

# **CHAPTER I**

## **INTRODUCTION**

This chapter presents the background of the study, the research questions of the study, the objective of the study, the theoretical framework, the limitation and scope, the definition of key terms and the last part is the organization of the study.

### **1.1 Background of the Study**

Language is foremost a means of communication, and communication always takes place within some sort of social context (Amberg and Vause, 2012) When one masters a language, the person knows whether the word is meaningful or meaningless, have the same meaning or not, and have implied meaning or not.

Communication is very important to human life. It is the process of sending and receiving information among people in the world. In Indonesia, there are three groups of languages used; the native and foreign language as well as the vernaculars. The position of the native language in Indonesia is occupied by Bahasa Indonesia since 1928. The vernacular languages are used by people in the regions for daily conversation among the members of the same ethnic group, while foreign languages are other country languages learned by a particular country. Nowadays, English is used as a global language because it is used in most of countries in the world. There are a lot of knowledge such as written

information that is written in English which can be found in magazine such as automotive magazine, Vogue and Hot English Magazine, announcement board in campus, maps in Google map, etc. Not only that, most verbal information can be obtained in English such as talking with foreigners, watching movie, song, etc.

In this globalization era, translation is the best way to get the same information from the source language because people can comprehend the same meaning to avoid misunderstanding. Newmark (1981) stated that, translation is replacing written message or statement in one language to another language consisting the same meaning. Thus, it can be said that through translation, people can easily learn, read, understand and get information such as instruction, description, explanation, etc. In general, the translator will be challenged in translating culture-specific concepts. In this case, the translator must be professional to solve this because when the cultures are pretty much different between the country which use the source language and the country which use the target language, there are more difficulties in translating the cultural concept. However, translating is obviously not as simple as it seems. People cannot always translate literally or word by word because each type or genre of sentence requires different procedures.

According to Nida and Taber (1982) the translation procedure can be defined in term of meaning and style. The meaning and style in translation procedure imply that translation involves two languages: the source language (SL) and the target or receptor language (TL or RL). Translating is an act of

reproducing the meaning of the SL text into TL text. That is why the TL should have carried the same meaning of the SL.

In this study, the writer will focus on the translation of the product description and instruction of face mask written bilingually in Indonesian and English. The writer chooses description and instruction of face mask because it can be used in the classroom, especially in Written Translation subject, as a translation learning material for the students in translating through daily products like face masks. Furthermore, the most trending skin care used by people is face mask. That is why, face mask is very popular in 2017. This popularity is not only at this moment but also at the past since traditional face mask has been used for a long time. Therefore, the writer chooses four different brands of face mask description and instruction that has English translation. Each brand has several variant products. The writer will choose 15 products from these 4 brands. They are Indonesian local products and they come from famous local brands in Indonesia. The chosen products are Mustika Ratu, Ovale, Vienna and Sariayu Martha Tilaar.

In this study, the writer wants to know the procedure used in the description and instruction of face mask which is written in bilingual (Indonesian and English version). Also, the evaluation of the translation qualities; whether the translation written in the face masks is already accurate or not. The writer will use the theory from Pinchuck (1977) and Nababan (2012) to check the procedures (transcription, transliteration, borrowing, literal, transposition, modulation, adaptation) and the translation qualities (accuracy). Moreover, the writer wants to

know if the theory would give good result in face masks translation. From those procedures and the evaluation, the writer could know which brands have good translation in the description and instruction. The writer also compare the accuracy with the translation in Google Translate and Sederet to find which best translation occurred.

## **1.2 Research Question**

Based on the background described above, the problem of this study could be formulated as follow:

- a) What are translation procedures of face masks' description and instruction are used to translate from the source language (Indonesia) into the target language (English)?
- b) How are the translation quality (accuracy) in the translation of face masks' description and instruction from the source language (Indonesia) translated into the target language (English)?

## **1.3 Research Objectives**

The objectives of this study are:

- a) To know the procedures used in the translation of face masks' description and instruction from the source language (Indonesia) translated into the target language (English).

- b) To know how well the translation quality (accuracy) in the translation of face mask's description and instruction from the source language (Indonesia) translated into the target language (English).

#### **1.4 The Significance of the Study**

In general, this research is expected to contribute a better understanding in translating the description and instruction from source language (Indonesia) into the target language (English). For the students in English Education Study Program of Widya Mandala Catholic University Surabaya, they can comprehend about the procedures and the qualities of translation to decide whether the translation have good qualities (accuracy) or not and to make a good translation also. The writer expects that this study can help the readers or the mask users to be more critical because not all the translation is accurate. For the translators, the writer expects that they can maintain the things that are already good and improve the shortcomings.

#### **1.5 Theoretical Framework**

In this part, the writer want to use the theory of procedures according to Pinchuck (1977). They are transcription, transliteration, borrowing, literal, transposition, modulation, and adaptation.

