are translated into the target language. In the previous paragraph, it was mentioned that translators must accurately convey participants' meanings between languages to ensure the research's credibility (Yunus et al., 2022).

This is critical because the quality of the data affects the interpretation of the participants' intentions (Lopez et al., 2013). It is crucial because the translation of research data forms the basis for the next stage of data analysis.

The complex problem of translating research data with non-English native language participants led the researcher to find out the appropriate translation techniques to be used by translators in translating research data with interview and focus group discussion data collection methods. This present study has very important implications for translators of research data to produce translation output that is as meaningful as the source language without reducing the details of information conveyed by research participants through the application of 18 translation techniques proposed by Molina & Albir (2002). The researcher aims to identify the various translation techniques and determine the most commonly used translation method in the audio transcript translations conducted by a non-certified translator at AEC Semarang for Insight Asia Market Research Group. This translation work is part of the FB Loneliness Project, which involves data collection research using interviews and focus group discussions with participants from Indonesia. This data is important for gaining a better understanding of the market and consumers in Indonesia, which is one of the target regions for Facebook's social networking services in Asia. The project included interview sessions with four respondents and two moderators, as well as focus group discussions with six respondents and one moderator. The topics covered the respondents' experiences in using Facebook. InsightAsia Market Research Company used

this data to improve the performance and services of the Facebook platform. This included adding search engines, profanity filters, cyberbullying filters, and warning or blocking content that violates Facebook community standards.

The current study emphasizes the analysis of translation outputs from an uncertified translator at AEC Semarang. There is concern that non-certified translators may produce inaccurate and inconsistent translations when tasked with translating qualitative research data gathered from interviews or focus group discussions. According to Hendrickson et al. (2013), despite coming from an official translation agency, uncertified translators are prone to making significant errors related to imprecision, such as omitting words or changing words to alternative meanings, as well as errors in word selection that are less precise and change the meaning of the source language in the text. Furthermore, the researcher has not found any analysis of translation techniques by non-certified translators. This study aims to provide a novel contribution to research on the analysis of translation techniques by translators working with research data. One of the previous studies has identified translation errors but focused only on translations done by professional translators. Thus, the researcher uses the phenomenon of errors in translating research data for this present study to find the translation techniques used by non-certified translators at AEC Semarang in translating research data collected by InsightAsia Market Research Company for the FB Loneliness Project. Not only that, this present study also analyzes and finds the use of the most dominant translation techniques by non-certified translators. Both the

analysis of translation techniques used and the most dominant translation technique used by the non-certified translator in the agency are based on 18 translation techniques by Molina & Albir (2002).

1.2 Reason for Choosing the Topic

The reason for analyzing the translation techniques used by non-certified translators at AEC Semarang in translating transcripts of recorded interviews and focus group discussions belonging to the market research group InsightAsia is because the transcripts are part of InsightAsia's research data which has a mission through the FB Loneliness Project to improve the service quality of the Facebook platform, one of which is for users from Indonesia. This particular InsightAsia research data is exciting as it relates to the development of Facebook as an online social network that has been consistently used by many users since its launch in 2004. In short, one part of the market study company's research data became interesting when I learned that the purpose of the FB Loneliness Project by InsightAsia market research group is to help Facebook become better than before.

The rationale behind selecting AEC translator translation products as the subject of this study stems from the fact that the Akhil Education Centre (AEC) is an official educational foundation that is registered with both the Semarang City Education Office and the Ministry of Law and Human Rights of the Republic of Indonesia. In addition to providing education, foreign language training, and educational consultancy services, AEC also offers a

document translation program, including both sworn and non-sworn translations, and an Interpreter Program for oral translations.

Furthermore, this institution handles many translation projects in the field of non-interpreting or translation. The Akhil Education Centre (AEC) Semarang translators have translated several documents, such as diplomas from Indonesian to English by Sworn Translator in 2020, health journals from Indonesian to English in 2021, Lecture Handouts from English to Indonesian, Family Cards, and Current Accounts from Indonesian to English by a Sworn Translator, Muslim Certificates from English to Indonesian, English Health Journal Proofreading, Special Power of Attorney, and Letters Power in Indonesian to English in 2022. In 2023, there will be a project to translate the Journal of Materials and Manufacturing Processes in Indonesian into English, journals in Indonesian into English, and vice versa.

Meanwhile, the reason for choosing a non-certified translator for study is because analyzing the translation work of non-certified translators is interesting. There have already been many studies examining the translation output of sworn and certified translators, so I am interested in analyzing the translation output of non-certified translators, which has not been extensively studied by other researchers.

