THE ANALYSIS ON STUDENTS' TRANSLATION METHOD IN LABEL PRODUCT

Widianingsi Ramlan
ramlan202@gmail.com
SMA Negeri 1 Dumoga, Bolaangmongondow Selatan, Sulawesi Utara

Abtract

The aimed of this research were to analyze the translations method in translating label product that used by the student at eight semester English Department and to find out the dominant method that used in translating label product by the students at the eight semester English Department in IAIN Sultan Amai Gorontalo those should be the reference material in evaluating and teaching English subject. This research used qualitative method by technique of collecting the data such as student's worksheet and documentations. In the technique the analyzing the data, the researcher does the steps that is reading, classifying, explaining, and drawing conclusion. The translation methods that classifying that is word-for-word translation, literal translation, faithful translation, semantic translation, adaptation translation, free translation, idiomatic translation, communicative translation, pragmatic translation, dynamic translation, esthetic-poetic translation, and linguistic translation. The result of research showed of the methods that used in student' translation in label product are word-for-word translation is 13 sentences, literal translation is 24 sentences, free translation is 29 sentences, pragmatic translation is 6 sentences, and idiomatic translation is 5 sentences. Thus, the dominant method that used in student's translation is free translation by 29 sentences.

Keywords: Analysis, Label Product, Student's Translation, Method of Translation.

Abstrak

Tujuan penelitian ini adalah untuk menganalisis metode-metode yang digunakan mahasiswa bahasa Inggris semester delapan dalam menerjemahkan label produk dan menemukan metode apa yang paling banyak digunakan mahasiswa bahasa Inggris semester delapan dalam menerjemahkan label produk, hal ini dapat menjdadi acuan atau rujukan untuk pembelajaran bahasa Inggris. Peneltian ini menggunakan penelitian kualitatif dengan tehknik pengumpulan data berupa lembar kerja mahasiswa dan dokumentasi. Dalam menganalisis data, peneliti melakukan langkah-langkah yaitu membaca, mengklasifikasikan, menjelaskan, dan menggambarkan kesimpulan. Metode-metode penerjemahan yang diklasifikasikan adalah penerjemahan kata demi kata, penerjemahan harfiah, penerjemahan setia, penerjemahan semantik, penerjemahan adaptasi, penerjemahan bebas, penerjemahan idiomatik, penerjemahan komunikatif, penerjemahan pragmatik, penerjemahan dinamik, penerjemahan estetik-puitik, dan penerjemahan linguistik. Hasil penelitian menunjukan bahwa metode-metode menerjemahkan label produk adalah metode penerjemahan kata-demi-kata 13 kalimat, metode penerjemahan harfiah 24 kalimat, metode penerjemahan bebas 29 kalimat, metode penerjemahan pragmatik 6 kalimat, dan metode penerjemahan idiomatik 5 kalimat. Oleh karena itu, metode yang paling banyak digunakan adalah metode penerjemahan bebas sebanyak 29 kalimat.

A. INTRODUCTION

Translation is useful in any aspects. Many people need translation to do their activities in those aspects. Since there are many appliances used in English then Indonesian need their translations in order to get understand the meaning of its appliances. Therefore, highly qualified translators who have good knowledge about the target language (TL) and the language they have to transform as source language (SL) are required. To produce a good translation, a qualified translator has been able to understand ideas and thought including the message expressed in the SL and representing it in the TL. According to Oxford (2008), the term of 'translation' is derived from word "translate", it is means that put written or spoken into a different language. Basil and Jeremi (2004), said that translation is a phenomenon that has a huge effect on everyday life. This can range from the translation of a key international treaty to the following multilingual poster that welcomes customer to a small restaurant near to the home of one of the authors. Furthermore, Catford (1965) quoted by Rudolf, defines that translation as the process of replacing a source language text with the target language text. He also interpreted translation as a substitution of the source language text material with the target language. And Juliane (2015), define translation as the process of replacing a source language text with the target language text. He also interpreted translation as a substitution of the source language text material with the target language. Based on the explanations, it can be conclude that translation is redirect source language to target language both in term of meaning or intent. Language transfer can be oral or written.

From the purpose of translation, the translation has an important role for transferring technology and literature in Indonesia. Because, variations of Indonesian structure or grammar that mastered, make it difficult for us to do the transferring into English. It is not an easy thing. A translator must give the translation accurately in therefore a translator should master source language and have knowledge about the

target language to do the translation process easily. We must learn the ways or methods in translating such as word by word translation, literal translation, faithful translation semantic translation, free translation and etc. According to Peter Newmark (1988), said that there are eight translation methods. The methods in this context are principles which provide the basis of the way people translating text which obviously headed to the kinds of translation. Translation can be done by choosing one of the eight methods. The methods can be classified into two: four of them are oriented in source language (SL Emphasis) and the other four are oriented in target language (TL Emphasis). It can be seen in the figure below:

SL Emphasis	TL Emphasis
Word for Word Translation	Adaptation Translation
Literal Translation	Free Translation
Faithful Translation	Idiomatic Translation
Semantic Transl	Communicative Transl
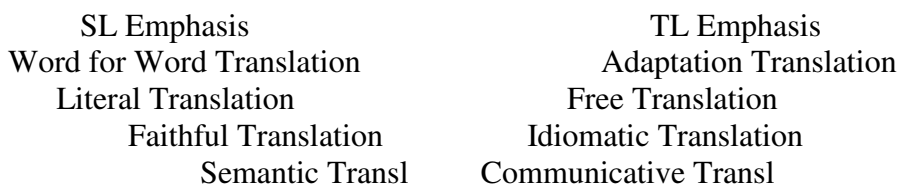
V Diagram Source: Newmark, Peter. 1988.

