

**A TRANSLATION ANALYSIS OF NOUN PHRASE FROM ENGLISH
INTO INDONESIAN ON UNILEVER'S PRODUCT**



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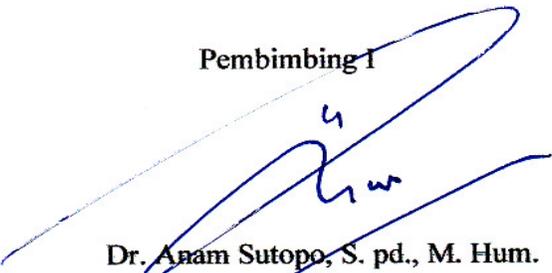
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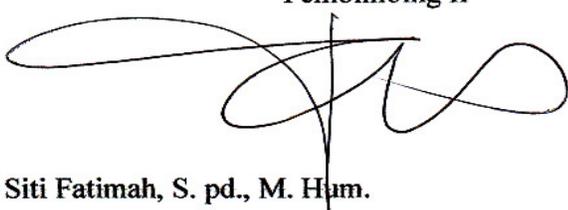
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A TRANSLATION ANALYSIS OF NOUN PHRASE FROM ENGLISH
INTO INDONESIAN ON UNILEVER'S PRODUCT

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ABSTRACT

This study aims at describing the translation analysis of noun phrase from English into Indonesian on Unilever's products. classify the translation shifts of noun phrase found on Unilever's products and describe the equivalence translation on the label of Unilever's product. The type of this reseach is descriptive qualitative reseach. In collecting the data, the writer uses documentation. The data are analyzed using translation analysis theory based on A Linguistic Theory of Translation by Catford (1965) there are steps to collect data, namely: the writer looks for the Unilever's products. Then finds out the occurence of noun phrase on the Unilever's products, the writer identify the noun phrase which are found on the Unilever's products and underlining the noun phrase, the writer writes them on computer, the writer codes the data for each classifications. The collected data are analyzed by using A Linguistic Theory of Translation by Catford. The results of the reseach show that the writer finds 75 sentences on the label of Unilever's products, the writer finds 101 noun phrases on the Label of Unilever's product. The writer may classify translation shift into four types. They are level shift, structure shift, class shift and intra system shift. Its consist of 22 data or 21,78% belong to level shift of noun phrase, 58 data or 57,42% belong to structure shift of noun phrase, 10 data or 9,90% belong to class shift of noun phrase and 11 data or 10,89% belong to intra system shift of noun phrase. The writer finds 75 sentences, the writer can classify equivalent translation into two types. They are 110 data or 93,22% belong to equivalent translation and 8 data 6,78% belong to non equivalent translation. The result of this study is that the company still make errors in translating text on the label product. Therefore, there is necessity of repack producing.

Keyword: Linguistic, Translation Analysis, and Translation shift

A. Introduction

Indonesia is the big country with high consumption. The most of Indonesian people have behavior which consumption many products from foreign country. Most of Indonesian people are easily affected by what are their buying the product. They cited the behavior of western country. they want to buy products from western country. Although they are not understood with foreign products. Because of the products have not explanation in Indonesian language. Therefore, the company tell explanation with two language, english and Indonesian language. In order that, Indonesian people understand about information of the foreiign product with indonesian language.

Translation in the products is the process of converting message of the text in the source language to another language (target language). Translation involves at least two language. According to Catford (1974: 20), translation is the replacement of textfull material in one language (SL) by equivalent textual material in another language (TL). In transferring the message, the translator should produce the best translation. It is generally accepted that the best translations are produced by person who are translating into their own native language.

Equivalentents in translation have been explained by Baker (1997), there are: equivalent at word level, equivalent above word level, grammatical equivalent, textual equivalent and pragmatic equivalent. In finding the equivalent, translator often alsters the class word or level of word. This matter is known as translation shift. "translation can be devided into the two types; *level shift* are shift for grammar to lexis and vice-versa, and *Category shift* are departures from formal correspondence in translation that grouped into four types; *structure shift, class shift, unids shift and intra-system shift*" (Catford, 1974: 73). Nouns will thus be regarded as a form, indeed the main but not the only form, of nominal word (Morley, 2000:31).A phrase in meaning terms express one of the elements of a proposition.. According to Morley (2000:35), phrase are formally classified according to the class of word which function as the headword, so, for example, a nominal phrase has a nominal headword, a verbal phrase has a verbal headword, and so on.

