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The Analysis of Indonesian-English Translation on Product Label
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A. Introduction

Translation has been applied in almost all human activities. Hatim and Munday (2004: 3) say that translation is a phenomenon that has a huge effect on everyday life. People have been using it in literature, science and technology, and even in industries. Most industries in Indonesia have been appliying it, for example the pharmaceutical industries. The pharmaceutical industries have been trading their products to national and international markets. It means that the consumers are not only the domestic consumers but also the foreign ones. Because of that matter the producers have to insert the information about their products in the foreign language (English) besides Indonesian. Rachmadie (1988) says that goods can be sold in other countries if they can be persuasively described in the language of the purchasers or at least in English.

In such a case, the consumers need a good translation that is able to transfer the whole messages or information about a certain product clearly and completely. A good translation will influence the consumers to buy and use the products. The consumers will not buy the products if they are doubtful about the products, particularly the new or unfamiliar ones. In this case, translation becomes an important thing to support the purposes that the producers want to achieve.

It is not a simple matter to make a good translation which can give information to the consumers as they need. It is understandable that language is a set of system. Both English and Indonesian have structural systems. However, those systems are too greater extent different from each other. When translating the texts, the knowledge of grammar for both English and Indonesian should be required. The difference in language system takes the great considerations in the translation process, some adjustments of lexical and grammatical elements of the target language must be taken in order to fulfill the accepted translation equivalence. A message in a sentence of the source language text should be transferred in target language text with the same message.

In addition, the extra linguistic factors are brought into play together with those linguistic elements. According to Suhendra Yusuf (1997: 2) based on the basic principles

of communication, in communicating the message of the writer's original language into the target language, there are at least three important elements that must be considered by the translator. There are the source of messages, the media used, and the receptor of messages. The source of messages is written in the source language. It is influenced by the environment and the condition of the sociocultural where the writer lives. Besides that factors, a good translator also thinks about the readers of his translation work, who and what kind of the readers they are. Then he finds out the translation equivalence in the target language as the media of communicating the messages of his translation. Those conditions show that the process of translation is complex. Condidering the explanation above, this study is going to analize the translation on product <u>label</u> as the object of research.

B. Review of Related Theory

1. Definions of Translation

Larson (1984: 3) says "translation consists of transferring the meaning of the source language into the receptor language…. It is meaning which is being transferred and must be held constant. Only the form is changed." According to Larson meaning has also to be considered first. Eventhough a translator needs to learn the lexicon, the structure, and the cultural context, his learning is used to gain the message of source language text.

Nida and Taber (1982: 12) explain that translating consists in reproducing in the receptor language the closest natural equivalent of the source language message, first in terms of meaning, and secondly, in terms of style. Futhermore, they say that translation must have the primary aim to reproduce the messages. In a sense, it is just another way of emphasizing the reproduction of the message rather than the conversation of the form of the utterance. It reinforces the need for radical alteration in forming the equivalence of the text which is translated.

It is also mentioned by Newmark (1981: 7) that translation is a craft consisting of the attempt to replace a written message in one language by the same message in another language. The translation result must have the same message in the target language.

Based on the three definitions above, it can be summed up that translation concerns to the replacement of the content or thought or messages of the source language into the target language. It does not merely transfer the form of the source language text into the target language. The most significant matter of translation is about the consistence or closest natural equivalence of the message transferred from the source language into the target language.

2. The Characteristics of a Good Translation

According to Soemarno (1988: 66), the three important qualities of a good translation are:

a. The message of the translation result should be same with the message of the original text/source language text.

b. The translation result should be in conformity to the target language rules. The idea or message of the source language should be expressed into the target language naturally both in the grammatical construction and in the choice of lexical elements. The translator constructs the surface structure in the target language system he uses and follows all the rules accepted in the system of the target language.

c. The translation result should not sound like a translation.

3. The Adjustments on Grammatical and Lexical Elements

English and Indonesian have their own structural systems which are different one to another. Thus, rules and principles followed by them must be different too. Consequently, in translating from Indonesian into English or vice versa, some adjustments on lexical or grammatical elements must be applied. They are important in order the translation results are acceptable, readable, and reasonable.

a. Grammatical Adjustment

Adjustment made in translation for the target language because of the grammatical differences in the source language and the target language. There are cases in the source language that may not be directly translated to the target language because of the grammatical differences in the two languages themselves that may impede understanding. That is why that grammatical adjustments must be made in order the translation would not be dull and uninteresting.

b. Lexical Adjustment

The meaning of the word should be viewed depend on the context when it is used since a certain word may has more than one meaning. The word may have the different meaning when it is used in the different context. Lexical adjustments are taken to determine the meaning of the word through the context in which it is occurred.

