

CHAPTER I

INTRODUCTION

This chapter covers several key points that provide an overview of the study, including the background of the study, research question, objective of the study, significance of the study, scope and limitations.

1.1 Background of the Study

Language is a communication system that humans use to interact, convey messages, and organize thoughts. According to Richard & Schmidt (2010, p. 311), language is a system of human communication that involves organizing sounds (or their written forms) into larger structures such as morphemes, words, sentences, and utterances. Language can be verbal or written and is the primary means of obtaining information and expressing emotions, ideas, and culture from one individual to another. Language plays an essential role in the intellectual, emotional and social development of human beings, enabling the exchange of information and thoughts that are the foundation for the progress of society.

To reach more information from around the world, such as education, entertainment, sports, and tourism, English as a global language plays an important role as a bridge for international communication. English allows individuals to access various sources of information from different parts of the world and expand their horizons. Therefore, learning English becomes a necessity for those who want to share information globally. However, the process of transferring ideas or messages from the mother language into English is not always easy. This is the reason why translation plays an important role as a facilitator in transferring meaning from one language to another while maintaining the accuracy and nuance of the original message.

Translation in general is the process of transferring language from a text in the source language into the target language, with the purpose of maintaining equivalent meaning, message and context between the two languages. According

to Larson (1984, p. 3), translation is a process of transferring meaning from the source language into the target language. The translation process is carried out by transferring the language from the first language form to the second language form through semantic structure and the transferred meaning must be maintained. In other words, translation is not simply replacing words in the source language with words in the target language, but also maintaining the integrity of the meaning and message contained in the original text.

According to Newmark (1988, cited in Alamsyah & Masduki, 2024) translation involves recreating the meaning of the source language into the target language. With translation, humans can share ideas, information, feelings and concepts despite using different languages thus creating an understanding between each other (Alamsyah & Masduki, 2024). However, translation can feel “artificial and fake” because the translator is essentially acting as a substitute for the original author and using a different language (Newmark, 1988). Nevertheless, a translation will never fully reproduce the original text as the main task of a translator is to translate and find the best way to convey meaning, despite the inherent challenges in the process.

Furthermore, Masduki (2025) stated that translation is a comprehensive and multifaceted process that involves dealing with various complexities and challenges. These challenges may lead translators to encounter difficulties when conveying messages from the original text to the translated version, especially since the source language often has multiple meanings depending on the context. In overcoming translation challenges, the use of translation methods is necessary, so that the meaning and the intention of the original text can be conveyed accurately and appropriately in the target language. For example, in the case study of translating cultural texts from Indonesian into English, choosing the right translation method is crucial to preserve the local cultural meaning so that the translation text can be understood by the target language readers without losing the original meaning.

As cited in Fahruri (2022), the translation method is one of the important aspects of translation because the selection of the right method will produce natural and equivalent translation results. In addition, the use of translation methods will reflect the translation ideology adopted by the translator, whether it is more oriented to the target language or the source language (Nayla & Dewi, 2024). This means that the ideology relates to whether the translator focuses more on making the translated text conform to the target language (target language-oriented) or prefers to preserve the language and cultural elements of the original text (source language-oriented).

Furthermore, achieving meaning equivalence is essential to produce a good and culturally relevant translation. To achieve equivalence, translators need to consider not only the literal meaning of words but also the context, tone and cultural meaning contained in the source text. Without maintaining equivalence, the translation may not be understood by the target readers or may even cause misunderstanding.

Therefore, to explore the methods and meaning equivalence in translation, the researcher is interested in analyzing the Indonesian and English texts in the labelling of collection objects at Museum Pendidikan Surabaya as the main data. The Museum Pendidikan Surabaya is an important institution in Surabaya preserving various collections that represent the nation's educational history and research heritage of Surabaya. The collection of objects in the museum include material evidence of education in the pre-literate, classical, colonial, and independence periods.

