Chapter 1: Introduction

This chapter begins with the background of this study, including an overview of translation, machine translation, and the important roles of Facebook as the media in transferring information and communication by using internet networking. An overview of the 'see translation' feature on Facebook then follows this section. A discussion of the problem statement is followed by a presentation of the research questions. The research objective, research scope and delimitation, and research significance of the study are also presented in this chapter.

Background of Study

The idea of language translation -the changing of a written phrase or text of a language into another while retaining the same meaning- that can solve the issues of linguistic diversity is developing currently. As Tan (2016) assures that in this globalized world, "language translation is a vital cog", and it is not possible to know and grasp all the languages within the world by human beings. Furthermore, there around 5000 languages present in the world show the need for language translation methods and its developments. Therefore, the translation as part of applied linguistics plays its important roles. With the help of translation, people can 'dig up' the information from the source language into the target language without necessarily mastering the source language.

Furthermore, the purpose and characteristics of translation are to promote understanding among different countries and nations (Guo, 2012, p.343). Hence, translation can be the best way to break the language barrier among countries, and

communication and information can be interwoven easily. As the result, the possibility of collaboration among countries could have happenned.

Considering the importance of translation as the tool for spreading information among the countries, translation finally began to develop and enrich the theory to solve various problems in translation. Researches within the category of language translation are exploring the possibilities of message transferring from one language to different. One of the initiatives that the government agencies and research institutes do to answer this challenge is by an effective providing tool for international business communications into information professionals to improve their information services. The tool is named as machine translation.

According to Systran Technology in What is Machine Translation Website, machine translation (MT) is the translation of text by using computer software which used to translate a text from one natural language (such as English) to another (such as Spanish), with no human involvement. (Systran Technology, 2019). In addition, Machine Translation (MT) is a technology that automatically translates text using term-bases and advanced grammatical, syntactic and semantic analysis techniques (Andovar Academy, 2019). By these definitions, it is clearly understood that machine translation is an automatically system controlled practical tool to transfer one language into another without human assistance. Indeed, with machine translation assistance, the translation activity could be done effectively and efficiently without spending our time to open dictionary book. Besides, the people do not have to spend their money to pay translator to translate their documents.

Recently, most of the machine translation tools are connected to the internet (online), such as Yahoo, Alvista on Babelfish, Bing translator in Microsoft, Google Translation in Google, Greasemonkey in Firefox, Google Chrome Beta (Tripati and Sharkel, 2010, p. 388). Furthermore, the increasing of online social media users in the world, makes the machine translation feature appears in several social media. One of those social media is Facebook. Data from tracx.com, one of the prominent social enterprise platforms that monitor and manage social activities in cyberspace, reports that in January 2017, there are about 2.8 billion of social media' users from all around the world. From those 2.8 people, it is found that Facebook becomes the most popular social media among the other social media such as Youtube, Instagram, Twitter, and Pinterest. It is also stated that there are about 75% of Facebook's users that spend 20 minutes or more on Facebook every day. (Tracx, 2017). Henceforth, Facebook has played an important role in transferring and connecting information and communication for its users from all around the world.

To utilize the machine translation on Facebook, the users can use the 'see translation' feature that is below of the Facebook's post. This feature will appear if the language in the text is different from the language setting on the user's Facebook. As stated by Alan Packer, the Facebook's Director of Engineering for Language, this feature can translate 40 languages in 1800 ways and still developing for more. This statement has been spoken in MIT'S Technology Review's Emtech Digital Conference in San Fransisco, December 2015 (Constine, 2016).

By using this invention, the problem related to language barriers can be coped. However, when the users want to translate the languages, particularly from English to Indonesian, another problem arose. Most of the problems lie on many incompatibilities found in several fields of language when Facebook 'see translation transfers the intended meaning of the source language. This case happens not without any reasons. As Bijimol and Abraham (2014, p.1) state that no translation tools can generate an exact version of source language but gives gist of information which can utilize to find the type of information contained in the source text. Therefore, in order to improve the machine translation results, sometimes it is necessary to perform post editing–process of human amend the machine translation output– after generating translation output with machine translation. (Bijimol T. K, Dr. John T. Abraham, 2014, p.1).

Talking about process in translating text, sense becomes one of the important things in translating text. These are some examples of the incompatibilities that occurred on Facebook 'see translation' results. This case happens in National Geographic Facebook Official Page' status on 29th August 2017 in its statement, "The pheasant-size dinosaur, discovered in China, is causing a stir among scientists trying to understand the origins of flight" which translated into *"The Aceh-ukuran dinosaurus, ditemukan di cina, yang menyebabkan keributan di antara para ilmuwan mencoba memahami asal usul terbang"*. From this text, there are some errors that encountered on Facebook 'see translation' feature which will be explained in the following paragraphs.