4. The Strategies of Translation

The strategies of translation is used to translate the source language text to target language text. Baker (1992: 26) explaines some strategies of translation:

a. Translation by a more general word, the advertisement slogan of shampoo, "*Shampoo the hair with a mild WELLA Shampoo and lightly towel dry*" is back translated in Spanish as "*Wash hair with a mild WELLA Shampoo and rub lightly with a towel*". Here *shampoo* is translated by using the superordinate *wash*, since *shampooing* can be seen as a type of *washing*.

b. Translation by cultural substitution, it involved replacing a culture-specific item or expression with a target language item which does not have the same propositional meaning but is likely to have a similar impact on target reader, *security guard* is translated as *satpam*.

c. Translation by paraphrase using a related word, it tends to be used when the concept expressed by the source item is lexicalized in the target language but in a different form, and when the frequency with which a certain form is used in the source text is significantly higher than would be natural in the target language, *balai-balai* is translated as *the sleeping platform*.

d. Translation using loan word or word plus explanation, it is particularly common in dealing with culture-specific items, modern concept, and buzz word, *Pencuri itu memakai blangkon* is translated as *The thief wears blangkon.*

e. Translation by omission, if the meaning conveyed by a particular item or expression is not vital enough to the development of the text to justify, districting the readers with lengthy explanation, translators can and often do simply omit translating the word or expression in question, "*Sama seperti Raden Ayu Ibunya*" *katanya lirih*, is translated into "*Just like her mother*" *she said*.

5. The Types of Translation

Catford (1969: 21-26) classifies the translation into several types. The first type of differentation of translation relates to the extent of translation, the second type of the categories of translation relates to the levels of language involved in translation, and the third type of classification of translation relates to the rank in a grammatical hierarchy at which translation equivalence is established. This study will discuss the classification of translation relates to ranks of translation.

a. Rank of Translation

This distinction of translation relates to the rank in a grammatical hierarchy at which translation equivalence is established. If the selection of the target language equivalence is deliberately confined to one rank in the hierarchy of grammatical units, it may call rank-bound translation. In rank-bound translation, usually the selection of the target language equivalence is at word rank, that is, they set up word to word equivalences, but not the equivalences between high rank units such as the group or sentence. In rank-bound translation, the target language equivalences are set up at the same rank, for example the word. Rank-bound translation is 'bad' translation, since it involves using the target language equivalences which are not appropriate to their location in the target language text, and which are not justified by the interchangeability of the source language and the target language texts in one and the same situation (Catford, 1969: 25). In contrast with rank-bound translation is unbounded translation, that is the translation in which the equivalences shift freely up and down the rank scale. The free, literal, and word-for-word translation partly correlate with the distinction dealt with them.

a) Word-for-word Translation

It can be applied if the sentence structures between the source language text and target language text are same. As stated by Catford (1969: 21) that word-for-word translation generally means what it says, it is essentially rank-bound at word rank.

b) Literal Translation

Literal Translation lies between word-for-word translation and free translation. It may start from word-for-word translation but make changes in conformity with target language grammar (Catford, 1969: 25)

c) Free Translation

Free translation emphazises to transfer the message or meaning of the source language rather than the form. Catford (1969: 25) says that free translation is always unbounded, the equivalences shunt up and down the rank scale, but tend to be at the higher rank, sometimes between larger units than the sentence.

The examples of word-for-word, literal, and free translations are given to describe the explanation above:

Source language: *It's raining cats and dogs*

Target language:

Ini ada(lah)sedang hujan kucing-kucing dan anjing-anjing (word-for-word translation)

Ada(lah) hujan kucing dan anjing (literal translation)

Hujan yang sangat lebat (free translation)

b. Literal vs. Idiomatic Translation

Larson (1984: 15) says that any text has both form and meaning. The two can be used as the purposes of the translation which then devided it into two main kinds of translation.

a) Literal Translation (form-based translation) which attempts to follow the form of the source language. It has little communication value and sounds like nonsense.

b) Idiomatic Translation (meaning-based translation) that makes every effort to communicate the meaning of the source language text in the natural form of the target language, *Mari minum secangkir kopi sama-sama, saya yang bayar* is translated into *I will shout you a cup of coffee.*

6. Factual translation

Lado in Yusuf (1997: 142-144) proposed the translation used in the business activities as the factual translation. The factual translation is usually also applied in other fields, as well as in the translation of the agreement letters, brochures, public notices, and so forth.