Now, in Indonesia, many products from foreign country has dominated the trade. Unilever's products have many characteristics and advantages purpose. The writer uses translation shift of noun phrases on the Unilever products. The writer uses the unilever's product because this products is so complex and more interesting for Indonesian people.

The nominal phrase has a noun or pronoun as its headword (Morley, 2000:53). Noun phrase consists of two, they are *basic noun phrase* and *complex noun phrase*. Basic noun phrase consist of determiners and head. In linguistics, a **noun phrase** or **NP** is a syntatic unit composed of at least one noun and the dependents of that noun- subject, object, complement and others modifier.

In the Unilever's products, the writer finds many changes of class shift of noun phrase. Some of them are:

example 1:

SL: *Formulated with **Aloe Vera extract** and enriched with Witch Hazel extract to help minimise pores.*

TL: *Diformulasikan dengan **ekstrak Aloe Vera** and diperkaya ekstrak Witch Hazel untuk membantu mengecilkan pori-pori.*

In this datum above, there is a noun phrase in source language that is ***Aloe Vera extract***, The phrase ***Aloe Vera extract*** is translated into ***ekstrak Aloe Vera***. The phrase ***Aloe Vera extract*** included into noun phrase, because it is formed by the word ***Aloe Vera*** as noun and the word ***extract*** as head noun. The noun phrase ***Aloe Vera extract*** is translated into ***ekstrak Aloe Vera*** in Indonesian. The word ***ekstrak Aloe Vera*** included to noun phrase. ***ekstrak Aloe Vera*** is classified into noun as ***ekstrak*** and noun as ***Aloe Vera***. This level shift translation is from noun phrase in source language into noun phrase in target language.

B. Resesah Method

In this research, the writer use a descriptive qualitative research, because the writer purposes to describe the translation shift of noun phrase on Unilever's product. identify the types of translation shift of noun phrase, and to explain the equivalence translation. Qualitative research is a research which yields the descriptive data in the form of written or oral words from observing people or behaviour (Moleong, 1995:3). In collecting the data, the researcher use

documentation method to get the data. It includes in the studies which looking for the Unilever's products. Then find out the occurrence of noun phrase on the Unilever's products. Identifying the noun phrase which are found on the Unilever's products, and underlining the noun phrase. Writing them on computer, and coding the data for each classifications. After the data collected, the researcher analyze the data. The following steps needed for doing to analyze the data. The steps are: the sentences or clauses which contains the noun phrase were underlined such a way to identify it, then it is classifying into type of translation shift of noun phrase, describing in the equivalence the noun phrase between source language and target language, and drawing conclusion

C. Research Finding

This research finding will focus on the translation shift of noun phrase in the source language and the translation of the labels at Unilever's products and the equivalent of itself.

1. Translation Shift of Noun Phrase on Label of Unilever's products

The writer classify the translation of noun phrase into some form they are: level shift, structure shift, class shift and intra system shift. The researcher finds 101 data of translation shift. Level shift

In the labels of Unilever's products, the writer finds the level shift of noun phrase in 22 data or 21,78%. Level shift can be classified into six types. They are noun phrase into noun, noun phrase into verb, noun phrase into adverb, noun phrase into adjective, noun phrase into clause, and noun phrase into noun+*nya/ku/mu*.

1) Noun phrase is translated into noun

The noun phrase is also translated into another level, that is noun. The example of translation shift is:

001a/VPC/LUP1/LPU1

SL: vixal kuat-harum cleans stubborn dirt and stains on **the toilet**, porcelains, ceramics, mosaics and other type of tiles.

TL: vixal kuat-harum adalah cairan pembersih porselen yang menghilangkan dengan cepat segala noda pada **toilet**, permukaan porselen, keramik, mosaik dan sejenisnya.

The toilet is noun phrase marked by pre-modifier + headword. It is then translated into **toilet** as noun. The word **the** is the determiner functioned as pre-modifier. The word **toilet** is a noun functioned as headword. **Toilet** is the translation of **the toilet** it belongs to noun. The translation of noun phrase is level shift that is translated into noun.

