AN ANALYSIS OF ENGLISH DEPARTMENT STUDENTS' TECHNIQUES IN TRANSLATING INDONESIAN BEVERAGE TERMS INTO ENGLISH

THESIS

Submitted as a Partial Fulfillment of the Requirements to Obtain Strata One

(S1) Degree

By:

NUR ROSITA

01628/2008

Advisors:

Drs. Amri Isyam, M.Pd

Havid Ardi, S.Pd, M.Hum

ENGLISH DEPARTMENT

FACULTY OF LANGUAGES AND ARTS

STATE UNIVERSITY OF PADANG

2013

HALAMAN PERSETUJUAN SKRIPSI

Judul	: An Analysis of English Department Students' Techniques in Translating Indonesian Beverage Terms into English
Nama	: Nur Rosita
BP/ NIM	: 2008/01628
Program Studi	: Pendidikan Bahasa dan Sastra Inggris
Jurusan	: Bahasa dan Sastra Inggris
Fakultas	: Bahasa dan Seni

Padang, 1 Februari 2013

Disetujui Oleh:

Pembimbing I

Drs. Amri Isyam, M.Pd.
NIP. 19490912 197503 1 004

Pembimbing II

Havid Ardi, S.Pd, M.Hum.
NIP. 19790103 200312 1 002

Diketahui oleh:

Ketua Jurusan

Dr. Kurnia Ningsih, M.A.
NIP. 19540626 198203 2 001

HALAMAN PENGESAHAN

Dinyatakan lulus setelah dipertahankan didepan Tim Penguji Skripsi

Jurusan Bahasa Inggris Fakultas Bahasa dan Seni

Universitas Negeri Padang

AN ANALYSIS OF ENGLISH DEPARTMENT STUDENTS' TECHNIQUES IN TRANSLATING INDONESIAN BEVERAGE TERMS INTO ENGLISH

Nama   : Nur Rosita

BP/ Nim   : 2008/01628

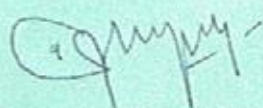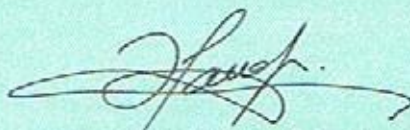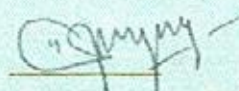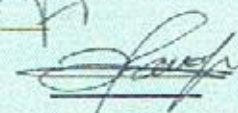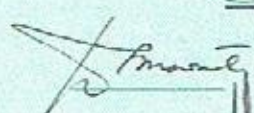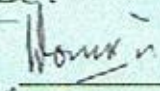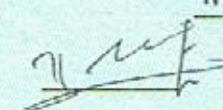Program Studi   : Pendidikan Bahasa dan Sastra Inggris

Jurusan   : Bahasa dan Sastra Inggris

Fakultas   : Bahasa dan Seni

Padang, 1 Februari 2013

Tim Penguji:

Nama		Tanda Tangan
1. Drs. Amri Isyam, M.Pd	Ketua	
2. Havid Ardi, S.Pd, M.Hum	Sekretaris	
3. Dr. Desmawati Radjab, M.Pd. Ed.D	Anggota	
4. Drs. Don Narius, M.Si	Anggota	
5. Yuli Tiarina, M.Pd	Anggota	

ABSTRAK

Rosita, Nur. 2013. *"An Analysis of English Department Students' Techniques in Translating Indonesian Beverage Terms into English"*. Skripsi. Padang: Jurusan Bahasa Inggris Fakultas Bahasa dan Seni Universitas Negeri Padang.

Hasil penerjemahan dari bahasa sumber ke bahasa sasaran menjadi isu yang sering dibicarakan dalam penerjemahan. Salah satu hal yang mempengaruhinya adalah teknik yang tepat yang digunakan oleh penerjemah karena pemilihan teknik yang tepat akan mempegaruhi keakuratan serta kejelasan penerjemahan.

Penelitian ini adalah penelitian deskriptif yang menganalisis tentang teknik-teknik yang digunakan, keakuratan serta kejelasan dalam menerjemahkan istilah minuman dari bahasa Indonesia ke bahasa Inggris dengan menggunakan 30 istilah minuman Indonesia sebagai instrument. Responden dalam penelitian ini adalah 30 orang mahasiswa Jurusan Sastra Inggris bidang Linguistik yang masuk tahun akademik 2009/2010 dan telah mengambil mata kuliah *Translation*. Responden dipilih dengan menggunakan teknik *cluster random sampling*.

