

Strategy of Translation in News Broadcast on Television for Students

Istiana Deni Putri
University of Bengkulu
istianadeniputri1992@gmail.com

Corresponding email: istianadeniputri1992@gmail.com

ABSTRACT

The purpose of this study is to see how students perform when they watch television and come across news broadcast in English that they then try to translate into Indonesian. News broadcast is an activity to spread or broadcast information about an event or incident which is then shared on television or radio shows. It can be used as a learning tool during the Covid-19 pandemic. It contains a variety of information. In this case, students are expected to be accountable for the portion of the words they heard. Students may be unaware that the news they are watching is the result of a translation because the translator pays attention to the language style and presentation method, which is similar to domestic news. This demonstrates that the news translation is of high quality. Accuracy and focus are required when listening to and remembering words in sentences. Because if it is one of the letters, it will result in a translation error. News broadcasts on the Metro Tv channel are an option in this study. Because Metro Tv has broadcast hours dedicated to broadcasting news in English. The goal of this research is to identify the best strategy for ensuring the success of translation activities. Several strategies will be attempted to be applied to students who focus on student activeness when: 1.) Analyzing words, 2.) Writing words, and 3.) Translating in their native language. This time, the researchers hope that students will be able to understand what strategies they use to produce high- quality results based on aspects such as accuracy, acceptability, readability, and ease of understanding or re-learning.

Keywords: *International News, Translation Strategy, Communicative-Style, News-Broadcast*

INTRODUCTION

The primary need of society today is for information in a relatively short time. There are lots of events out there to know about but they are out of reach. It doesn't matter if it is national or international. The more modern times progress, the more technology will be used to make it easier for us to obtain practical learning media, particularly when it comes to learning English. In general, information and communication technology refers to all technologies that deal with the retrieval, collection, processing, storage, dissemination, and presentation of data (Jamal Ma'mur Asmani, 2011). Technology, in its evolution, gives full meaning to the continuation of development toward a more convenient way of presenting news or events. The latest technology has a very clear influence on the interest of the community, particularly students, in the ease with which they can obtain information. The variations served are diverse, so many electronic media, such as television, strive to provide quality broadcasts that are also appealing to the audience.

Apart from being a medium of information, broadcasting technology can also be a medium of learning that is inexpensive to obtain, particularly during the current Covid-19 pandemic. The community (in this case, students) is expected to be more capable in obtaining their right to learn. Some of these broadcasting activities are from international events, and the majority of them are in full English. However, not all audience members (students) can easily understand what the meanings or meanings of the words uttered by the presenter. As a result, many researchers are eager to take a position in this case. They believe that there should be a translation to help students understand international news broadcasts. We can see that students are very interested in using television broadcast media as a medium of learning. Specifically, to improve their ability to master foreign languages.

Videos with closed captions are effective and useful for second language learning (Leveridge &

Yang, 2013; Montero Perez, Peters, & Desmet, 2014). A news translator is someone who translates news from English to Indonesian. We frequently fail to recognize that English-language news broadcasts make it difficult for some people to understand the meaning or meaning of the words spoken. Because English is not a common language in their country. Several strategies will be attempted to be applied to students who focus on student activeness when: 1.) Analyzing words, 2.) Writing words, and 3.) Translating in their native language. Why is broadcast media regarded as more appealing? Because, in this era, students use more practical means to learn a foreign language. Specifically, something that is not boring, practical, and animated based on their interests. What is needed now is to determine which strategies are appropriate for students to use when learning to analyze English news broadcasts.

In fact, the translation strategy for this news broadcast is completely free. Because this news broadcast is relatively quick, we must be more focused and nimble. Pym (2013) states that current translation strategies, which are primarily concerned with literary translation, cannot explain several aspects of the translation process carried out with the assistance of translation technologies if those theories insist on the source text's and the great author's loyal status. Because technical texts are solely based on facts, the translation should attempt to convey a meaning that is consistent with the students' everyday language. Michael (2011) observed that several studies were conducted in the 1970s that confirmed mass communication has a powerful force of media effects. It also has a significant impact on children from the age of six to adolescence when it comes to daily language. They do it because they watch a lot of television on a daily basis. This is where we can see the influence of English on our language.