2) Noun phrase into verb

The second type of level shift is noun phrase which is translated into verb. From the 101 data, there are 1 data or 0,99% belong to this shift. It is pre-modifier + headword that become the other level of translation. The case of this variation are as follows:

006a/VPC/LUP1/LPU1

SL: **The rinse** with water or pour vixal to a wet cloth and apply directly to the stains.

TL: Kemudian **basuh** dengan air. Dapat juga membasahi kain lap dengan sedikit vixal, gosok noda yang ada.

The word **The rinse** is noun phrase implicated from pre-modifier + headword. The word **the** is pre-modifier, **rinse** is headword. It is translated into verb as **basuh**. **basuh** is verb. There is translation level shift of noun phrase translated into other level or in that case because the level is different.

3) Noun phrase into adverb

The other translation shift of NP is also translated into adverb. Below is the sample of noun phrase translated into adverb:

001a/VPC/LUP1/LPU1

SL: vixal kuat-harum cleans stubborn dirt and stains on the toilet, porcetains, ceramics, mosaics and **other type of tiles**.

TL: vixal kuat-harum adalah cairan pembersih porselen yang menghilangkan dengan cepatsegala noda pada toilet, permukaan porselen, keramik, mosaik dan **sejenisnya**.

In the sentence above the noun phrase **other type of tiles** is translated into **sejenisnya**. **Other type of tiles** is level shift of noun phrase because **other type of tiles** as phrase change into **sejenisnya** as adverb of manner. This level

shift in translation is from phrase in source language into adverb in target language.

4) Noun phrase into adjective

The fourth classification of level shift is noun phrase into adjective. The example of noun phrase translated into adjective are:

063a/PSDR/LUP5/LPU5

SL: In case **any irritation**, discontinue use and consult a dermatologist.

TL: Jika terjadi **iritasi**, hentikan pemakaian dan konsultasikan ke dermatologis.

From the data above, **any irritation** is NP1 formed by pre-modifier + headword. **Any** is determiner as pre-modifier, **irritation** is noun as headword. It is translated into **iritasi**. The word **iritasi** belongs to adjective. The noun phrase is translated into adjective in different level. So, this translation shift is level shift.

5) Noun phrase into clause

The other classification of level shift is noun phrase into clause. The example of this classification are:

a) 022a/ DHV/LUP2/LPU2

SL: With purified mineral oil, it protect **your exposed hair**.

TL: Melindungi **rambut dari pengaruh buruk lingkungan**, dengan mineral oil murni.

The data above includes noun phrase **your exposed hair** translated into clause **rambut dari pengaruh buruk lingkungan**. **your exposed hair** formed by determiner + pre-modifier + headword. As determiner is **your**, as pre-modifier is **exposed** and as headword is **hair**. In the target language, this noun phrase translated into **rambut dari pengaruh buruk lingkungan** as clause. The pattern of this clause is SPC. That noun phrase can be classified into a translation level shift because the noun phrase change into different level as clause.

6) Noun phrase into noun + *nya/ku/mu*

The last classification of level shift is noun phrase into noun + *nya/ku/mu*. This classification can be explained with sampled data in below:

019d/ DHV/LUP2/LPU2

SL: one capsule a day for vitamin nourishment and truly healthy, **beautiful hair**. Protected from damage.

TL: satu kapsul Dove vitamin setiap hari dengan nutrisi lengkap yang menjaga **rambutmu** agar senantiasa sehat, kuat, dan terlindungi dari tanda-tanda kerusakan.

The data above includes noun phrase translated into noun + *nya/ku/mu* . The noun phrase of source language is **beautiful hair** formed by pre-modifier + headword. As pre-modifier is **beautiful** possessive adjective and as a headword is **hair** as noun. The noun phrase here is translated into **rambutmu** marked by nomina + pronoun. In target language it becomes **rambutmu**, where it is separated to be **rambut** as nomina, adding suffix **-mu** as a pronoun. That noun phrase is classified to a translation level shift because noun phrase in source language translated into noun in the target language. This is different level change.

a. Structure Shift

From the 101 data, the researcher finds 58 data or 57,42% belong to structure shift.