This study aims to identify the translation methods and meaning equivalence in translation found in the bilingual texts on the label of collection objects in Museum Pendidikan Surabaya using theory from Newmark (1988) and theory from Nida (1964). By analyzing the translation methods, this research is expected to provide insight into how the chosen translation methods are able to maintain the original meaning and cultural value of each collection while ensuring the meaning equivalence so that becomes easy to understand by cross-cultural

visitors. The results of this study are expected to benefit translators to improve the quality of translation in museums, and to produce translations that are appropriate and in accordance with the purpose of translation, especially in the context of preserving local culture and conveying information effectively to international visitors.

Furthermore, the urgency of this research is driven by the increasing role of museums in cultural preservation and international tourism. As Indonesia attempts to promote its cultural heritage globally, the quality of translation becomes crucial. However, researchers have found that the use of inappropriate local cultural terminology and grammatical errors in bilingual labeling often mislead international visitors, limiting accessibility and presenting inaccurate information (Khrisna et al., 2023). If this issue is not addressed, it can limit accessibility, misrepresent historical narratives, and reduce the museum's educational value. One of the example of translation found in the Museum Pendidikan Surabaya is as follows:

ST: *Mesin Proyektor yang digunakan kegiatan Ekstrakurikuler*

TT: Photo Printing Tools used for extracurricular activities

From the example above, there are some key issues in the translation, as the translation is too literal and does not accurately convey the intended meaning. The term 'Photo Printing Tools' is incorrect, as '*Mesin Proyektor*' refers to a projector, not a photo printing device. In addition, the phrase 'used for extracurricular activities' lacks clarity and could lead to confusion about the specific function of the projector in a school setting. These translation errors not only change the original meaning, but also reduce the accuracy of the information on the label, potentially misleading international visitors. This is the reason why this research is urgently needed to analyze translation methods and improve the quality of museum translations.

This research fills an important gap in translation studies by examining how translation methods and translation equivalence are applied to bilingual museum

label texts, a context that has been largely overlooked in previous studies. While most studies focus on literary works, films, or academic texts, this research provides new insights into translation methods and equivalence in translation used in museum settings, particularly in Indonesia.

1.2 Research Questions

Considering the background study discussed above, there are two research questions, as follow:

1. What are the translation methods found in the labelling of Museum Pendidikan Surabaya?
2. What are the types of translation equivalence found in the labelling of Museum Pendidikan Surabaya?

1.3 Objective of the Study

Based on the research question above, the objectives of this study are:

1. To find out the kind of translation methods found in the labelling of Museum Pendidikan Surabaya.
2. To analyze the types of translation equivalence found in the labelling of Museum Pendidikan Surabaya.

1.4 Significance of the Study

The findings of this research are expected to offer several significant contributions:

1. Theoretically, this study aims to enhance readers' understanding of cultural terms and various translation methods used in translating Indonesian as source language into English as target language. In addition, this study also aims to provide insight into the concept of equivalence in translation.
2. Practically, this research can serve as a reference for the next researcher in developing studies on similar topics, especially those related to translation methods using Newmark's theory and equivalence of

meaning based on Nida's theory. Thus, this study can contribute to enriching the literature and serve as a basis for other studies that focus on the application of these theories in analyzing translation methods and aspects of equivalence meaning in various contexts.

1.5 Scope and Limitation of the Study

The scope and limitations of this research are focused on analyzing the translation methods and translation equivalence in the labelling of Museum Pendidikan Surabaya using two theoretical frameworks. The first theory, proposed by Newmark (1988), categorizes translation methods into two groups: those that prioritize the source language and those that prioritize the target language. The source language-focused methods include word-for-word translation, literal translation, faithful translation, and semantic translation. The target language-focused methods consist of adaptation, free translation, idiomatic translation, and communicative translation. The second theory, developed by Nida (1964), addresses the degrees of meaning equivalence in translation.