CHAPTER I

INTRODUCTION

A. Background of the Research

People who learn translation procedure with a purpose to study about the translation process and then find the translation result. By studying translation procedure, the learners know how to deliver the message behind source language with simple explanation to target language. According to Pinchuck (1977) (as cited in Agung 2016, p.198) "Translation procedures are the technical devices used to transfer the meaning of a text in one language into a text in another language". Translation procedure is one of the simplest aspects among others. Besides that, the writer wants to analyze this properly with extended analysis, with a well-known editing photo application in this modern era as data source.

After the learners study in-depth about translation procedure, the translation process has been learned again. Therefore, some people should know how translation process works. Later, if several people find difficult words, translation process can be problem's solver to find the right meaning. Translation has differences to express the meaning, between translating (a written text) and interpreting (oral or signed communication).

Translating can be fun for people who enjoy it, because the translator has to deliver every sentence into target language with the simple ways depend on the levels of target language. While in interpreting, people who

work in this field must be fluent in other languages either bilingual or multilingual, simply work with translating one language into another language in every event. Interpreter and translator has a great work for help people who related in translation's field.

Translation, one of other ways to communicate from one language (source language) SL to other languages (target language) TL. In this modern era, sometimes several students and teachers find a lot of unfamiliar words or text. Unfortunately, some of these students or even teachers do not really know about translation process. However, many people know about the translation, but not really understand what translation means. Translation ability may be familiar by some people who understand the meaning of the translation and how it works to deliver meaning from one language to another language. Based on the field, translation itself is a branch of applied linguistic.

Other branches of applied linguistic include bilingualism and multilingualism, contrastive linguistic, discourse analysis, second language acquisition, language planning, pragmatics, forensic language. Applied linguistic learn and understand about language and eventually know how communication works. Applied linguistic learn about practice and theory, the learners get some theory about subject of applied linguistic and after that learners try to applied in their field of work. Applied linguistic literally is a branch of the scientific study of language which is called linguistics.

Linguistics involves the analysis of language form, language meaning, and language in context. Linguistic also has many branches of the subject

study, there are phonetics, phonology, morphology, syntax, semantics, and pragmatics, then in specific subject there are sociolinguistic, neurolinguistics, and applied linguistic which is already mentioned by the writer above. Linguistics becomes the basic knowledge of people learns about languages and when people study in depth about it, they learn four basic skills.

Basic skills are needed when learn about languages with complete the communication with four basic skills, such as listening, speaking, reading, and writing. Listening is giving attention to sound or action, one is hearing what others are saying, and trying to understand what it means. Speaking is human vocal communication using language. Reading is the process of decoding symbols to obtain meaning, it is form of language processing. Writing is a way of human communication that implicate the representation of a language of symbols. The four language skills which are related to each other can get the direction and the method of communication in every language that the learners will learn.

In addition, language can also be acquired intentionally. There is a purpose in learning another language. Intentional learning is essentially goal directed learning for a specific purpose like knowing method how communicate well for a personal way between family, friends, and teachers from their mother tongue to the second language. There are so many languages in this world, and it is needed an international language for communicating which is known as English. Language is also important in daily life, language can definitely help us to express our minds, thoughts, or

even share daily information. The smarter people learning language, the easier they can create new technologies based on the language that they have learned.

In this modern era, there are so many technologies that use different languages either bilingual or multilingual. Based on We Forum/World Economic Forum (https://www.weforum.org), author Ghosh writes article with title "4 Key Areas Where AI and IoT are being combined". The article is about the newest technology in Industry 4.0, the Internet of Things and Artifical Intelligence, where the Internet of Things will be combined with Artifical Intelligence (AIoT), the result of AIoT will take the promise and connected to the future of technology. Besides that, the Internet of Things is supported by 3 newest main point that come out in technologies, there are; Artifical Intelligence, 5G, and Big Data. It means people who live in this 4.0 Industry will slowly live in the smart era.

The 4 major AIoT – such as wearables for smart technologies like smart watches, AR/VR goggles, and wireless ear buds. Smart home useful for smart speakers, smart lamps, smart machine, smart thermostats, or even smart windows. Smart city, governor must consider to apply this in every city because it will include the smart streetlights and smart public transportation. Lastly, company or people who run the industry must consider to apply the smart industry devices because there are so many benefits they will get such as autonomous manufacturing robots, automated supply chain management, and predictive maintenance sensors.

More new technologies will come and more people will invent them in this 4.0 industry. Therefore, Internet of Things will be useful in this modern era. It will help people for living their life, because life will be easier with newest technology. Based on explanation about AIoT, actually when AI meets the Internet of Things living life can be simpler, because AIoT can help in daily life. AIoT make promise in the future people will be easier interact with homes, offices, and cities every day with simple way. Besides that, AI already prove the intelligence in a new program.

In industry 4.0, many new technologies have been created by thousand creators out there, one of them is from Deep Nostalgia by MyHeritage (https://edition.cnn.com) which focus in editing photo program. Deep Nostalgia uses AI program to animate old photos, everyone can try in MyHeritage web. The program work when someone submit photo in MyHeritage web and choose what kind animate that they want, so they can feel the emotions. Deep Nostalgia has many options in facial features like blink, nodding, smiling, and etc. It is like they were just alive yesterday. It definitely frighten for some people but rest of them interest because of this program.