Factual translation is the translation that transfers the information of one language by finding the equivalence in another language in a single way, briefly, clearly, and naturally. The factual translation has two characteristics, first, the translation is simple

and accurate. It is called simple because it must be short, brief, and meaningful, as the readers wish there will be no run-on information. It must be accurate in order to avoid any slight mistakes because a slight mistake could be a serious problem. It can be happened in the translation about how to consume medicine, how to install the spare parts of certain machine, how to operate the electronically devices, and so forth. Second, this kind of translation must be flexible in using the local vocabularies, that is why the translator must know and understand the background of the sociocultural condition of the target language.

7. Equivalence

Equivalence is variously regarded as a necessary condition for translation, an obstacle to progress in translation studies, or a useful category for describing translation (Baker, 1994: 77). Proponents of equivalence-based theories of translation usually define equivalence as the relationship between a source text and a target language that allows target language to be considered as a translation of the source language in the first place. By equivalence will be meant here the stipulation, recurrent in any text in the theory of translation, there be between source text and target text identity across codes. The typologies of equivalence:

    a. Referential or denotative equivalence

    b. Connotative equivalence

    c. Text-normative equivalence

    d. Dynamic equivalence

    e. Formal equivalence

8. Label

Label is a piece of paper or other material, fixed to something, on which is written what it is, where it is to go, who owns it, etc. It is used to identify something or someone, as a small piece of paper attached to an article to designate its origin, owner, contents, use, or designation.

C. Research Methodology

1. Research Method

This study uses descriptive qualitative method.

2. The Source of Data

　　The data of this study are collected from the Indonesian-English translation on the product labels. This study takes 10 units of the data to be analized.

3. The Type of Data

　　This study takes the qualitative data, since the data are in the form of words, phrases, and sentences both English and Indonesian as the source language and target language texts.

4. Technique of Collecting Data

　　This study takes content analysis as the way to collect the data. The data are taken directly by searching the written form of source language text and its translation into target language text.

5. The Type of Analysis

　　This study uses the descriptive analysis. In this analysis the researcher analyzes the translation found in the data collected from the Indonesian-English translation on product labels as the data in this study. Having analized the data, the researcher makes the interpretation of the data.

6. The Procedure of Data Analysis

a. The first step is reading the source language text and the translation results to get a clear picture of the general idea or meaning of the whole text

b. The second step is to analyse the source language text and the translation result. The analysis of the original text and the translation result includes three main points: the type of the translation, the lexical equivalences, the grammatical construction. This step aims to describe or to know the probability of the addition or the omission of the lexical elements, the adjustments that may be taken, the untranslatable words, and the particular terminologies

c. The third step is to compare the source language text analysis and translation result analysis to make a conclusion whether the aims of analysis mentioned above will influence, represent, or change the message being transferred

d. It is important for the researcher to discuss the results to the expert on the subject matter

e. The final step is to make a revision or a suggestion to the translation results which have not represent the message being transferred

D. Data Analysis

There are 10 units of the data to be analized. The analysis of some data is presented below.

a. *Source language text*:

Jamu Sawanan

Sangat baik untuk mengobati berbagai macam penyakit sawan pada anak-anak, seperti: sering buang air, perut kembung, kaki tangan terasa dingin, sering menangis, sukar tidur dan sering terkejut.

Target language text:

It is effective for children who suffer from "sawan" such as: diarrhoea, flatulence, clammy hands and feet, troublesome, etc.

This translation applies the free translation in transferring the source language textual material into the target language equivalence. In this translation, the term *sawan* is not translated into the target language equivalence. It is untranslatable because it introduces the local colour of the sourse language text. The term is not used in the target language context. Some target language equivalences such as *diarrhoea, flatulence, clammy hands and feet, troublesome* indicate the symptoms of *sawan*. These terms made the readers easy to determine the meaning of *sawan*, since the message of the term *sawan* has been represented into the target language equivalences *diarrhoea, flatulence, clammy hands and feet, troublesome* which refer to the symptoms of *sawan*.