Those are explained as below:

##### **Table 1.1 Translation Procedures**

1.	Transcription	<p>“The process of rendering the sound and spelling of a source language into a target language”.</p> <p>Example: cell → sel.</p>
2.	Transliteration	<p>“The process of rendering the letters of one alphabet into the letters of another with a different alphabetical system”</p> <p>Example: Russian Cyrillic into the Latin (ФИЛЬМ → play) or Arabic into Latin.</p>
3.	Borrowing	<p>“A procedure that is often used when the target language has no equivalent for the source language units by adopting them without change but sometimes with spelling or pronunciation adjustment”.</p> <p>Example: make up (English) → make up (Indonesian)</p>
4.	Literal	<p>“This is one-to-one structural and conceptual correspondence. It can include borrowing and word-for-word translation, this is a kind of interlingual synonymy”.</p> <p>Example: sunlight → sinar matahari.</p>
5.	Transposition	<p>“The process of replacing a grammatical structure in the source language with one of different types in the target language in order to achieve the same effect”.</p> <p>The structure of the sentence in SL and in TL is different.</p> <p>Example: He takes the book → Buku itu diambil</p>

		olehnya.
6.	Modulation	<p>“It entails a change in lexical elements, a shift in the point of view, transposition and modulation may take place at the same time”.</p> <p>It is the variation in the translator’s point of view.</p> <p>Example: He bought a book → Dia membeli majalah. (Book is translated majalah because of the translator’s point of view).</p>
7.	Adaptation	<p>“It is used when other procedures above do not suffice, it involves modifying the concept, or using a situation analogous to the source language situation though not identical to it”.</p> <p>An adaptation may at the same time entail modulation and transposition. The translation in TL is little bit different with the SL, because the translator adapts it to produce an appropriate translation.</p> <p>Example: tanpa menimbulkan iritasi terhadap kulit kepala → it is gentle to the scalp</p>

Also, the writers uses the evaluation of translation qualities based on Nababan (2012). They are:

**Table 1.2 Translation Qualities**

1.	Accuracy	<p>Source-oriented which means to see the relation between the translation and its source text</p> <p>Example:  SL: But <u>since</u> he was not feeling very hungry, he let the rat go.  TL: <i>Tapi singa merasa tidak terlalu lapar, dia melepaskan tikus itu.</i>  <b>(Correct: TL: <i>Tapi karena singa merasa tidak terlalu lapar, dia melepaskan tikus itu.</i>)</b></p>
2.	Clarity	<p>Target-language oriented approach which means to see the relation between the translation and its target text to measure the degree of naturalness</p> <p>Example:  SL: His teeth were red with betel  TL: <i>Dia gigi merah karena daun sirih</i>  <b>(Correct: TL: <i>Gigi dia merah karena daun sirih.</i>)</b></p>
3.	Readability	<p>Translation effect approach which has to do with the assessment on clients, teachers, critics, and reader.</p> <p>Example:  SL: Flying planes can be dangerous.  TL: <i>(Tindakan) menerbangkan pesawat bisa berbahaya</i>  <i>: Pesawat terbang (pesawat yang sedang terbang) bisa berbahaya</i>  <b>( The sentence is not readable because it has two meanings in one sentence )</b></p>

In this study, the writer use only one translation quality which is accuracy because if the translation is already accurate mostly it must be clear and understandable.

## **1.6 Scope and Limitation of the Study**

The scope of the writer's research focus on the four products of Indonesia brands of face mask sachets. They are famous Indonesian local brand products and they come from famous local brands in Indonesia. The chosen products are Mustika Ratu, Ovale, Vienna and Sariayu Martha Tilaar. These four chosen products have descriptions and instructions written in two languages. They are Bahasa (source language) and English (target language). The limitation of this study is focused on the procedure used in the translation of bilingual face mask in the description and instruction and the evaluation of the translation qualities (accuracy) are from the SL (Source Language) to the TL (Target Language).

## **1.7 Definition of Key Terms**

1. **Translation** : According to Brislin (1976) translation is a general term referring to the transfer of thoughts and ideas from one language to another, whether the language is in written or oral form, whether the languages have established orthographies or not; or whether one or both languages is based on signs, as with signs of the deaf.

Nida and Taber (1982) claim that translating as a process of reproducing in the receptor language the closest natural equivalent of the source language message, first in terms of meaning and secondly in terms

of style. In other words, translation is a transfer of meaning, message, and style from one SLT to the TLT. In the order of priority, style is put the last.

2. **Source language (SL):** a language which is to be translated into another language.
3. **Target language (TL):** The language into which a text is to be translated from another language.

## **1.8 Organization of the Study**

The research consists of five chapters: chapter I consists of the background of the study, the research question of the study, the objective of the study, theoretical framework, limitation and scope, definition of key terms and the last part is organization of the study. Chapter II presents the translation theories, which are used to support the analysis. This chapter consists of translation procedure and translation evaluation. Translation procedure includes the definition of translation and the procedure. Translation evaluation includes the qualities of a good translation. There is also previous related study. Furthermore, chapter III contains the research methodology. It consists of research design, sources of the data, research instrument, procedure of the data collection, technique of data analysis, and the triangulations.