

**THE TRANSLATION OF THE PRODUCT DESCRIPTION
AND INSTRUCTION OF FACE MASK**

A THESIS



By:

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WIDYA MANDALA CATHOLIC UNIVERSITY SURABAYA

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**In Partial Fulfillment of the Requirements for
Sarjana Pendidikan Degree in
English Language Teaching**



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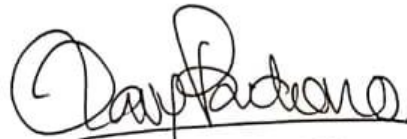
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ABSTRACT

Bong, Y., M. 2019. *The Translation of the Product Description and Instruction of Face Mask*.

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Keywords: Translation, Procedure, Accuracy, Description, Instruction, Source language, Target language.

Translation is needed in many aspects in life as especially when someone use another country's product since translation is the best way to get the same information from the source language because people can comprehend the same meaning to avoid misunderstanding. However, translating is obviously not as simple as it seems. People cannot always translate literally or word by word because each type or genre of sentence requires different procedures. Nowadays, face mask is the most trending skin care used by people is face mask and it contains a lot of information that the readers need to know to use the face mask. This popularity is not only at this moment but also at the past since traditional face mask has been used for a long time. Thus, this study analyzes procedures occur in the translation of the product description and instruction of face mask by using the theory from Phincuk (1977) and to find the accuracy of the the translation of the product description and instruction of face mask by using the rubrics of accuracy by using the theory from Nababan (2012). The data of this study are taken from Indonesian local products and they are famous local brands in Indonesia. The face masks' descriptions and instructions were translated from Indonesian into English. There are four products of face masks used in this study. They are Mustika Ratu, Ovale, Vienna and Sariayu Martha Tilaar. The writer used qualitative method or non-experimental research in analyzing the data. The total pairs of data number are 137 in Indonesian and 137 in English. Therefore, the writer also compare the accuracy with the translation in Google Translate and Sederet to find which is better in the translation of the product description and instruction of face mask. The result shows that there are 79 pairs of accurate data with the percentage of 58,95%, 52 pairs of less accurate data with the percentage of 38,80%, and 3 pairs of inaccurate data with the percentage of 2,25%. The highest percentage (58,95%) goes to accurate category. It means that there are no distortions in meaning and the translations convey the message from the SL to TL accurately. Still, there are some distortions in meaning (ambiguity or deletion that distracts the meaning) with 38,80% goes to less accurate category and 2,25% goes to inaccurate category which means that the source text is not conveyed accurately in the target text. Even though the highest percentage goes to accurate category, which means 58,95% of translations convey the message from the SL to TL accurately.