AN ANALYSIS OF *GOOGLE TRANSLATE* QUALITY IN TRANSLATING ENGLISH VOCATIVE TEXT INTO INDONESIA

Thesis

Submitted as Partial Fulfillment of the Requirements
to Obtain in Strata One (S1) Degree

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2007 / 83685

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2012

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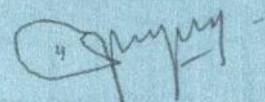|		
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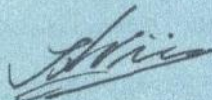NIP. 19510721 197503 2 001

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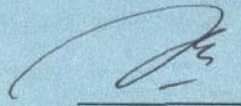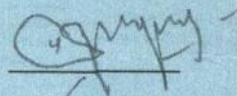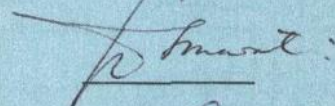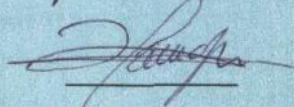
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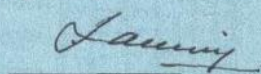
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ABSTRAK

Zewitra. 2012. *An Analysis of Google Translate Quality in Translating English Vocative Text into Indonesia.* Skripsi. Jurusan Bahasa dan Sastra Inggris. Universitas Negeri Padang.

Penelitian in dilatarbelakangi oleh fakta bahwa masyarakat cenderung menggunakan aplikasi *Google Translate* untuk membantu mereka dalam menerjemahkan sebuah teks dari satu bahasa ke bahasa lain. Oleh karena itu, penelitian ini bertujuan untuk mengidentifikasi kualitas keakuratan dan kenaturalan *Google Translate* dalam menerjemahkan *vocative text* (teks persuasif) dalam bahasa Inggris ke bahasa Indonesia. Di samping itu, penelitian ini juga dimaksudkan untuk mengetahui jenis terjemahan yang cenderung dihasilkan oleh *Google Translate.*

Jenis penelitian ini adalah penelitian deskriptif yang berpijak pada fakta yang ditemukan dari hasil terjemahan teks persuasif yang diproduksi oleh *Google Translate* itu sendiri. Sumber–sumber data berupa teks–teks persuasif berbahasa Inggris, diambil dari kemasan produk atau pun iklan yang dimuat dalam surat kabar. Teks tersebut kemudian diterjemahkan ke dalam bahasa Indonesia dengan menggunakan aplikasi *Google Translate*.

Hasil penelitian menunjukkan bahwa *Google Translate* tidak mampu memenuhi syarat sebuah terjemahan yang akurat dan natural dalam bahasa Indonesia. Analisis terhadap 90 data menghasilkan kesimpulan bahwa kualitas *Google Translate* dalam menerjemahkan teks persuasif kurang akurat dan kurang natural. Di samping itu, *Google Translate* cenderung menghasilkan jenis terjemahan literal yang mengesampingkan konteks yang terdapat dalam kalimat atau teks.

Berdasarkan hasil penelitian di atas, diharapkan kepada pengguna aplikasi *Google Translate* untuk memeriksa dan mengoreksi ulang hasil terjemahan yang dihasilkan oleh *Google Translate* agar teks terjemahan dapat dimengerti dan diterima oleh pembaca dalam bahasa target. Kemudian, peneliti selanjutnya diharapkan dapat mengkaji lebih jauh tentang kualitas *machine translation* dan membandingkan program yang satu dengan lainnya sehingga diperoleh kesimpulan aplikasi terbaik yang dapat digunakan untuk menerjemahkan sebuah teks.

ACKNOWLEDGEMENTS

Bismillahirrahmaanirrahiim. Praise to the almighty Allah Swt. who has given the strengths and the chances that I could finish the thesis entitled 'An Analysis of *Google Translate* Quality in Translating English Vocative Text into Indonesia'**.** Then, Salawat and Salam are sent to Prophet Muhammad Saw. who has lighted the life of all human beings.

In this occasion, I would like to express my deepest gratitude to both my advisors, Prof. Dr. Hermawati Syarif, M. Hum. and Drs. Amri Isyam, M. Pd., (who is also my academic advisor), for their valuable time, continuous guidance, as well as remarkable advice toward the completion of this thesis. Furthermore, my appreciations are also due to the examiners, Dr. Desmawati Radjab, M. Pd., Havid Ardi, S. Pd., M. Hum., and Drs. Saunir Saun, M. Pd. for their meaningful suggestions and comments.

I would also like to thank the chairman as well as the secretary of the English Department and all lecturers and administrative staff who have given their helps and supports during my studies.

Then, I also want to express my special thanks and sincere gratitude to my beloved friends of English Department 2007 for their loves, helps, and supports during four years studying in this department. Finally, this thesis is dedicated to my

beloved parents as well as my brothers, who have given their great love, supports and prays all the time.

Last but not least, any mistake that might be found in this research remains mine, so comments as well as suggestions are very welcomed.