There are several steps we can apply when watching foreign language news broadcasts :

1. Examine words quickly by practicing fast-reading with written text first and then analyzing the results.
2. Separate the news' wording into two categories: complicated terms and words with well-known definitions or words that are easy.
3. Finally, students will rewrite the word suit and easy words in their own words after separating them.

Furthermore, according to some experts, there are some other options besides the ones mentioned above, such as:

1. **Harvey's Model Translation Process**

Students are expected to grasp the words that are communicated in sequential order, then translate them into another language.

2. **Nida and Taber's Model Translation Process**

Students are asked to study their first language (foreign language) in this section, paying close attention to the grammatical structure and meaning of words. After that, it's reassembled into the target language.

According to research performed by multiple experts at different stages in studying terms in television news broadcasts, transmitting television news in foreign languages is more appealing to students and results in good performance when they are asked to apply learning methods at home or at school. To put it another way, programming can be learned by practice (Vihavainen, 2011). There are several techniques that we can use based on Baker's (2011) results, who proposed translation strategies:

- a. Transference = Borrowing words from English to use in the target language, possibly because there are no words in the target language that fit.
- b. Calque = In the source language, a literal translation technique or a loan for common collocations or phrases is used.
- c. Transposition = Without modifying the context of the sentence being translated, changing word classes such as verbs into nouns is possible.

Because of the many strategies put forward, students still have to be able to learn a foreign language quickly, especially if they are asked to translate television news. Many news shows and even other television programs also use English as their primary language of broadcasting. This is where students are supposed to be able to draw immediate conclusions, and the instructor instructs them on how to do so in class. As we all know, television broadcasts, especially news broadcasts, cannot be repeated. It is very important for students to train them in using news broadcasting. Because based on the school curriculum, they will also be faced with this activity. The listening is then directed so that you

can express yourself in your native language. Despite the fact that there were errors, because the news they listened to and watched was in English. Metro Tv Breaking News and CNN News, for example, are the most popular choice in Indonesia, as evidenced by the example I used in this research. This channel broadcasts in standard English that is simple to understand. The manner in which it is conveyed is not hurried, and the intonation is correct, allowing students to listen properly. When students are asked about the news, they frequently say that it allows them to reflect on various aspects of their lives. They add that they are also motivated by the news because they can identify with the people and the information contained within it. Although many students use word-by-word strategies, which means they interpret words, the teacher's role is to guide them in applying the previously described strategies (Baker 2011). Because broadcasting is a learning medium in the form of electronic communication media, the news announcer's language must be neither harsh nor correct. Students frequently believe that many English-language broadcasts contain offensive language, and it is preferable to direct them to broadcast news. There are some interesting things we can get from the many uses of news broadcasting as a learning tool or media for EFL students, namely:

- a. Prevents learners from adapting new words with negative meanings to their language.
- b. It is important to note that TV programming differs from other English broadcasts in that it is more educational.

In general, the benefits of news broadcasts for EFL Learners are as follows:

1. They can be heard and seen if there is a broadcast
2. They can be seen and heard again if they are replayed
3. Extreme excitability
4. Electrical
5. Extensive reach

The strategy used when producing news broadcasts as learning media encourages students to be more active in producing new English words into their everyday language, with the goal of eventually eliminating the need for dictionaries. This educational product on TV is intended to supplement student learning at home and make it easier for students; however, it must be supported by parents, schools, and the surrounding community in order for children to continue to study during the Covid-19 pandemic. This is yet another excellent option for home learning. Furthermore, television broadcasting's strategy is more practical and in accordance with the rules of the language commonly used in schools. In comparison to other English-language broadcasts. Because there are many learning models, learning strategies, and methods that education units and teachers can use to fulfill the basic rights of education for Indonesian children through this news broadcast. This method can encourage students to collect fixed words that create context content that will be classified and grouped into folders so that you don't have to bother learning new words later.