Dari hasil analisis, ditemukan bahwa terdapat 16 teknik yang digunakan oleh mahasiswa dalam menerjemahkan istilah minuman dari bahasa Indonesia ke bahasa Inggris. Keenambelas teknik itu adalah *established equivalent* 48.67%, *borrowing* 17.56%, *generalization* 8.78%, *literal translation* 5.22%, *calque* 4.78%, *Omission 4.33%, description* 2.89%, *adaptation* 2.56%, *amplification* 2.56%, *reduction* 1%, *particularization* 0.89%, *calque plus translation* 0.11%, *reduction plus established equivalent* 0.22%, *borrowing plus generalization* 0.11%, *borrowing plus adaptation* 0.22 %, *adaptation and established equivalent* 0.11%. Hasil penelitian menunjukan bahwa teknik menggunakan bentuk lumrah dalam TL (*established equivalent technique*) merupakan teknik yang paling dominan dan paling cocok digunakan dalam menerjemahkan istilah minuman. Dapat disimpulkan juga bahwa penerjemahan istilah minuman dalam penelitian ini berada pada level akurat dan sangat jelas.

Kata kunci: penerjemahan, teknik penerjemahan, ketepatan, kejelasan

ACKNOWLEDGEMENTS

TABLE OF CONTENTS

CHAPTER IV   FINDINGS AND DISCUSSIONS

CHAPTER V   CONCLUSIONS AND SUGGESTIONS

APPENDICES

LIST OF TABLES

LIST OF FIGURE

LIST OF APPENDICES

CHAPTER 1

INTRODUCTION

A. Background of the Problem

Translation is a process of transferring and reproducing written language message of one source language to one target language which should be understood by the target language readers. It is a tool which acts as bridge for dual act of human communication which meant there are two different languages interact with. Due to the importance of translation as tool bridging languages, it takes three cores of social life community roles. First, it is very important in the communication exchange. Today, there are many countries which are existed in the world. Each of them has their own language, for example English, French, Japanese, Mandarin, Arabic, Indonesian language, etc. It is impossible for someone who does not come from the communities or does not learn those languages to understand without translating it to their own language. Moreover, it can be said that translation can be used to communicate from one language into another language.

Second, it is needed in the development of knowledge. It is helpful to transfer and deliver knowledge from one language community to different other communities. For example Indonesia is still deficient in the development of knowledge such medical, economic, social science, etc, needs sources from outside Indonesia such as from Western country. The sources written in English can be book, newspaper, research report, journal, etc. These sources are more

understandable by the target reader if it is translated to their mother tongue. Here, the translation holds an important role to spread that knowledge to the target language readers.

Finally, it is needed in the social-culture interchanges. In translation, a translator does not only transfer the message but also culture from the source language into the target language. In other word, it can be said that people around the world can share their culture to the other by translation. But, the problems occur when the culture of the source language is not same with the culture of the target language. The translator has to find an appropriate way to transfer the culture message, so that the target language readers can catch the cultural message included.

Considering the cultural differences among languages, it makes translation to be a serious activity involved a skillful translator to transfer culture especially Indonesian culture because Indonesia is a country which has many different cultures in each province and sharing its culture will be useful for development of tourism in order to introduce its culture to abroad. However, the translator translates the subject matter is not for his or her self; the important thing is to share the content of subject matter to other who needs the information. It means that she or he does not speak in her or his own name, but she or he speaks someone else's work. She or he has to understand what is being said by the source language writer and must know most the source language culture beside the target language culture. So, it can be said that the translator who can translate the

cultural message of the source language must be best people who come from its community too.

Many texts containing cultural terms have been translated from Indonesian language into another especially English such as history, economic, medical, scientific, advertisement, announcement, tourism brochure, etc. One of culture terms which are included is Beverage. Beverage terms are one of important expressions in national culture. Each country has its own beverage terms which show their cultural meaning. Furthermore, the varieties of beverage terms can be found in restaurant menus, cookbooks, drink guides, recipe, advertisement, and tourism brochure.

Beverage terms are one aspect of cultural terms in the category of realia or material culture. Specialized terminology such beverage terms translation has always been a difficult task to do. In the beverage industry, it is quite a difficult matter. Beverage selection has always been a personal matter and customers feel insecure when they are not sure about what they are ordering if the terms are not written in their own language. Then, translating the beverage terms become challenge and important as the translator has to use the appropriate techniques because many techniques can be used like presented by Molina and Albir (2002) which includes 18 techniques are different each other.

The challenge is even bigger since the beverage terms in one country are not same in others. Newmark (1988:94) states that there will be no problem for translator in translating universal term, but there will be a problem when translating cultural word unless there is cultural overlap between source and target language. There is an example of beverage term existed in Indonesian language

such as *Cincau.* The translator should find appropriate techniques to translate this beverage term. The choosing of appropriate techniques becomes important in order to produce accurate and clear translation because there are many techniques proposed in doing translation and it leads to be a big problem. The translator may translate *Cincau* into English as *Cincau.* It means she or he uses borrowing technique, but it is still ambiguous for foreigners because they do not know what kind of drink is *Cincau.* So that it is better for the translator to use description techniques to transfer the meaning of *Cincau* as *a drink which made from gelatin leaves.* Therefore, a research related to see the techniques used by the translator is necessary to be conducted.

