

CHAPTER 1

INTRODUCTION

In this chapter, the writer presents the background of the problem, statement of the problem, the objective of the study, theoretical framework, and the significance of the study, assumption, limitation and scope, definition of key terms and organization of the study.

1.1 Background

Language is a tool of communication which is used by humans. Language is very important for humans to communicate with each other. With communication, the human can get information and make interaction with each other. In this world, there are 6.912 languages. Each part of the country also has different accent. For example: in Indonesia, there are 546 vernaculars and one national language, we call that, Bahasa Indonesia. So, how can people from one place or country communicate with people in the other places or countries if they speak in their vernaculars or they speak in their national language? Therefore, we need an international language to communicate each other.

There are three international languages used in the world. Those are English, Mandarin and Spanish. People from different countries mostly speak English for communication. Furthermore, we use English for many purposes such as advertising, teaching, manual books and brochure. Nowadays, the Indonesian local companies make brochure in bilingual. They translate message from Indonesian to English and this process is known as translation.

Translation is a way to transfer a message from the source language to the target language (Julianne House, 2009, p.3). To transfer a message from source language to the target language is not easy because each language has different regulation, limitation, and difficulty level. Translator has to pay attention in content, vocabulary, style, sentence structure, and naturalness. In addition, we cannot translate carelessly. Translation is mostly used in scientific, product knowledge, advertising, legal documents, literatures and medical such as medical brochure. This study will focus on using translation for medical brochure.

We usually find the brochures inside the medicine packages. The brochure consists of information about the dosage/administration, indications, and contra-indications. Sometimes, we also find the medical brochures inside the medicine which is written in bilingual such as Indonesian and English version. It definitely depends on the purpose of those medicines are made by medical manufactures. For example: "Plantacid" from Kalbe Farma, "OB Herbal- cough" from Deltomed and "Acne Gel" from SDM (Surya Dermato Medica Laboratories). Those medical brochures are written in Indonesia and English.

There are two purposes why the medical brochures are written in bilingual. Firstly, in 2015, all ASEAN countries begin the ASEAN Free Trade Area (AFTA). It means that the medical products from Indonesian local companies and foreign companies will be exchanged. Therefore, there are several Indonesian medical manufactures made medical brochures in bilingual. One is written in Indonesia and the other is written in English.

Secondly, the Indonesian local manufacturers produce medicines to supply some countries such as Philippine, Hong Kong, Thailand, Vietnam. Therefore, the medical brochures are written in Indonesia and English version. Those conditions can cause positive and negative side, especially, for the users. If the medical brochures are written wrongly, the effect can be complicated and dangerous.

According to those problems, the researcher will analyze four medical brochures to find out whether their translations meet the criteria of a good translation or not.

1.2 Statement of the Problem

The main problem of this study is: To what extent does the English version of the brochures carry the message of the Indonesian brochures? This problem is sub divided into two minor problems, i.e:

- a) How well are the content and vocabulary of the source text translated into the target texts?
- b) How are the naturalness and sentence structures of the target texts?

1.3 The objective of the study

This study aims to find out the extent to which of the English medical brochure carries the message of the Indonesia medical brochure. The minor objectives of this study are: To find out

- a) how well the content and vocabulary are translated into the target texts, and
- b) how the naturalness and the sentence structures of the target texts are.

1.4 Theoretical Framework

In this part, the writer uses two theories as the theoretical framework. Firstly, according to Julianne House (2009),

Translation is a process of replacing text in one language (the source language) with a text in a different language (the target language). The first text is original and independent, but the second only exists as a version derived from the first. The derived version stands in for the original, and the texts are said to be equivalent. The notion of equivalence, however, is by no means a simple one.(p.29)

Secondly, according to Liuyan (2009),

In Nida and Newmark theory about criteria of translation is, The definition also proposed translation of four criteria: (1) to convey information, (2) convey the spirit of the original style, (3) language smooth and natural, in full compliance with the norms and practices of the target language. To achieve these four criteria; occurs contradictions between content and form (p.1).

1.5 The significance of the study

In line with the objectives of the study, the writer expects that this study can help individuals and translators of medical brochure so that they can get the correct information about the medicine. The writer also expects that this study can enrich the research study in the English Department, especially in written translation.

1.6 Scope and Limitation

For this part, the writer would like to describe the scope and the limitation used for this study:

1.6.1 Scope

Translation can be written or oral. The written form is known as Translation (Julianne House, 2009, p.9). Translation is also used in medical such as medical brochure, leaflet and medicines. Sometimes, we look at the medical brochure which is written in bilingual. The one is written in their national language which is known as source language (SL) and other is written in another language which is known as target languages (TL). The researcher took four medical brochures and found out the extent of the English version of the medical brochure carry the message of the Indonesian brochures.

1.6.2 Limitation

To find out the answer to the statement of the problem about the criteria of a good translation, the writer took four medical manuals from four different factories. The four medical brochures are:

1. Medical brochure of MYCORAL cream,
2. Medical brochure of OB Herbal,
3. Medical brochure of Acne Gel, and
4. Medical brochure of *Minyak Gosok cap Tawon*

1.7 Definition of key terms

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| Brochure | : a booklet or magazine containing information about a product or service (Oxford Dictionary, 2006). |
| Medical | : relating to the science or practice of medicine (Oxford Dictionary, 2006). |
| Source language (SL) | : a language which is to be translated into another language (www.merriam-webster.com dictionary). |
| Target language (TL) | : The language into which a text is to be translated from another language (dictionary.reference.com). |

1.8 Organization of the study

This part consists of five chapters. Those are Introduction, review and related literature, research methodology, findings and discussion, and conclusion and suggestion. Chapter 1 is about introduction. In this chapter, the writer described the background of the problem, statement of the problem, the objective of the study, theoretical framework, the significance of the study, scope and limitation, definition of key terms and organization of the study.

In chapter 2, the writer described the related literature and previous studies used in this research. The writer also explained the theories which are related to the title. The writer also gave many references to make her strong analysis. In this part, the writer also focused on a few theories which support her analysis.

In chapter 3, the writer described the research design, population and sample or subjects, instruments and procedure of data collection used for analyzing the subject.

In chapter 4, the writer presented how the writer presents the findings, discussion and also conclusion to summarize the result.

In chapter 5, the writer concluded the whole parts of the thesis and gave the suggestions to support the next research.