Today there is a big number of information around the world related to entertainment, sport, education, games, politic and information such as information in label product. Translating label product is very important because label product is communication media for producer to consumer. Label is an identity about a product. The consumers get the information about the product by the label. By the label, the consumers can distinguish between one product and another. The consumers can choose the product that they need. The existence of product labels can also dispel doubts in buying a product. Thus, the correct, clear and complete about translation of label product is very important. Marianne and Sandra quoted by Syukrianti Mukhtar and Muchammad Nurif (2015), says labels are usually made of paper or plastic film with or without adhesives, the label explains some of the things about the product who made it, where it was made, when it was made, what it was, how it was used and how to use it safely. Furthermore, Ministry of Education and Culture (2015), explains

that the drug / food / drink label is the text shown on the pack / product packaging containing detailed descriptions of the product as well as how to use it.

In English education department, there is a lecture about translation. The students get the lectures about translation that are theory of translation, translation practice, literal translation and translation and interpretation. By the lectures, the students get the knowledge about the theory and how to practice in translation. The lecturer gives various kinds of text for training students to increase the skill of translating. Translation is not easy for students if they don't have the ability to translate the Indonesian text to English text. Many methods in translation make many using methods in student's translation in one object translation. This case was found in students of eighth semester English Department in IAIN Sultan Amai Gorontalo in translating label product. The researcher found that many methods using in translating label product.

B. METHOD

Descriptive qualitative method was used in this research to analysis the problem. It is a research method to describe the subject or object of the research based on the fact. Then, this method describes population and evidence of the data systematically, and accurately. Qualitative research is an approach to study of social phenomena. This research is used on the natural setting, so called also as the naturalistic research method. Beside that the qualitative research is called as ethnography method then called the qualitative method (Sugiyono, 2008). The term of naturalistic shows that the research is natural, on the normal situation without manipulate the condition, emphasize on the natural description. The process of taken the data or phenomena called as "taking of the data naturally (Sugiyono, 2008). Based on the explanation above, this study is designed by formulating the problem, colleting the data, analyzing the data and drawing conclusion.

C. RESULT AND DISCUSSION

The researcher stated that the data of research were about the the translation methods that used on label product of eighth semester English Education Departmen at IAIN Sultan Amai Gorontalo.

1. The Translation Methods that Used on Label Product of English Education Department

a) Word-for-word translation method

The researcher found 13 sentences used word-for-word translation method. The word-for-word method in translation sentences on label product had a types that was: tied to a word equivalent and did not change the word order.

b). Literal translation method

The researcher found 24 sentences used literal translation method. The literal translation method in translation sentences on label product had a types that was: tied to a word equivalent, and the grammar adapt to target language.

c). Free translation method

The researcher found 29 sentences used free translation method. The free translation method in translation sentences on label product had a types that was: did not tied to a word equivalent, give priority to the

content than text form of source language.

d). Pragmatic translation method

The researcher found 6 sentences used pragmatic translation method. The pragmatic translation method in translation sentences on label product had a types that was: the form of language is noticed, emphasize the accuracy of information, the form of the language is noticed the and add information to make translations more clear.

e). Idiomatic translation method

The researcher found 5 sentences used Idiomatic translation method. The Idiomatic translation method in translation sentences on label product had a type that was producing target language messages with a more natural and familiar than the source language.

2. The Amount of Students' translation method that Used in Label Product English Education Department

Based on the data, that has been discovered by the researcher that analyzed of theory of translation method to describe then explain the method that used in label product of English Education Department. The amount of the sentence errors can be seen in the following table:

Number	Translation Methods	Quantity
1	Word for word Translation	13
2	Literal Translation	24
3	Free Translation	29
4	Pragmatic Translation	6
5	Idiomatic Translation	5
Total		**77**

Students translation method that used in label product eighth semester English Education Department consist of word-for-word method, literal method, free method, pragmatic method, and idiomatic method . The word-for-word method were 13 sentences, the literal method were 24 sentences, free method were 29 sentences, the pragmatic method were 6 sentences, and the idiomatic 47 method were 5 sentences. Thus, the most frequent method in students' translation method that used in label product at eighth semester in English Education Department was free translation method and the least frequent translation method that used in label product at eighth semester in English Education Department was idiomatic translation. In classification the method,

The researcher used types of translation method. The word-for-word method had types that was: tied to a word equivalent and did not change the word order. The literal method had types that was: tied to a word equivalent, and the grammar adapt to target language. The free translation method had types that was: did not tied to a word equivalent, give priority to the content than text form of source language. The pragmatic had types that was: the form of language is noticed, emphasize the accuracy of information, the form of the language is noticed the and add information to make translations more clear. The Idiomatic method had type that was producing target language messages with a more natural and familiar than the source language.

D. CONCLUSIONS

The researcher can conclude some of the conclusion are; There are translation method that used in label product at eighth semester English Education Department include 13 sentences of word-for-word method, 24 sentences of literal method, 29 sentences of free method, 6 sentences of pragmatic method, and 5 sentences of idiomatic method. Then, the most frequent method that used in students' translation in label product of English Education Department is free translation method and the least frequent method that used in students' translation in label product of English Education Department is idiomatic translation method.

The result of this research indicates to existence inconsistent in the translation method to translate the text. The translation not only uses one method but also some methods to translate one text. We will difficult to find one text of translation that only uses one translation method. Therefore, inconsistent translation methods for translating the text were showed in this research.

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