1.3 Research Questions

Based on the background described above, the researcher tried to analyze the following questions, that are:

1. What kinds of translation techniques used in translating audio transcripts by the non-certified translator at AEC Semarang for FB Loneliness Project conducting qualitative research interviews and FGD in Bahasa Indonesia according to Molina & Albir (2002) translation techniques?
2. What is the most dominant translation technique applied by the non-certified translator at AEC Semarang in translating audio transcripts for FB Loneliness Project conducting qualitative research interviews and FGD in Bahasa Indonesia based on the translation techniques proposed by Molina & Albir (2002)?

1.4 Objectives of the Study

Based on the study questions above, it is formulated purposes of the study as the following:

1. To find out the translation techniques used in translating audio transcripts by the non-certified translator at AEC Semarang for FB Loneliness project conducting qualitative research interviews and FGD in Bahasa Indonesia according to Molina & Albir (2002) translation techniques.
2. To convey the most dominant translation technique applied by the non-certified translator at AEC Semarang in translating audio transcripts for FB Loneliness Project conducting qualitative research interviews and FGD in Bahasa Indonesia based on the translation techniques proposed by Molina & Albir (2002).

1.5 The Significances of the Study

This study is aimed to provide useful benefits for readers in theoretically, practically, and pedagogically as following:

1.5.1 Theoretical benefits

Theoretically, this present study is expected to increase readers' knowledge about the use of 18 translation techniques proposed by Molina & Albir (2002), especially 15 translation techniques that are more often used by the non-certified translators at AEC Semarang in translating audio transcripts for qualitative research with the data collection method of interview, survey, and focus group discussion. In addition, it is expected that this present study adds knowledge about using the Established Equivalent translation technique as the most dominant technique used by non-certified translators in translating audio transcripts for qualitative research data.

1.5.2 Practically

This study aims to provide information on translation techniques proposed by Molina & Albir (2002), which can be beneficial for translators when translating audio transcripts of qualitative research interviews into other languages. The goal is to ensure that research data is translated accurately and carefully. Specifically, the study identifies fifteen types of translation techniques used by non-certified translators at AEC Semarang, which can serve as a useful reference for other professional translators and researchers working with qualitative research data. These techniques include Adaptation, Amplification, Borrowing, Calque, Description, Discursive

Creation, Established Equivalent, Generalization, Linguistic amplification, Linguistic compression, Literal translation, Particularization, Reduction, Transposition, and Variation. The study also highlights that the most dominant translation technique used by the non-certified translators at AEC Semarang is Established Equivalent, which could be considered by other professional translators and researchers for more frequent use when translating research data.

1.5.3 Pedagogically

This study aims to offer guidance on translation techniques proposed by Molina & Albir (2002). The 15 techniques identified in this study can serve as a foundation for other researchers analyzing translation techniques for qualitative research data in the form of transcripts of recordings between participants and moderators. Additionally, the use of these techniques can also guide translators working on research data in the form of transcripts of recorded interviews and focus group discussions. The study's results can be a point of reference for further research related to the most dominant translation technique, Established Equivalent, frequently used by non-certified translators at AEC Semarang for translating audio transcripts of qualitative research data. Finally, the results of the study regarding the most dominant translation technique can be considered by other translators when translating research data, providing valuable support for the implementation of the technique.

1.6 The Outline of the Study

This study is structurally arranged into five chapters. In line with the other final projects, each chapter consists of different topic ideas but interconnected each other.

Chapter I consists of the introduction of the study and has six sub-chapters in total, which are the background of the study, reason for choosing the topic, research question, objectives of the study, significance of the study, and the outline of the study.

Chapter II presents the review of related literature. There are 3 subchapters. The first subchapter is the review of the previous studies, the second subchapter is about reviews of related theories and third subchapter is about the theoretical framework of the present study.

Chapter III deals with methods of the study. This chapter presents the research design, the object of the study, the roles of the researcher, type of the data, instrument for collecting data, procedures of collecting data, procedures analyzing data, techniques of reporting data.

Chapter IV consists of Findings which consists of 2 sub-chapters, namely the Types of Translation Techniques Used in Translating Audio Transcripts for Qualitative Data Collected by InsightAsia and The Most Dominant Translation Technique. The second part of this chapter is Discussion.

Chapter V is the last chapter in this study which consists of only two subchapters, such as the conclusion and suggestion based on the findings and discussion the researcher has done.