1) Noun phrase into noun phrase with conjunction *yang*,

The first classification of structure shift is Noun phrase into noun phrase with conjunction *yang*. The example is:

006c/VPC/LUP1/LPU1

SL: apply directly to **the stains**.

TL: gosok **noda yang ada**.

Based on the data, where the word **the stains** translated into **noda yang ada**. **The stains** is noun phrase formed by pre-modifier + headword, **the** is as pre-modifier and **stains** as headword. **Noda yang ada** is noun phrase where marked by nomina + conj (*yang*) + demonstrative. **noda** as **nomina**, then **yang** as **conjunction**, then **ada** as **demonstrative**. The data above is a translation structure shift because the phrase **the stains** translated into target language to be NP + *yang*.

2) Noun phrase into noun phrase with conjunction *dan*,

The second of classification is Noun phrase into noun phrase with conjunction *dan*. That translation can be sampled:

055a/DGfBW/LUP4/LPU4

SL: **A refreshingly light sensation** that is an uplifting moment for your skin.

TL: **Sensasi ringan dan segar** yang memberikan momen istimewa bagi kulit anda.

Based on the data, where the phrase **A refreshingly light sensation** is translated into **Sensasi ringan dan segar**. **A refreshingly light sensation** is noun phrase formed by determiner + pre-modifier + modifier + headword, **a** is determiner, **refreshingly** is as pre-modifier, **light** as modifier and **stains** as headword. **Sensasi ringan dan segar** is noun phrase marked by nomina + adjective + conj *dan* + adjective. **Sensasi** as nomina, then **ringan** as adjective, **dan** as conjunction, then **segar as adjective**. The data above is a translation structure shift because the phrase **A refreshingly light sensation** is translated into target language to be NP with conjunction *dan*.

3) Noun phrase into NP that has D-M structure

The writer finds 40 data of 58 data of structure shift. The example of noun phrase into NP that has D-M structure are as follows:

004a/VPC/LUP1/LPU1

SL: **Lights stains**: spray vixal on the floor or other surfaces.

TL: **Noda ringan**: semprot lantai atau permukaan yang akan dibersihkan dengan vixal.

From the data above, the noun phrase in source language **Lights stains** is translated into noun phrase in target language **Noda ringan**. **Lights stains** as noun phrase marked by pre-modifier + headword. **Lights** function as pre-modifier and **stains** as headword. **Noda ringan** as noun phrase has D-M structure. **Noda** as noun that explained the adjective and **ringan** as adjective that explain the noun. This translation above is structure shift of noun phrase that has D-M structure. Because of the noun phrase in source language is translated into noun phrase has D-M structure.

4) Noun phrase into NP that has M - D structure.

The researcher finds 7 data of 58 data of structure shift. This classification can be sampled:

003b/VPC/LUP1/LPU1

SL: **one capsule** a day for vitamin nourishment and truly healthy, beautiful hair. Protected from damage.

TL: **satu kapsul** Dove vitamin setiap hari dengan nutrisi lengkap yang menjaga rambutmu agar senantiasa sehat, kuat, dan terlindungi dari tanda-tanda kerusakan

Based on the data above, noun phrase **one capsule** is translated into **satu kapsul**. **one capsule** in source language as noun phrase. It is marked by pre-modifier + headword. **One** as numeral and **capsule** is noun. **Satu kapsul** in target language has M-D structure. A **Satu** as numeral that explain the noun and **kapsul** as noun that explained. This translation above can be called structure shift because noun phrase in source language is translated into noun phrase that has M-D structure.

b. Class Shift

From the 101 data, the researcher finds 10 data or 9,90% belong to class shift. The researcher divides the class shift as follows:

1. Noun phrase translated into Verb Phrase.

The researcher finds 1 data belong to this type. The example are:

073a/PWBN/LUP6/LPU6

SL: Apply foam with **circular movements** over moistened face.

TL: Usap busa dengan **gerakan memutar** pada wajah kotor.

That sentence implicates NP is translated into verb phrase. **Circular movements** as NP translated into **gerakan memutar** as verb phrase. The noun phrase **Circular movements** consist of **circular** as pre-modifier and **movements** as headword. And **gerakan memutar** it consists **gerakan** as nomina and **memutar** as verb. That data consists of translation structure shift

because the class of phrase in source language and the target language is different. The translation that noun phrase is as class shift.