RESEARCH METHOD

The design of this research is quantitative by using the experimental method. The number of students selected is one class or about 30 students. Where students in the early stages are given directions for tips and tricks first. In this research, the media which is used as a learning tool is the Metro Tv Breaking News and CNN News. To obtain results that are appropriate for the purpose, the researcher first teaches the students the following tricks:

1. Begin by learning the fundamentals of English.
2. Frequently listen to English conversations.
3. Watch English films without Indonesian subtitles on a regular basis.
4. Read a lot of English literature.
5. Thoroughly read the English dictionary.

This experimental activity was carried out by:

1. Provide students with a selection of English language news (Metro TV Breaking News or CNN News)
2. Students are instructed to watch the news for the first ten minutes before writing the difficult language component.
3. For the next ten minutes, students are instructed to listen to short material in the form of open

QnA (Question and Answer), then participate in answering the question, which is then matched with the final outcome of the news.

4. Students are asked to provide examples of how to convey short news, greetings, and commands based on what is in the news broadcast, but in their own language and style.

Because this study is a post-test, the researchers will only see how the final result will be after they master the tricks and practice them by selecting the two news broadcasts. After the students' practice is complete, the researcher will give some questions regarding what difficulties they find when listening to the news in English:

1. How many difficult words were found
2. What things should be exemplified from the language being conveyed
3. What kind of greeting is used
4. Types of sentences used
5. And what was the essence of the news broadcast at that time

This assessment can be in the form of a text document (Microsoft Word) or in PDF format, as shown below:

Student's name :
News Broadcast :
Difficult words :
News summaries (use their own language):

Because of the tests conducted during the pandemic, the post-test will take the form of a form that will be sent in a google-form link with the following link:

<https://forms.gle/H4CTBM3uHWWyeEsN7>

With the google-form test, students are expected to be more practical in collecting assignments without having to meet directly with the teacher/researcher. We don't know when this pandemic will end. If there are later differences in learning outcomes, re-observation will be carried out by providing students with sample worksheets and then re-applying the learning method via news broadcasts. The instrument used is in accordance with the 2013 curriculum, and it can later be re-applied by the teacher to enhance the student learning process. Given this time frame, the learning system and its application must be concise, dense, clear, and on point in order to avoid wasting time and minimizing face-to-face meetings.

RESULT AND DISCUSSION

Since interviewing five high school students and administering questionnaires, it was discovered that they were all perplexed. This is because they believe the news anchor's English is still very normal. Researchers selected two news outlets for this study: Metro Tv Breaking News and CNN. When asked to watch Metro Tv Breaking News, students said they had trouble reading the news directly. Several factors contribute to this, including:

1. Pronunciation that is too quick
2. There is no running text.

You can see the table below :

Students' Name	Channel		Difficult Words	Percentage of Understanding
	Metro Tv	CNN		
TR	<input type="checkbox"/>	<input type="checkbox"/>	Reconciliation, meanwhile	66,7%
FR	<input type="checkbox"/>	<input type="checkbox"/>	Unstable, delegates	80%
RO	<input type="checkbox"/>	<input type="checkbox"/>	Attracts, Jaundice	63,2%
MA	<input type="checkbox"/>	<input type="checkbox"/>	Oversizing, startof submit	75%
RS	<input type="checkbox"/>	<input type="checkbox"/>	Jaundice	&70%

It was discovered that there were student difficulties in interpreting the description of the news findings in English based on the results of the general observations, which were based on the five students. Although the study's initial goal was to enroll 30 students. The task was given a one-week deadline so that they could watch the news in English again. They write the results of their work in writing, using a Google form. They admit that writing a description is challenging. Because of their ability to catch news, and because they are not students who speak English. The type of verbs in English and Indonesian differs not only in terms of social language, but also in terms of the number of verbal sentences in the subject.

