# AN ANALYSIS ON ENGLISH DEPARTMENT STUDENTS' ACCURACY IN TRANSLATING INDONESIAN ADVERTISEMENT TEXTS INTO ENGLISH ADVERTISEMENT TEXTS

## THESIS

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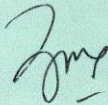## HALAMAN PERSETUJUAN SKRIPSI

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# ABSTRAK

**Tyadi, Yustia. 2017. An Analysis on English Department Students' Accuracy in Translating Indonesian Advertisement Texts into English Advertisement Texts. Skripsi. Jurusan Pendidikan Bahasa dan Sastra Inggris, Fakultas Bahasa dan Seni. Universitas Negeri Padang.**

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Akurasi merupakan salah satu dari tiga karakteristik dalam mewujudkan penerjemahan yang ideal. Sangat penting bagi mahasiswa jurusan bahasa inggris untuk mampu menguasainya, karena pengetahuan ini berguna ketika mereka akan menerjemahkan suatu teks baik itu bergenre akademik ataupun non-akademik. Penelitian ini dilakukan dengan tujuan untuk mengetahui tingkat keakuratan mahasiswa dalam menerjemahkan teks iklan dengan cara memberikan test penerjemahan kepada dua puluh dua mahasiswa tahun ketiga jurusan Bahasa Inggris Universitas Negeri Padang. Bentuk tes penerjemahan yang di berikan yaitu siswa menerjemahkan enam buah teks iklan berbahasa Indonesia ke teks iklan berbahasa Inggris. Hasil jawaban dinilai menggunakan metode kuantitatif yang berpatokan pada scoring rubik tentang penerjemahan dan kesalahan – kesalahan yang muncul. Hasil penelitian ini mengungkapkan bahwa keakuratan siswa dalam menerjemahkan rata – rata adalah 1,88 dan ditunjukan dengan persentase sebagai berikut; 4,54% akurat, 77,27% kurang akurat, dan 18,18% tidak akurat. Masalah yang muncul ketika jawaban dianalisis adalah dalam pemilihan kata; sampel yang di ujikan tidak menggunakan pemilihan kata yang sesuai dengan konteks.

Kata Kunci : Akurasi, Penerjemahan, Teks Iklan, Teks Akademik, Teks Non-akademik

# ACKNOWLEDGMENTS

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# CHAPTER I
# INTRODUCTION

## A. Background of Study

Generally, translation is a process of rendering meaning or message from one language to other languages. This is accomplishing by replace the form of the source language (SL) with the form of the target language (TL). The meaning itself is maintained, even though the form may be adjusted by transferring the meaning of the SL using the natural form of the TL. It is an important thing to consider whether the reader of the TL accept equivalent information as the reader of the SL do.

Translation is one of the major courses that should be taken by university students. They are trained to translate a text from Indonesian into English or vice versa. Every written text can be translated. For example: advertisement, game online, and movie subtitle. Translating require the translator to master its mother language and one of foreign language. Nababan (2008) stated every language has different syntactic, syntagmatic, lexical, and morpheme structure form one to another. With all of the differences, the translator has to have a certain strategy to produce the equivalent, accurate, and acceptable from the SL to TL.

The material of translation is different from one to another. They have specific purpose that makes the translator needs to be concerned when translating. For instance, translating science text is different with literature, and translating economic text is different from the other text. The translation of advertisement texts is one of the most difficult translations, because it is not enough to master the source language for translating an advertisement. Even if you can easily

translate knotty technical instructions, it does not guarantee that you will accurately render an advertisement article into another language. The translator must be able to think creatively, and it is not easy to learn.

Advertisement becomes the part of present-day life. It uses a variety of media; including television, print, internet, direct mail, and radio. People are exposed to numerous advertisements every day. The power of advertisement to society is deniable; whether it is just love or hate or just ignored its presence is a defining of modern culture.

Further, global market has given rise to the use of English as an international language. Advertisement as a communicative information has an important role to promote in global market. The language of advertisement is usually persuasive. Advertisement has entered almost every corner of life. As quoted in Cook (2001;1) "We cannot walk down the street, shop, watch the television, go through our mail, log on the internet, read a newspaper, or take a train without encountering it, whether we are alone, with our friends or a family, in crowd, advertising is always with us, if only on the label of something we are using." It makes the need for translation has become necessity. Therefore, based on these considerations, the translation has become an important course that should be mastered by the students.