Besides the newest photo program, there are actually so many programs exist in the internet, one of them is editing photo application. Nowadays, people already knew about editing photo. Many companies release their best application in different types, one of them is editing photo. People who work related in photography also need kind of editing application. In the app store,

there are many applications related to photo editing, one of which is from Adobe Inc.

Adobe Inc. is an American multinational computer software company. Adobe Inc. serve many products of software computer some of all products also accessible in hand phone, one of products related in editing photo is Adobe Lightroom. Adobe Lightroom works for editing photos when people need more color in their photos. User Lightroom just play with the features that Lightroom serve, they can add some color or create their own tone for the best result.

The interesting part in this application is when people fluent in English and set their phone language in English, then this application automatically turn in English. It is such a happiness for people that already fluent in English, because they do not have to switch to others language.

Besides that, people who are not really fluent in English will use their mother language to set their phone language, then this application turn in their mother language. For example, when phone language in Bahasa, then the application turn out in Bahasa.

The explanation above makes the writer curious about the comparability in two languages, English and Indonesian especially in the features of Adobe Lightroom Application. Furthermore, this application is familiar for the writer since there are many chances the writer use this application. Adobe Lightroom is popular to use for editing photos not only for the writer herself but also for many editors around the world.

In addition, the writer add example related translation procedure from relevant research. For example, interconnected is translated into *interkoneksi*. The phrase 'interconnected' is translated as interkoneksi where the letter 'c' in source language is replaced by target language 'k'. Another example is, autonomous computers is translated into *komputer autonomous*. The phrase 'autonomous computers' is translated with linear substitution into target language. 'autonomous' which comes as a first word in source language goes to second word in target language and vice versa. Each item in source language is borrowed by target language.

The word *'autonomous'* is purely imported from source language 'autonomous' but the word *'komputer'* is imported from source language 'computer' with some writing system changes in target language. The first letter 'c' in source language is replaced by target language 'k' (Sari, 2009, p. 53).

Based on explanation and example above, the writer decided to write the same topic which translation procedure. Focuses in word of translation procedure, then divided each of word in every part in translation procedure, so the writer know what kinds of translation procedure found in this research. Therefore, the title is "The Use of Translation Procedure in Features Adobe Lightroom Application from English to Indonesian".

B. Question and Scopes of the Research

1. **Question of the Research**

   Based on the focus study above, the writer arranges this research through the following questions:

   a. What kinds of translation procedure found in the Tools Adobe Lightroom Mobile?

   b. How is the dynamic equivalence of the word from the application?

2. **Scopes of the Research**

   In this research, among all features in Adobe Lightroom Application the writer knows, the analysis focuses on word of features Light, Color, Effects, Detail, and Crop & Rotate. Rather than any others aspects in translation field including translation shift, translation method, translation technique, and translation procedure, the writer choose the last field proposed by Vinay and Dalbernet (1995). Moreover, between formal and dynamic equivalence, the writer choose dynamic equivalence and use the theory of dynamic equivalence by Nida (1964). The analysis covers the seven procedures in order to get the results of the analysis related to the procedure.

C. Objective and Significance of the Research

1. Objective of the Research

Following with the research questions that have been showed previously, there are three objectives of the research as described as follows:

a. To analyze the process of translation procedure found in the Tools Adobe Lightroom Mobile.

b. To explain the dynamic equivalence of the word from the application.

2. Significance of the Research

In conducting the research, the writer hopes that the translator or the developer behind this application can obtain meaningful information related to language setting from this analysis.

This research is hopefully can be useful not only for me also for references in study so can help others. Practically can contribute knowledge for readers to understand about translation procedure, so that people can apply the use in their written or spoken communication.

Theoretically, the concern of this research can help the readers to improve their knowledge about translation especially translation procedure. Hopefully, the writer can explain well as relevant research and give reference for next writer in translation subject, especially translation procedure.

D. Operational Definition

To make readers clear while reading, the writer describe the meaning of the important words or phrase used in this research. They are as the followings:

1. **Translation**

   Translation can be defined as converting the meaning and the form, from one language into other language.

2. **Translation Procedures**

   Translation procedure in other explanation is transfer the meaning of a text in one language into a text in another language, and divide with different word in right position of each procedure.

3. **Application**

   Application is a software has many types and function with program designed single application or a group program, very useful for everyone who use it.

4. **Adobe Inc.**

   Adobe Inc. is a multinational computer Software Company in digital media and expand technology in the field graphics software and it is a group program serving many application software.

5. **Adobe Lightroom**

   Adobe Lightroom is a part of Adobe family, focus in editing photo and an application that serve many features in creative image development and image manipulation tone color.

E. **Systematization of the Research**

Systematization of the research means to present the paper in well-editing composition. The research is divided into five chapters as follow:

Chapter I Introduction explains about background of the research and reason why the writer chooses the research, question and the scope of the research, objective and significance of the research, operational definition, and systematization of the research.

Chapter II Theoretical description consists of definition of translation, types of translation, procedure of translation, Adobe Lightroom.

Chapter III Research methodology involves method of research, procedure of the research, technique of data collection, technique of data analysis, data source and qualitative validity.

Chapter IV Analysis data and discussion present about data description, data analysis and interpretation of the research findings.

Chapter V Conclusion and suggestion show about conclusion after all data already explain and the writer give some suggestion about this research.