Padang, November 2011

Zewitra

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CHAPTER I

INTRODUCTION

A. Background of the Problem

In the process of social interaction, a language plays a crucial role since it is a tool used by people to communicate each other. It is very important because through the language people are able to express their feelings, thoughts, emotions, and information as well as knowledge in order to get interaction in their society. English is one of the languages in the world. It takes a special part in human life since it is an international language which is mostly used by people around the world as a tool to communicate. Many written materials such as books, journals, even instruction or direction of products are written in English to internationalize those things in order to make them can be used by people all over the world. Therefore, people need to understand what these written materials say about in order to catch the information well.

Talking about written materials and English as an international language cannot be separated from translation activity since it is simply defined as an activity to transfer a message from one language to another. For those who are non–native English speakers, in order to understand and comprehend the messages contain in those written materials, the ability in translating English into their languages is really required. For the instruction of a product, for example, unless the translation is correct, people may do differently with what is commanded by that instruction. So,

the translation ability is important. In order to have this ability, the first requirement that must be fulfilled is to have a good understanding about English itself as well as the target language. The understanding of those languages will ease the activity of translating a text and then it will produce a good and correct translation.

In this modern era when the development of technology is growing faster, almost all of human activities can be helped by machine, including translation. Machine translation is aimed at assembling all the information necessary for translation in one program so that can be translated without human intervention (Craciunescu et al., 2004: 5). It is now widely being used by people to aid their work on translating a text. A lot of free web–based machine translation systems are available, including *Applied Language, SDL Automated Translation Solution, Windows Live Translator,* and *Yahoo! Babel Fish SYSTRAN,* but according to Aiken and Balan (2011: 1), the most used one is *Google Translate*. Their research shows that around 82% people in this world tend to use this application to help them in translating a text.

Google Translate is a free statistical on-line machine translation service which is provided by Google Inc. to translate a section of text, document or webpage, from one language into another. It is widely used by people to help them in translating a text. There are several reasons why people tend to use this application. First, it gives the gist of foreign text because of its availability and relatively low cost. For example, it would be difficult to find a person quickly to translate a text and the reader might only want to find out the basic content. Some professional translators might charge

US $0.05 per word, and thus, a human translation of only 520 words would cost $26, while it costs free by using *Google Translate* (Altay, 2002). The next reason is *Google Translate* is much quicker, that 195 times faster than humans (Ablanedo et al., 2007). The way to translate by using this application is just typing the text in the source language and choosing the target language, and then it will be translated automatically. It is such a simple way to do a translation activity. Further *Google Translate* is able to translate many more languages than other applications, that is around 56 languages. Thus, many people tend to use this application to help them in translating text they do not understand.

Some of those users of *Google Translate* are students. They often use the application when they are asked by the teachers to translate a text from one language into another. The nearest case comes from an experience of the researcher herself. The researcher, who is an English teacher in one of English courses in Padang, asked her students to translate some English explanatory texts into Indonesian or vise versa. In doing their task, the researcher found that most of the students used the *Google Translate* application to make their job quick and easy. However, after the translated texts were submitted and checked, it was found that there were a lot of mistakes produced by Google Translate in translating text. The mistakes sometimes related to the choice of words and incorrectness of the context.

The example above proves that although it is very helpful, machine is not able to fully replace human's job. People often do not realize that *Google Translate* is not always a shortcut to solve translation problems, because basically, according to

McGuire (in Susilawati, 2005: 12), translation activity involves the understanding of background knowledge as well as culture of both languages that surely the application does not have. Moreover, according to Newmark (1988: 39), there are three types of text – expressive, informative and vocative – and each of type will differ in the way of translating. Sometimes people ignore the fact that every language, especially which comes from different language family, as well as every type of text has different way of organizing a sentence and different system of structure and grammar. Further, the terminology used in one language may not have similar meaning in another language. The mistakes related to these factors will affect the accuracy and naturalness of the translated text and next will lead to the misunderstanding of the message.

As a respond to this problem above, this thesis was designed to analyze and observe the accuracy and naturalness of translation made by *Google Translate* in translating a text from a source language into a target language. It was limited only in the vocative text which included notice, instruction, and propaganda. It is because this type of text often relates with readership and addressee which means that this type of text is commonly used as the commercial function. Unless the translation is correct the users will do differently with what is commanded and the text fails to transfer the message to the intended readers. Moreover, the language used in the vocative text is surely different from other types of text. Therefore, people need to know how accurate and natural *Google Translate* is in translating this type of text. Further, there are three kinds of vocative text being analyzed in this research; instruction, notice,

and textual propaganda. Those kinds were chosen because they were easily found in human life, such as in the package of the products as well as in the advertisements.

English was taken as a source language since it is used as an international tool for communication by people all over the world and can be found in many instructions, directions and even slogan or propaganda language of products as well as advertisements. While Indonesian was the target language to which the English texts was translated. It is because English and Indonesian come from different ancestors, so the translation may be different, for instance based on the way of organizing the sentence, since English is tense language while Indonesian is tenseless one.

