

**AN ANALYSIS OF ENGLISH-INDONESIAN TRANSLATION METHODS
IN PRODUCTS' LABEL**



RESEARCH PAPER

**Submitted as a Partial Fulfillment of the Requirements
for Getting Bachelor Degree of Education
in English Department**

Proposed by :

NAFIA DEWI NURHANIFAH

A320150118

**ENGLISH EDUCATION PROGRAM
SCHOOL OF TEACHER TRAINING AND EDUCATION
UNIVERSITAS MUHAMMADIYAH SURAKARTA**

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PRONOUNCEMENT

Name : Nafia Dewi Nurhanifah
NIM : A320150118
Department : English Education
Title of Research Proposal : "An Ananalysis of English-Indonesian Translation
Method in Products Label"

I hereby declare that the research proposal and all its content is truly the work of my own and I did not do plagiarism or quotation in ways that are inconsistent with the prevailing ethic in the scientific community. On this statement, I am ready to bear the risk / any sanctions imposed to me in accordance with applicable regulations, if the future found a breach of scientific ethics, or you have a claim against the authenticity of my work.

Surakarta, 3 July 2019



Nafia Dewi Nurhanifah

A320150118

APPROVAL

**AN ANALYSIS OF ENGLISH-INDONESIAN TRANSLATION METHODS
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Proposed by :

NAFIA DEWI NURHANIFAH

A320150118

Approved by Consultant:



Dr. Dwi Haryanti, M.Hum

ACCEPTANCE

AN ANALYSIS OF ENGLISH-INDONESIAN TRANSLATION METHODS
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RESEARCH PAPER

By :

NAFIA DEWI NURHANIFAH
A320150118

Accepted By Broad Examiner
English Department
School of Teacher Training and Education
Muhammadiyah University of Surakarta
On July, 2019

Team of Examiners :

1. Dr. Dwi Haryanti, M.Hum.
(Head of Examiners)
2. Dr. Anam Sutopo, M.Hum
(Member 1 of Examiners)
3. Muamaroh, Ph. D
(Member 2 of Examiners)

()
()
()



Dean,


Prof. Dr. Harun Joko Prayitno, M.Hum
NIP. 19650428 199303 1 001

MOTTO

“One bad chapter doesn’t mean your life is over”

Robert Downey Jr.

“Compromise where you can. Where you can't, don't. Even if everyone is telling you that something wrong is something right. Even if the whole world is telling you to move, it is your duty to plant yourself like a tree, look them in the eye, and say,

No, you move”

Sharoon Carter

“Jaga sholat, sekalipun kita belum menjadi orang yang baik”

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Surakarta, July 14, 2019
The writer

Nafia Dewi Nurhanifah
A320150118

AN ANALYSIS OF ENGLISH INDONESIAN TRANSLATION METHOD IN PRIDUCTS' LABEL

ABSTRAK

Penelitian ini bertujuan mengidentifikasi metode penerjemahan dan kesepadanan pesan dalam menerjemahkan teks label produk kosmetik dan perlengkapan mandi. Penelitian deskriptif kualitatif ini mengambil data dalam bentuk kalimat meliputi deskripsi produk, cara penggunaan dan peringatan yang diambil dari beberapa merk kosmetik dan perlengkapan mandi seperti Unilever, Protect and Gamble, The Guardian, L'oreal Paris, dan Johnson and Johnson dengan menggunakan tehnik purposive sampling. Dalam menganalisis data, peneliti menggunakan teori metode penerjemahan oleh Newmark (1988) dan kesepadanan pesan oleh Nida dan Taber (1982). Hasil dari penelitian ini menunjukkan ada tujuh jenis metode penerjemahan ditemukan pada total 150 kalimat dalam Bahasa Inggris – Indonesia yang digunakan dalam menerjemahkan teks label produk. Hasilnya ditemukan metode penerjemahan semantic adalah metode yang paling sering digunakan dengan total 38 item atau 25,3%, diikuti dengan penerjemahan bebas (33 item /22%), penerjemahan komunikatif (30 item / 20%), penerjemahan literal (22 item /14,7%), penerjemahan setia (17 item / 14,7%), penerjemahan perkata (9 item / 6%) dan yang terakhir adalah penerjemahan idiomatic (1 item / 0,7%). Penelitian ini juga menunjukkan ada 109 (72,7%) kalimat yang diterjemahkan menggunakan kesepadanan dinamik, dan 41 (27,3) kalimat diterjemahkan menggunakan kesepadanan formal.

Keywords: Penerjemahan, Metode penerjemahan, kesepadanan pesan, label produk

ABSTRACT

The aims of this study is to identify the translation methods and translation equivalences used in English-Indonesian translation of products' label especially cosmetics and toiletries. This study is a qualitative descriptive study which took the data in the form of sentences including description of content, direction, and caution from cosmetics and toiletries product label from several brands such as Unilever, Protect and Gamble, The Guardian, L'oreal Paris and Johnson and Johnson by using purposive sampling method. In analyzing data, researcher used the theory of translation methods by Newmark (1988) and the translation equivalence by Nida and Taber (1982). The results of this study indicate that there are seven types of translation methods found in a total of 150 sentences in English - Indonesian that are used in translating text on product labels. The result shows that semantic method is the most frequently used by 38 items or 25,3%, followed by free translation (33 items / 22%), communicative translation (30 items / 20%), literal translation (22 items / 14.7%), faithful translation (17 items / 14.7%), word translation (9 items / 6%) and the last is idiomatic translation (1 item / 0.7%). This study also found 109 (72.7%) sentences translated using dynamic equivalence, and 41 (27.3) sentences translated using formal equivalence.

Keywords : Translation, translation method, translation equivalence, products label.

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