2. Noun phrase translated into Adverbial Phrase

NP can be translated into AdvP. The example of this translation shift occurs in the data:

013/VPC/LUP1/LPU1

SL : Keep it **out of reach of children**.

TL : Jauhkan dari **jangkauan anak-anak**.

The noun phrase above is NP as **out of reach of children** is translated into Adverbial phrase as **jangkauan anak-anak**. The **out of reach** is noun as pre-modifier and **children** is noun as headword. In its translation to be **jangkauan anak-anak**. **jangkauan** is adverb and **anak-anak** is as nomina. The sample above consists of translation structure shift because the structure of source language and target language is different in graphological change or translated into different class (NP -> AdvP). And then, the translation of that noun phrase is as class shift.

c. Intra system shift

The researcher finds 11 data belong to intra system shift. This translation shift can be sampled:

061/PSDR/LUP5/LPU5

SL : Reducers wrinkles, free lines and **age sports** from within*in the epidermis

TL : Menyamarkan kerutan, garis-garis halus dan **vlek hitam** dari dalam*dalam lapisan epidermis

From the datum above, the noun phrase above is **age sports** which translated into **vlek hitam**. **age sports** belongs to plural in source language which is translated into **vlek hitam**, it belongs to singular in target language. NP of **age sports** is formed by noun **age** + noun **sports** which is the base with suffix **-s** as plural in English language. While in the target language (bahasa Indonesia) it is translated into **vlek hitam**. It consists of **vlek** as noun and **hitam** as adjective. It is

concluded that in source language this noun phrase is plural but in target language this noun phrase is singular.

2. Equivalence of Noun Phrase Translation Found in the Label of Unilever's Products

The writer finds 118 data of noun phrase which is translated to target language.

a. Equivalence Translation of Noun Phrase Found in the Labels of Unilever's Product

The researcher finds 110 data or 93,22% belong to equivalent of noun phrase. The example of equivalent translation are:

003/VPC/LUP1/LPU1

SL: Open the cap, cut **the top of the inner plug**.

TL: Buka tutup botol, iris **ujung tutup bagian dalam**.

From the data above, noun phrase in the source language **the top of the inner plug** is translated into noun phrase in the target language **ujung tutup bagian dalam**. This translation doesn't change the meaning and message of the text above, so, the message in the text above is easily to understand. The writer can be conclude that noun phrase in the SL and noun phrase in the TL is equivalent. The message in SL and TL are similar.

b. Non Equivalence Translation of noun phrase Found in the Labels of Unilever's Products

The researcher finds 8 data or 6,78% belong to equivalence of noun phrase. The examples of non equivalence translation are:

002b/VPC/LUP1/LPU1

SL: the inner plug is created for easier and economical application. To helps to reach **the inner side of toilet** bowl easily.

TL: bagian dalam tutup botol dibuat untuk memudahkan penguangan ke **tempat yang diinginkan** sehingga tidak tercecer dan lebih hemat.

From the data above, noun phrase **the inner side of toilet** is translated into noun phrase **tempat yang diinginkan**. **The inner side of toilet** have meaning actually **bagian dalam toilet**. This is different meaning or message when

translated into target language to be **Tempat yang diinginkan. Tempat yang diinginkan** in the target language as adverbial phrase. So, the writer can conclude that this NP has different meaning from source language change the target language. This is not equivalent translation. The alternative solution is NP **the inner side of toilet** is translated into **tempat bagian dalam toilet**.

D. Conclusion

After finding and discussing the data which obtained from the action research, the writer can be concludes this study as follows:

1. From 75 sentences, the researcher finds 101 noun phrases in the Label of Unilever's product. The writer may classify translation shift into four types. They are level shift, structure shift, class shift and intra system shift. Its consist of 22 data or 21,78% belong to level shift of noun phrase, 58 data or 57,42% belong to structure shift of noun phrase, 10 data or 9,90% belong to class shift of noun phrase and 11 data or 10,89% belong to intra system shift of noun phrase.
2. From 75 sentences, the writer can classify equivalent translation into two types. They are 110 data or 93,22% belong to equivalent translation and 8 data 6,78% belong to non equivalent translation.

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