This research is important to be done because most people still believe in the ability of *Google Translate* in producing a translated text. It is proved by the amount of its users. However actually, there are several considerations that people often miss so they rarely recheck the result. An incorrect translated text may lead into bad consequence. So, people need to know how accurately and naturally *Google Translate* transfers meaning of a text from one language into another, especially in vocative text.

B. Identification of the Problem

Translation is one of the linguistic studies that analyze how the message from a source language can be transferred to a target language in order that it can be understood by the readers of the target language. A good translated text should

maintain the accuracy, naturalness, and precision of the concepts so that it can be communicative and readily understandable. Further, according to Newmark (1988: 39), text itself can be categorized into three types; expressive, informative, and vocative. Each of them has different purposes. It makes them different in way of organizing sentence to deliver the message. Therefore, translation process should involve the understanding of background knowledge as well as the culture of both languages and also the type of text.

In this globalization era, when technology has been growing fast and reaches a large amount of accomplishment to make life easier for people, many new applications for translating a text are developed. One of them is *Google Translate*. It is a free statistical on-line machine translation service which is provided by Google Inc. to translate a section of text, document or webpage, from one language into another. It is often used by people to help them in translation activity.

However, people often do not realize that this application will not always be correct in translating a text. As a machine, it surely does not have the understanding of background knowledge and culture of the languages. Moreover, every language as well as every type of text has their own way of organizing the sentence and own rules of grammar that is different from others. Then, the terminology used in one language may not have correlation in the other language. As the result, these factors often lead to several problems occurred in the result of translated text produced by *Google Translate* such as sense, sounds, emphasis (word order), naturalness (grammar), the figurative, the literal, neatness, comprehensiveness, concision, and accuracy.

C. Limitation of the Problem

Based on the identification above, this study was limited only to the analysis of accuracy and naturalness of English–Indonesian translated text produced by *Google Translate*. The accuracy and naturalness were chosen because actually an understandable translated text can be seen by using these two characteristics that a translated text should be accurate in meaning and natural in language used, while the other characteristic, communicative, can be measured by the understanding of reader in reading that translated text. Moreover, the research was only focused on vocative text because this kind of text often relates with readership and addressee. This is the type which is commonly used as commercial function so it is closed to people's everyday activities. This research was limited only in three kinds of vocative text; instruction, notice, and textual propaganda. The consideration to choose these three kinds of vocative text is that they are much closed to people's life because they can be easily found in the package of the products and advertisements as well. Then, the language used in the vocative text is also different from other types of text.

D. Formulation of the Problem

The problem of this study was formulated as follow: how well does *Google Translate* show the quality of vocative translated texts from English into Indonesian?

E. Research Questions

The formulation of the problem above was elaborated in the following research questions:

1. How well does *Google Translate* show the accuracy of vocative translated texts from English into Indonesian?

2. How well does the *Google Translate* show the naturalness of vocative translated texts from English into Indonesia?

3. What type of translation is mostly produced by *Google Translate* in translating vocative text?

F. Purposes of the Study

This research was aimed to:

1. Find out the accuracy of vocative translated texts produced by *Google Translate* from English into Indonesian.

2. Find out the naturalness of vocative translated texts produced by *Google Translate* from English into Indonesian.

3. Find out the type of translation mostly produced by *Google Translate* in translating vocative text.

G. Significances of the Study

The findings of this research were theoretically expected to provide a significant contribution in enriching linguistic studies in the translation field,

especially in analyzing the quality of the result of translation activity. Practically, they were hoped to show people about the quality of *Google Translate* in translating a text, especially the vocative one. Later people might know how accurate and natural Google Translate is in translating a vocative text. Not only that, they might know about the type of translation mostly produced by *Google Translate* while translating vocative text. Further, it was hoped that through the findings, the ability and quality of Google Translate in translating a text can be improved. Moreover, the findings hopefully can be a reference for the next researcher who will conduct the research about the quality of a translated text produced by *Google Translate* or other machine translations.

H. Definitions of the Key Terms

In order to avoid misunderstanding, the key terms below were defined:

1. Translation is the activity of *Google Translate* to transfer a message from English vocative texts by its equivalence in Indonesian language in order that it can be understood by the Indonesian's reader in the same way with the English's reader does.

2. Source language is the language that is translated by *Google Translate*. In this research, the source language is English.

3. Target language is the receptor language, into which the source language is translated by *Google Translate*. In this research, the target language is Indonesian language.

4. Vocative text is a kind of text that attempts to persuade or make the readers think, feel, and react in the way intended by the writer. It always relates to readership and the addressee. It is usually used as the commercial function. The examples of vocative text are notice, instruction, and textual propaganda.

5. *Google Translate* is a free statistical machine of translation service which is provided by Google Inc. to translate a section of text, document or webpage, from one language into another.