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

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“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

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ABSTRACT

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 teknik purposive sampling. Dalam meganalisis data, peneliti menggunakan teori metode penerjemahan oleh Newmark (1988) dan kesepadanan pesan oleh Nida dan Taber (1982). Hasil dari penelitian ini menunjukan ada tujuh jenis metode penejermahan 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 menunjukan 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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