First error is occurred on the semantic level where the word "The pheasant" is interpreted as '*The Aceh*' in Indonesian. According to Oxford Online Dictionary (2019), pheasant is defined as a male large long-tailed game bird native to Asia which typically has very showy plumage. On the other hand, if we translate it into Indonesia by using Indonesian Oxford Living Online Dictionaries (2019), then we found the word 'pheasant' will be translated into 'burung pegar' which in Indonesian Dictionary Fifth Edition (2019) means *burung kuau kecil atau burung mata merah.* In addition, in Indonesian Dictionary Fifth Edition (2019), word '*Aceh*' is translated into name of an ethnic, language, and province in Indonesia, that is Aceh. Definitely, this is a fatal mistake because it can confuse the reader to interpret the meaning.

The next error is at the orthographic level. Brboric (2011) defines orthographic as "a set of language rules requiring a uniform way of writing, but it is also a convention which prescribes identical writing of words and punctuation signs of language." (p.70). One of orthographic rules that usually distinguish in wrong writing by machine translation is capitalization which means the action of writing or printing in capital letters or with an initial capital. In capitalization rules, there are some word categorizations that need to be written in the text, and one of them is the name of a country. Thus, in this context, the word '*cina*' should be written with a capital letter at the first letter because it is the name of the country.

To the condition described above, certainly indicated that there are still many errors that occur on Facebook 'see translation' results. This is a very

important issue to be concern as the quality of accuracy in translation results can impact to the reader perception towards the meaning of the text as well as impacted to the communication understanding in social media. One of the main reasons that cause these problems happen is because machine translations basically analyze the language based on the setting given by the developer. According to Kit (2008, p.302) human language and translation is complex, a human translator can recognize the language exceptions and ambiguities of the linguistic level and handle them properly while a machine cannot do the same job without human intelligence assistance. This statement eventually leads to the idea that machine translation basically translates the text literally rather than contextually.

Regarding the explanation above, the researcher consider that this research as important as necessary to be conducted. The first reason is because Facebook has the most users among the other social media, and Indonesia becomes the fourth highest number Facebook users in the world as well as the highest in ASEAN with 130 million accounts (Kompas, 2018). Statistic data from Facebook (2019), per 2017, shows that there about 800 M users, almost half of all Facebook users, make use of 'see translation' feature. If the Facebook 'see translation' feature provides bad quality of the translation, then it could lead the reader to misunderstand the text which also could lead to the miscommunication among the Facebook users in social media.

The second reason why this study is important is because Facebook 'see translation' feature is still a brand-new translation tool that needs to be developed

more. If this study can give the explanations about what errors that produced by 'see translation' feature, then it can be a constructive suggestion to the program developer to enhance the quality the 'see translation' feature.

The another reason why this research is conducted is because there is only one previous study that discussing error on Facebook 'see translation' feature which has been conducted by Riris Sumarna in 2016. In her paper, Sumarna (2016) only generally explained about the methods and techniques of translation made by Facebook 'see translation' feature. Therefore, this research aims to find out, identify and give the complete information about the errors that occurs in the translation results of English-Indonesian by using Facebook 'see translation' feature so that the program developer of this tool could use this study as the reference for the sake of this tool development.

Based on the explanation above, the researcher is interested in conducting the research which is entitled "Facebook 'See Translation' Feature: A Linguistic Error Analysis on Translation Results from English to Indonesian in National Geographic Facebook's Official Page".

Research Question

Specifically, this study seeks to answer the following question.

"What kinds of errors are in the 'see translation' feature in the case of English to Indonesian translation?"

Research Objective

This research aims to shed light this main goal that identified as follows:

"To examine the kinds of errors that the 'see translation' feature made in the case of English to Indonesian translation."

Scope and Delimitation

This research focuses on what kind of errors made by Facebook 'see translation' feature. The error will be analyzed by using error classification scheme which derives from the model proposed by Farrús Cabeberan, Costa-jussà, Mariño, and Fonollosa (2010, p.170). In this model, there are five linguistic error classifications at the first level namely, orthography, morphological, lexical, semantic, and syntactic errors. Moreover, this research limited to analyze National Geographic Official Page posts by using the latest version of Facebook, that is 220.0.0.46.112.

Research Significance

The findings of this study will provide new information concerning the translation problem that has been occurred on Facebook 'see translation' feature especially in the latest version, 220.0.0.46.112. For the students, this research can enrich their knowledge about the information related to translation results of machine translation particularly Facebook 'see translation' feature. Moreover, for the society, this research can give them adequate information about the translation results of Facebook 'see translation' feature so that they will be more aware when using that tool in translating text. For the program developer of this feature, this research can give them reference in improving the quality of the feature itself.

This also will serve as a reflection and a clearer picture of the issues and

challenges that usually occurred in the machine translation. For other researchers,

this study is expected to be utilized as a reference for further research that

conducted in the field of translation.