Students are aided a little by running text while they watch CNN news. It's just that they understand the words which they learned, but they have different meanings than they expected. Since the news anchor was a foreign citizen, CNN found that news distribution was still very normal. This is in contrast to the news on Metro Tv News, where the anchor is an Indonesian native who can communicate in English. The number of grammatical groups used to distinguish a language's vocabulary. It uses two words in English, but just one word in Bahasa. Students who are the subject of study are puzzled by something like this because they understand terms differently. Not understanding what the words mean. In their everyday lives, Indonesian speakers often greet each other by using and beautifying the Indonesian language. The use of this language in daily communication is done by spoken language. This is exactly what happened to the students in this study. Several factors were discovered to be a concern as a result of the research findings, including:

- 1) Situation = facts where there is a lack of stimulation to understand a foreign language, such as listening to English songs or only paying attention to the language that has been translated into their native tongue.
- 2) Personal = Lack of prior learning experience has an effect on accuracy when selecting new languages.

After reading summaries written by students based on their understanding, there are various forms of translation styles that students use:

- a. Increase and decrease the translated language matching's type.
- b. Idioms in the source text to the required idioms in the target text
- c. Adjust the language to the students' preferences or moods depending on the news anchor's voice.

In the course of translating into Indonesian, students only understand what they see, rather than what they hear in English. Based on the data in the table above, the difficult words found are the average new words that they previously thought were ordinary expressions. Students tend to imitate speech when in fact they do not know what the words they find actually mean.

When we look at Tri Pujiati's research findings, we can see that she uses the form of a verb that can be understood by the research object via the BBC broadcast. When the results of the translation are traced back, dynamic equivalence becomes the benchmark. The intended focus is on the target audience. From the standpoint of my research, I'm interested in how students remember the words used by messengers. Then tell them what the words they just heard mean. This occurs because there are strategies for interpreting words and translating what they don't understand. This is the result of a method of learning translation that they recall from their previous studies.

Basically, there are intralinguistic and extralinguistic factors that must be understood before transferred to the target language when translating. According to Larson (in Asmarani, 2014), language as the subject of translation is a part of culture, and thus translation from one language to another is impossible without a thorough understanding of the cultures and structures of the two languages. As a result, the students in my study are having difficulty translating it correctly this time. The main reason is that their translation strategy is not based on the form of language; rather, they believe that the translation strategy is solely focused on converting the first language to the second. In fact, the students' ambiguous strategies will undoubtedly affect the overall translation. We can use the word reconciliation as an example from student work. The word has the connotation of re-establishing a relationship. They should be able to understand that the word's closest meaning is the attitude toward solving a problem. When I ask students to recount why these words are difficult. They are a little confused, because the reason is the same, which is just heard. In fact, these words have the same meaning as other words. Can be seen in the table:

Words found by students	Closest word	Meaning
Reconciliation	Peace	friendly rapprochement activities and resolve differences to their original state.
Meanwhile	At the same time	In that moment (refers to the time and place)
Unstable	Labile	Not firm or not strong
Delegates	Agency	appointed and sent by an association (state and so on) in a negotiation

It can be seen, actually those words are not difficult words. It's just that, a different word but has another way of saying the meaning remains the same. Their research gives an outline of the reasons that led to them making errors when translating the English text into Bahasa. The majority of students are unable to correctly identify the lexical equivalent. Students, on the other hand, mostly blame the translation skills education methodology. The majority of the pupils perceived this as a barrier to translation. Although they actually wanted more motivation in their translation strategies, they maintained that instead of watching English news stories and being asked to rewrite them, they preferred to re-learn the lexical from scratch. When compared with Tri Pujiatin's research, he saw from the point of view of how the object of his research translated by paying attention to how the verb affects tenses.

As stated by (Myhill & Watson, 2012), the obsolescent grammar teaching can be, therefore, harmful to the students' perception of English in communicative use. Many studies have been undertaken to confirm the strengths of specific ways in aiding learners' English learning improvement. However, the majority of them are still a long way from examining integrated theoretical concepts in order to improve learners' intercultural pragmatic competence. The study by Chiravate (2011) demonstrates a significant difference in politeness methods used by native English speakers and Indonesian EFL learners. He learned that the politeness strategy provides a distance in several categories such as between teachers and students. It can even happen between fellow students. Where when they learn to transfer words from English to Bahasa, it requires special attention and routine hanging practice. It is inversely proportional to the research results that I have found at this time. Where is the lack of awareness of students to ask questions when they do not understand the word. "Translation models generally fail to create appropriate translations for infrequent words or phrases," written by Zhao, Hassan, and Auli (2015, p. 1527).