Moreover, this study is focused on students' techniques in translating Indonesian beverage terms into English especially done by the English students at the State University of Padang. The consideration of choosing Indonesian beverage terms because as stated before that Indonesia is known as multiethnic country which has many different cultures in each province and it is better for the English students as Indonesian to share our culture especially beverage terms in order to introduce our culture into another language like English. Clearly, the translator must be an Indonesian who understands Indonesian culture and English culture such as the English students at The State University of Padang who understand both of languages. They will be faced such kind of this term in daily life after graduating from their college. So, they must be able to render, transfer, and reproduce the Indonesian language into English too. That is why the English Department proposes the Translation course in 3 credits in order to give brief explanation and understanding to the English students in translation theories,

processes, and practices. In short, they minimally can be a translator for other in order to communicate, share knowledge, and to share culture. Although the topic of translating beverage terms is not taught and its cultural message is perhaps the most complicated to be handled in translation, especially for the English students, it is possible to introduce to them in general, clear terms at a later stage of the curriculum because it is a part of Translation studies. Thus, it is better for them to be able to translate unordinary terms like beverage terms in appropriate techniques, accurate, and clear.

B. Identification of the Problem

There are many problems that can be studied related to translating beverage terms. The problems may be dealt with the process and product of the translation. The problem of the translation product may deal with the techniques used by the translator. From those techniques there are several techniques which are appropriate to be used in translating Indonesian beverage terms into English in order to raise the accuracy and clarity of the translation. Most learners have problems in translating Indonesian beverage terms into English because Indonesian beverage terms propose their own cultural terms which not existed in English. That is why the research about their techniques in translating beverage terms is needed to be done further.

As stated in background, there are 18 techniques which are presented by Molina and Albir (2002) that can be used as problem solving in micro level, such as word. Beverage terms are consisted of one word or more (micro level of language). To translate the terms, the translator should choose appropriate

techniques to solve the problem that occur when translating the terms in producing accurate and clear translation.

The techniques are adaptation, amplification, borrowing, calque, compensation, description, discursive creation, established equivalent, generalization, linguistics amplification, linguistic compression, literal translation, modulation, particularization, reduction, substitution, transposition and variation. The way of these techniques in translating is different each other. The techniques affect the product of translation by combining the source language with the target language.

Therefore, this study focused on analyzing the techniques used by fourth year English students at The State University of Padang in translating Indonesian beverage terms into English and their translation accuracy also clarity so far.

C. Limitation of the Problem

Based on the identification of the problem, this study was limited in the case of finding out and identified the translation techniques used by the fourth year English students based on Molina and Albir (2002) criteria in translating Indonesian beverage terms into English and their translation accuracy also clarity in translating it.

D. Formulation of the Problem

Based on the limitation of the problem presented above, the problem of this research was formulated:

"What were the techniques used by the fourth year English students in translating Indonesian beverage terms into English and in what extent were the quality of students' translation product seen in accuracy and clarity?"

E. Research Questions

In order to make the research was applicable and easy to be conducted, the following questions derived from the formulation of the problems above:

1. What techniques were used by fourth year English students in translating Indonesian beverage terms into English?
2. How was the students' translation quality viewed from accuracy?
3. How was the students' translation quality viewed from clarity?

F. Purposes of the Research

The purposes of this research were to find out and gave a brief description as followed:

1. To identify the techniques used by fourth year English students in translating Indonesian beverage terms into English.
2. To know the students' accuracy in translating Indonesian beverage terms into English.
3. To know the students' clarity in translating Indonesian beverage terms into English.

G. Significances of the Research

This research hopefully can be essential for students, lecturers, and also Translation curriculum in some practical and theoretical contributions:

1. Practical contributions:

It was hoped that this study can give insights to English students at the State University of Padang in translating Indonesian beverage terms into English as material culture. The result of this study was expected to give emphasis that the translation techniques used can determine the success of their product of Indonesian beverage terms translation into English which lead them into accuracy and clarity translation.

2. Theoretical contributions:

Hopefully, this research can give contributions on Translation curriculum design and development especially about translating material culture; beverage terms. It thus might encourage other researchers to conduct further research on the different aspects of translating material culture to provide learners and teachers in English Department at the State University of Padang with useful hints and recommendations.

H. Definition of the Key Terms

1. Translation

: Reproducing message or idea in source language into target language without the changing of its meaning.

2. Translation techniques

: The result of a choice made by a translator

or manifestation of strategy in solving problem of micro-units of the text which is translated.

3. Indonesian Beverage terms : Name of products which are served in Indonesian restaurant menu as drink.

4. Accuracy : The message in the source language is transferred as correctly as possible into the message in the target language without any changes of the ideas.

5. Clarity : The message of the source language is clearly conveyed into the target language in exactly equivalent term and no ambiguity.

6. English students' translation : Translation product about beverage terms made by the English Department students who are in the fourth year in State University of Padang.