In fact, many students still have problem when doing translation. Based on writer's experience and informal interview with some students of translation subject in State University of Padang, related to how they translated a text, there were some problems that they faced. They tend to use literal translation in doing translation tasks. Consequently, their translation product is not accurate. For

example, they translated *Susu cap enaak. Pilihan tepat untuk rasa susu yang enak dan tidak eneg, ya Cuma susu kental manis cap enaak. Penuh kebaikan susu sarat akan gizi, dengan rasa khas yang tidak bikin eneg, membuat susu cap enaak disukai semua, dari yang anak anak sampai dewasa.* As "Cap enaak milk. The exact choice for yummy and annauseated, yes just Cap enaak milk. Full of the goodness of milk with the special taste and not make you nausea, makes Cap enaak milk liked by everybody, from child to adult." In this sentence, the student used inaccurate diction. The word "*Tepat*" can be translated as "Exact", but in this text it better to replaced it with "Right", or "the best". It is more convincing to the reader (customer). "Eneg" the genuine word is "Enek" in English means to cause someone to feel as if they are going to vomit; nauseated, but the student translated it as "annauseated" that word is not available in any dictionary. Then, the next mistake is reducing the key word "Susu kental manis". The advertisement is about milk, but it has to be more specific, there are kinds of milk, and in this case, they mentioned about "Condensed milk" and the student chose to ignore the fact.

Based on the problems above, it shows that the major problem was the students choose wrong diction in doing Indonesian-English translation which caused by insufficient knowledge of the target language, and it could be indicated as the lack of accurateness. Thus, this research was expected to analyze the accurateness of translation made by the students in their translation in translating Indonesian advertisements texts into English advertisement texts. The sources of advertisements are from electronic media; internet, because it becomes the need for accessing information and it is easily connected with people every time and everywhere. The data of this research are accessed from web called vemale.com.

The web was chosen because it has the best sources of advertisement and all of the criteria that the researcher wants to analyze.

**B. Identification of the Problem**

Based on the background of the problem, there are two researchable issues that are related to translating Indonesian advertisement into English advertisement. First problem is related to the accuracy; the translation product will not be accurate enough when the translator just focuses on the text rules instead of meaning. Second, the students get difficulties in constructing the sentence and the choice of diction makes them do some errors. This study discusses about the students' accuracy of translating language; Indonesian advertisement text into English advertisement text through advertisement text.

**C.  Limitation of the Problem**

This study is limited to the study of accuracy of translation made by English department students in state university of Padang in translating Indonesian advertisement texts into English advertisement texts.

**D.  Formulation of the Problem**

The formulation of this research is formulated as follows "How accurate is the English department students' translation in translating Indonesian advertisement texts into English advertisement texts".

## E. Research Questions

The following research questions are developed from the general problems above:

1. How accurate is English department students' translation in translating Indonesian advertisement into English advertisement?

2. What errors are found in the English department students' translation?

## F. The Purposes of the Research

The purpose of this study is to describe the accuracy of English department students' in translating Indonesian advertisement text into English advertisement text.

## G. Significance of the Research

The writer hopes that this is going to be useful to provide input for:

1. The translator

It is beneficial reference for translator to make sure that he translates with care and focuses on the transfer of message. Therefore, translator knows whether his translation is equivalent with the target language or not, and whether it is acceptable in target language or not.

2. The students of the English Department.

The researcher has great expectation that this research can increase the English Department students' knowledge, especially in translation, and also can give additional information related to accuracy.

3.  Another researcher

The result of this research is expected to be an additional reference for the other researchers who want to conduct a further research about translation accuracy.

## H.  Definition of the Key Terms

1. Translation      : The process of transferring a text from one language into another.

2. Accuracy       : The ability to do translating without making mistakes.

3. Advertisement : The kind of extensive communication of information, strongly persuasive to buy and sell the goods and services to the society.

# CHAPTER V
# CONCLUSION AND SUGGESTIONS

## A. Conclusion

As it was mentioned in Chapter I, the purpose of this research is to find out the accuracy of the third-year students of English Department of UNP in translating Indonesian advertisement texts into English advertisement texts. So, based on the collected data through translation test. It was found that:

1. The third-year students of English Deparment of UNP had less accurate in translating advertisement texts. It is showed by the data obtained and percentage 77.27%.

2. There errors are found in translating advertisement texts; omission (2.63%), addition (0.68%), misformation (1.40%), and misordering (0.40%). Also, pragmatic error; mistranslating the word, polysemy, and sentence.

The findings of this research indicate that the third year English students' accuracy in translating advertisement texts at State University of Padang is lack of their quality. As the students of English Department, the translation is important for them. Either the students whose belong to education field or linguistics should not ignore the importance of accuracy in translating. Furthermore, students who are able to translate accurately will make their translation better and it benefits them in different ways.

**B. Suggestion**

Regarding to the translation especially translating text accurately for English department students, a recommendation for future work needs to be considered. Based on the research analysis, findings, discussions, the researcher would like to give some suggestions.

1. It is advisable for the English Department of UNP to develop both materials and syllabus which can help the learners improve their translation accuracy.

2. For the students, it is better to widen their knowledge about the way to translating the text accurately. They also have to pay attention to lexical and pragmatic to avoid the errors in translating.

3. It is advisable for the next researcher to manage everything related to the research.

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