According to the results of some of these students (who constitute the majority of the 25-student class), there are new terms that they are unfamiliar with. Based on the results of some of these students (who constitute the majority of the 25-student class), there are new terms that they are unfamiliar with. According to Tri Pujiati, SS, MM, M.Hum's study, the research technique she employs is a methodological methodology focused on facts that exist in the user's existence. The difference is that this study employs a questionnaire in which students are asked to rewrite and transcribe complicated words in their own language. However, the initial study only used a brief essay to demonstrate the language variations between the two languages. In the research entitled *Analisis Kontrastif Bentuk Verba Bahasa Inggris Dan Bahasa Indonesia Berdasarkan Kala Dan Jumlah Dalam Berita Bbc Dwi Bahasa (Kajian Linguistik Kontrastif Dan Penerjemahan)* by Tri Pujiati, SS, MM, M.Hum, Her research was focused on her ongoing observation of the globalization age phenomenon. Humans have a thirst for news from a variety of sources, including BBC (British Broadcasting Corporation) news, which has been translated into Bahasa.

Another example is CNN News, which offers language that was typed on screen. According to a study conducted by Tri Pujiati, SS, MM, M.Hum, which looked at how the type of language verbs differed between English and Bahasa based on the news that was watched (BBC News), the comprehension of translating was generally low. According to previous studies, a translator must use the proper technique when interpreting or translating a language into their native tongue. And it was discovered that the language version used in the BBC news, which became the subject of her investigation, was the proposing version (news delivery stating that what they were conveying was happening at the moment). The same is true of my study, which included watching news on Metro TV or CNN when using the proposed version. It's just that the difficulties students face are due to their lack of vocabulary.

In the translation method, a passive word is used that already has a basic meaning. Based on previous events, the current approach finds some terms. The nature of the study is the same as the present study, and it is focused on easily accessible and interesting news broadcasts. The study was focused on the contrastive structure of the two languages, which is very difficult to understand. Some opinions suggest that students should be given clearer instructions when asked to observe news coverage. First, because news broadcasts are usually said only once at a time. Second, not all news broadcasts provide a second language. Furthermore, the expressive and etymological differences between the two languages participating in the interpretation process may worsen the issues that arise from the complex nature of communicating ideas for the interpreters. As a result, teaching interpretation is one of the most important aspects of language education. In this case, the Metro Tv news should be easier for students to observe because the presenters are both from Indonesia. On further attention, their language was commonplace. Perhaps, the students' work stated that it was difficult to understand just because they were not used to watching news in English. Furthermore, the students' challenging word choices influenced the meaning of the source language text when it was translated into target language English, or, to put it another way, the intended meaning of the source text was not delivered due to the participant's failure to contextually understand the Indonesian source language word. In other words, without a strong culture, a nation could be swallowed up. Likewise, the methods that must be applied to students so that they can easily use translation strategies. The main expectation was that they would go through the programs and become familiar with the tactics they had learned to increase their translation abilities. These findings were used to create a portfolio for all students, which contained teacher

comments and feedback as well as student reports on their own learning. This also provided the researchers with the information they needed to determine the most common and successful translation procedures used by the students in their next task.

CONCLUSION

As students in Indonesia, the influence of language and culture is still very attached to their habit of translating new words. Whether it's from the mother tongue, or from the national language. Especially if they are not used to hearing news in English. Some believe that if they interpret it as a word, then the meaning will be the same. Even though they should interpret not only words, but also see from the side of the strategy of speaking when the news is delivered. Examples of sad expressions but spoken words sound ordinary. This does not necessarily mean that the anchor is not sad. But there is an intonation, so that the meaning conveyed is clear.

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