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

RESEARCH PAPER

Submitted as a Partial Fulfillment of Requirements for Getting Sarjana Degree of Education in English Department

by:

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SCHOOL OF TEACHER TRAINING AND EDUCATION
MUHAMMADIYAH UNIVERSITY OF SURAKARTA
2015
APPROVAL

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TESTIMONY

In this occasion, the writer states that there is no proposed work before in this research to get the Sarjana Degree in a certain university and as long as the writer knows that there is also no work or idea that have ever been written or published by other people, except referred written in this research paper and mentioned in the bibliography.

If it is proved that there some mistakes in the writer’s statements above later in the future, so he will be wholly responsible.

Surakarta, 20 July 2015
The Writer

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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 research is descriptive qualitative research. 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 occurrence 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 research 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.
MOTTO

- Do everything with sincerity will bring the best result (the writer)
- Make yourself useful to others and don’t become a burden to other’s (Sujanto)
- After climbing a great hill, one only finds that there are many more hills to climb (Nelson Mandela)
- So peace is on me the day I was born, the day that I die, and the day that I shall be raised up to life (again)! (QS. Maryam: 33)
DEDICATION

This research paper is proudly dedicated to:

- His beloved Father and Mother,
  (Abi Sujanto & Umi Endang)

- His beloved Sisters, Brothers,
  (Mbak. Nafi, Adik. Dafi, Syafi and Fadzlu “rasyidanofad’’)

- His beloved foster mother and foster sister family,
  (mama. Nanik and mbak. Yetty sekeluarga)
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Last but not least, those who cannot be mentioned one by one, who have supported him to finish writing the research paper and also to start his future.

The writer realizes that this research paper is still far from being perfect, so the writer welcomes any constructive comment, criticism, and suggestion from anyone. Finally, he hopes that this research paper would help the other researchers who are interested in studying translation and enrich for the readers knowledge.

*Waalamualaikum Warahmatullahi Wabarakatuh.*

Surakarta, 20 July 2015

[Signature]

Rofi Al-anshory
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