THE TRANSLATION OF THE PRODUCT DESCRIPTION AND INSTRUCTION OF FACE MASK

A THESIS

By:

Yuri Majoli Bong
1213014007

ENGLISH DEPARTMENT

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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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2019

SURAT PERNYATAAN

Bersama ini saya:
Nama : YURI MAJOLI BONG
Nomor Pokok : 12130190007
Program Studi : Pendidikan Bahasa Inggris
Jurusan : Pendidikan Bahasa dan Seni
Fakultas : Keguruan dan Ilmu Pendidikan Unika Widya Mandala Surabaya

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Dr. B. Budiyono, M.Pd.

Dosen Pembimbing II,

SURAT PERNYATAAN
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Nama Mahasiswa	:	Yuri Majoli Bong
Nomor Pokok	:	12130149007
Program Studi Pendidikan	:	Bahasa Inggris
Jurusan	:	Bahasa dan Seni
Fakultas	:	Keguruan dan Ilmu Pendidikan
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NRP. 12130149007

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This thesis entitled: "The Translation of The Product Description and Instruction of Face Mask" prepared and submitted by Yuri Majoli Bong has been approved and accepted to be examined as a partial fulfillment of the requirement for Sarjana Pendidikan degree in English Language in Faculty of Teacher Training and Education by following advisor.

(Dr. Bartholomeus Budiyono, M. Pd.)

Thesis Advisor

APPROVAL SHEET

(II)

This thesis entitled: "The Translation of the Product Description and Instruction of Face Mask" prepared and submitted by Yuri Majoli Bong has been examined and declared PASSED by the Board of Examiners.

Davy Budiono, S.Pd., M.Hum.

Chairperson

Imelda Gozali, B.Eng., M.Pd.

Secretary

Dr. Bartholomeus Budiyono, M.Pd.

Member

Dr. V. Luluk Prijambodo, M. Pd.

Dean

Faculty of Teacher Training and Education

Hardy Surya Winarlim, M.Sc.

Head

English Education Study Program

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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 especialy 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.