CHAPTER I

INTRODUCTION

1.1 Background of the Study

In this globalization era, a social media has an important role in human life. There are many kinds of social media, like Facebook, Twitter, Instagram, Path, Whatsapp, Line, etc. There are many contributions that social media had already given. People use social media to communicate to other, besides a social media can also become a tool of education. One of the most popular social media is Facebook. Almost all of people in the world have an account of Facebook.

Facebook is social media that can connect people with the world. People can share their feelings in "what's on your mind?" then other people can see it, give a like or even give a comment on it. Besides through Facebook, people can chat with other, even people can also make a video call. Facebook not only gives a how to communicate with other, but also can be a media to gives an entertainment and education. Facebook has a lot of games that not only for entertain but also can gives an education because faceboook contains a very important thing called language. Facebook has a lot of language in it so that people around the world can use the facebook in their own language. Language is a tool of communication that people used to expressing their ideas, feelings, and thoughts.

In Indonesia, facebook is the most popular social media. Besides to communicate with other, people can play a lot of games on facebook. Because, nowadays, there is more and more kind of games that can be played through the social media, another internet-based media, or even the mobile phone since the gamer in Indonesia getting increase, especially for teenager. Teenagers must be love to play any interesting games. Beside to enjoy the game, they also can learn from the game. In their teen-aged they have a big curious feeling. How to play

this game, how to play that game, they will play although they do not know how to play the games. So this is a big opportunity for the game translator since the needed of game is getting increase in Indonesia.

There are many popular games in facebook such as MaviaWars, Pet Society, Social Empires, and Criminal Case. Games in Facebook are available in many languages. Indonesian language is mostly used by Indonesian people because there is still small percentage of people that understand English. In this case the source language is English and the target language is Indonesian. So that translation is the important thing that people need. That is that the player needed, the translation of the game, so that the player can play the game correctly. Translation is generally transferring messages from one language to other language. A good translation is needed to make the player easy to understand what they were playing. However, to make a good translation is not an easy things, the translator has to establish an equivalent translation from English to Indonesian since they have different system and structure.

Criminal Case is a game that contains words. A dialogue in written forms in it and also there is a lot of pictures. This game is enjoyable and can be an easy media to learn English. Criminal Case usually called CC is a detective-themed hidden object game released on November 15, 2012 for facebook. Developed and published by French indie studio Pretty Simple. According to Wikipedia, Criminal Case has over ten million average monthly users. Criminal Case has been one of most popular and addictive facebook games ever since the start of 2013.

The player must finish the game by following the instructions given by the police in the game. In this case, the player must understand what he/ she have to do. This is the point of this research, whether the translation of the game can make the player understand or not. So that, the player needs the right translation to finish the game, but if the translation is not right, the player might be stuck and the player cannot continue the game because he does not know what he has to do.

In this analysis, the researcher is challenged to analyze Criminal Case, translated by administrator because many people, especially teenager love and enjoy playing this game. As the universal entertainment media, the players of Criminal Case is various, they are from ten years old to adult. So that it is interesting study in the translation strategies. This research focused on a strategies of translation because in Criminal Case contains words, phrases, clauses, sentences, etc, which are spoken in the written form. Those aspects must be understood by the player as the target reader. The translation must have particular qualities as Machali in Lusiana (2006:3) who states that a translator should have good mastery in both SL and TL in headline different problem in rendering in source text in the key to successful translation.

In fact, when the translator translates the source language the translator used some strategies. For example, strategies dealing with non equivalence at word level used by the transaltor when translate the word in source language that might express totally unknown concept in target culture. From the datathere is a word "ID" in source language then it is translated into "KTP" in target language. In some context, the translation strategies will help translation to deal with non equivalence at word level. This makes the researcher interested in analyzing translation strategies applied by the translator.

1.2 Statement of the Problem

The problems of the study can be stated as follows:

1.   What strategies appear in translating the Facebook Game Criminal Case: Corpse in a Garden into Indonesian?

2.   Which translation strategies are mostly employed in translating the Facebook Game Criminal Case: Corpse in a Garden?

3.   Why is a particular strategy mostly employed (dominant) in translating the Facebook Game Criminal Case: Corpse in a Garden?

1.3 Scope of the Study

This study focuses on the translation strategies employedin the Facebook Game Criminal Case: Corpse in a Garden by French indie studio Pretty Simple that is translated into Indonesian language by its administrators.

1.4 Objective of the Study

Based on the statement of the problems, the objective of the study can be stated as follows:

1. To find out what translation strategies appear in translating the Facebook Game Criminal Case: Corpse in a Garden.
2. To find out which translation strategies are mostly employed by the translator in translating the Facebook Game Criminal Case: Corpse in a Garden.
3. To describe why a particular strategy is mostly employed (dominant) by the translator in translating the Facebook Game Criminal Case: Corpse in a Garden.

1.5Significance of the Study

It is hoped that the final result of the study would give contribution for:

1. The researcher to add his knowledge regarding translation and translation strategies.
2. Other researchers who have interest in this subject and want to do further research.
3. Anyone who reads this study and is interested in studying translation and its strategies.
4. Dian Nuswantoro University especially the English Department student. Expectation that is by reading this study, they will grow interest in the

subject related to the aspect of translation strategies by analyzing the problem of this matter.

1.6 Thesis Organization

This thesis organization as follows:

Chapter I is introduction, it is describes background of the study, statement of the problem, scope of the study, objectives of the study, significance of the study and thesis organization.

Chapter II is review of related literature. It is describes game and translation, translation, potential problem in translation, and strategies in translation.

Chapter III is research method that contains research design, unit of analysis, source of data, technique of data collection, and technique of data analysis.

Chapter IV is data analysis. This chapter covers the analysis of translation strategies.

Chapter V is conclusion and suggestion. It is the conclusion and suggestion from the researcher related of the study.