Some target language equivalences have represented the message of the source language words. The source language term *sering buang air* is expressed by using the target language term *diarrhoea*, means 'the frequent passage of unformed liquid stools' (Critchley, 1978: 502); *perut kembung* is translated by using the target language term *flatulence*, means 'the presence of an excessive amount of gass in the stomach and alimentary canal, leading to distension of the organs' (Critchley, 1978: 672); *kaki tangan terasa dingin* is transferred by using the target language phrase

clammy hands and feet, means 'the pain which causes the hands and feet are cool, moist, and sweating'; *sering menangis, sukar tidur dan sering terkejut* are replaced into the target language term *troublesome*, means 'the uncomfortable condition of the children that is caused by the sickness they suffer making them vexed'. It could be summed up that the <u>lexical equivalences</u> have represented the message of the source language textual material.

The arrangement of the target language equivalences should be conformed to the target language grammatical construction. The translation result must be devided into two sentences since it consists of some words included to the different class of the parts of speech. The word *troublesome* included to the different part of speech with the words *diarrhoea, flatulence, clammy hands and feet*. The word *troublesome* is adjective and the words *diarrhoea, flatulence, clammy hands and feet* are the noun. In this case, the grammatical construction of target language should be revised. It should be translated into the target language equivalence, *It is effective for children who suffer from "sawan" such as diarrhoea, flatulence, clammy hands and feet. They are often troublesome.*

b. ***Source language text***:

Jamu Galian Delima Putih (Khusus Bagi Kaum Istri)
Untuk memelihara kecantikan tubuh wanita agar indah langsing molek dan ramping. Meremajakan paras muka agar tampak berseri-seri.

Target language text:

It retains women's body to be always slim and firm, it also keeps the face to remains youthful. It is special for women who desire to maintain a close physical relationship with their husbands.

In this translation, to transfer the source language textual material into the target language equivalences, the free translation is used. The translator adds some words within the target language equivalences. It can be seen from the addition of the sentence *It is special for women who desire to maintain a close physical relationship with their husbands.* If the phrase *Khusus bagi kaum istri* is examined, it is clear that this product must be consumed by the women or wifes. Thus, the addition of that

sentence does not add the new message beyond the message of the source language text. It transfers the message of the phrase *Khusus bagi kaum istri*.

Some lexical equivalences of the target language text have not represented the message of the source language text. They cause the message being transferred is different with the message of the source language text, moreover the word functions as the key word of the source language text. It can be seen from the replacement of the source language text *memelihara* into the target language equivalence *retains*. In the source language context, *memelihara* refers to the meaning *causes women's bodies to remain in a slim and firm condition*. It means that the condition of the women's bodies at the first are slim and firm, and the condition is kept in order to make the women's bodies go on slim and firm. On the contrary, the word *retains* refers to the meaning *makes the women's fat bodies slim and firm*. In this case, the condition of women's bodies is fat at first, then it is reduced in order to get the slim and firm bodies. Thus the target language equivalence *retains* does not represent the message of the source language text being transferred, since it refers to the different meaning with the source language context. To obtain the accepted lexical equivalence, the word *retains* should be changed with the word *keeps*, since the word *keeps* has the meaning as the source language context referred to, that is *causes something to remain in a specified state or condition*.

The target language equivalence *to be* must be omitted since in the target language sentence pattern the direct object (women's bodies) is followed by an adjective which indicates result or manner (slim and firm). It has the form: Subject + Verb transitive + Direct object + Adjective.

The target language equivalence *It also keeps the face to remain youthful* has represented the message of the source language text *Meremajakan paras muka agar tampak berseri-seri*. The word *special* should be added to the word *product* to give the emphazise that the product is presented for women. Thus, the result of the translation would be *It keeps women's bodies always slim and firm. It also keeps the face to remain youthful. It is special product for women who desire to maintain a close physical relationship with their husbands*.

c. *Source language text*:

Jamu Maag (Jamu Sakit Pencernaan)

Untuk mengobati segala macam penyakit di pencernaan seperti: perut merasa tidak enak, pedih, panas, mual dll. Kalau banyak makan perut terasa sakit dan sering pedih

Target language text:

It is effective tocure stomach ulcers

This translation utilizes the free translation type. The source language textual material is not translated into the target language equivalences word-for-word. The entire source language textual material is not transferred to the target language equivalences, in this case, every word of the source language sentences does not have a certain equivalence in the target language sentence. The phrases of the source language text, *segala macam penyakit di pencernaan seperti: perut merasa tidak enak, pedih, panas, mual dll.* and *Kalau banyak makan perut terasa sakit dan sering pedih* are simply translated to and incorporated in the target language phrase *stomach ulcers*. Although these phrases are not translated into their equivalence separately (one word replaced by one word), the phrase *stomach ulcers* has represented the message of these phrases. *Stomach ulcers* or *stomal ulcer* is a peptic ulcer which occurs at the side of an anastomosis between the stomach and the small intestine (Critchley, 1978: 1773). In the source language context, the meanings of these phrases refer to the kinds of the symptoms of stomach ulcers, or they indicate the kinds of the symptoms of stomach ulcers. Thus, it could be concluded that the message of those phrases above have been included and represented into the term *stomach ulcers*. The source language phrase *untuk mengobati* is replaced into the target language equivalence *to cure* means 'a particular method of treatment designed to restore health' (Critchley, 1978: 442). The sentence pattern of the target language equivalence takes *the preparatory it* in expressing the infinitive phrase as the subject (to cure stomach ulcers). *Preparatory it* functions as a substitute of the subject. Based on the explanation above, it could be concluded that this translation result represents the source language message.

d. *Source language text*:

Jamu Peputih (Pektay)

Jamu peputih diramu dari bahan-bahan pilihan, untuk mengobati wanita yang menderita sakit keputihan, muka pucat, badan lesu dan perut merasa sakit

Target language text:

Jamu peputih is prepared from selected ingredients which are effective for vaginal discharge, facial pallor and fatigue

The source language text is transferred into the target language equivalence by taking the free translation. In this translation, not every part of the source language text is replaced by target language equivalence. Some parts of the source language text are left untranslated. It can be seen from the translation of the phrase *untuk mengobati wanita yang menderita sakit keputihan* into the phrase *which are effective for vaginal discharge*. In this case, the word *wanita* is left untranslated into the target language equivalence. It does not mean that this translation omits the message of the phrase above, since the term *vaginal* refers to the meaning *pertaining to the vagina*. It is a part of women's reproduction organs. Thus, the message of this phrase is represented in the target language equivalence although the word *wanita* is left untranslated.

The other part of the source language text which is not translated into the target language equivalence is the phrase *perut terasa sakit*. In the source language context above, it refers to the meaning *the pain related to the vaginal discharge*. It does not refer to *the pain related to the diarrhoea* or *the pains occurring in or referred to the disgestion*. Eventhough it is left untranslated, the meaning of this phrase has certainly been included into the phrase *vaginal discharge*.

The message of the source language term *muka pucat* and *badan lesu* have been transferred by the replacement of those terms into the target language equivalences *facial pallor*, means 'unhealthy paleness of the skinor face, and fatigue, (exhaustion)*. Reviewing the illuminations above, it could be summarized that this translation result represents the source language message.

E. Conclusion

The Indonesian-English translations on product label apply the free translation. In the translation process, some lexical and grammatical adjustments are taken to transfer the source language textual material into the target language equivalence in order to make the translation results are acceptable to the readers/consumers. They include the addition of some words, phrases, or sentences within the target language equivalence, the replacement of some phrases or some terms which are simply transferred and incorported to a certain phrase or term, besides some terms which are untranslatable because they introduce the local vocabularies of the source language texts.

Based on data analysis, there are 8 of translation results (data) show that the target language equivalence of the Indonesian-English translation of the product labels have represented the message of the source language text, both in the choice of lexical equivalences and the arrangement of those equivalences into the target language grammatical construction. The other data have not represented the message of the source text, because of the use of inappropriate lexical equivalences and the arrangement of the sentence in target language grammatical construction.

The most characteristics of Indonesian-English translation on product labels are simple, brief, and clear. These characterictics are same with the characterictics of factual translation that is utilized in the business activities.

The Indonesian-English translation on product labels transfer message or meaning of the source language text rather than the form. It can be seen from the use of the free translation. It conforms to the theories of translation proposed in the previous chapter, that translation emphazises to the reproduction of the message of the source language into the target language rather than the conservation of the form.

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