

CHAPTER III

PRESENTATION AND ANALYSIS OF THE DATA

Although there are so many instructions of food and medicine products, only some of them fulfil several requirements for the analysis. It is because not all of those instructions have their translation in English and the same part or section to be translated.

In this analysis, basically, I apply Newmark's analytical approach in criticising some instructions of food and medicine products. Therefore, every instruction is analyzed into four steps. Those are :

1. SL Text Analysis
2. TL Text Analysis
3. Comparison of TL with SL text
4. Quality of Translation

The analysis is divided into two parts. First is the analysis of medicine instructions and second is the analysis of food instructions.

III.1.1. MEDICINE INSTRUCTIONS

III.1.1. Balsem Cap Lang

SL Text

BALSEM CAP LANG
No. Reg. D 7812862

Balsem jerman cap lang dibuat dari bahan-bahan yang bermutu tinggi dan melalui proses pembuatan yang diawasi secara cermat dan teliti oleh apoteker. Penggunaan dan khasiatnya pun telah lama dikenal oleh masyarakat. Balsem ini sangat baik untuk dibawa bepergian maupaun untuk persediaan di rumah. Baik pula digunakan untuk anak-anak.

Indikasi : sakit gigi, pegal linu, gatal-gatal, luka terbakar, luka kepotong, sakit pinggang dan lain-lain penggunaan sebagai obat gosok.

Cara pemakaian: digosokkan pada bagian yang terasa sakit secara merata, sehingga terasa hangat dan menyegarkan. Dapat juga dicampur dengan minyak angin atau minyak urut Cap Lang dan digunakan sebagai campuran kerik.

Kemasan: 10g -20g

Produksi:
P.T. Eagle Indo Pharma Indonesia

TL Text

EAGLE BRAND BALM
Reg. No. D7812862

Eagle Brand Balm is prepared from high quality ingredient and well supervised by a qualified pharmacist during the manufacturing process. Its usage and Effectiveness is already well known for a long time.

Indication: Sprains, rheumatic pain, toot ache, cut burn insect bite, head ache, flu, itching and any muscular disorder.

Direction : Apply the Eagle Brand Balm directly to the affected part. Massage well and allow some time from its deep penetrating action to being the immediate relief together with feeling of warmth and freshness.

Active Ingredients: menthol, Campher, Eucalyptus oil, Methyl Salisylate.

Contains : 10 - 20 g Balm.

**Manufactured By
P.T. Eagle Indo Pharma Indonesia.**

1. SLText Analysis

The SL's intention is to describe the use of balm (Eagle Brand Balm), including its indications, directions and net weight. The language is so simple and sometimes using non-standard Indonesian, such as *luka kepotong*. It contains few culturally-specific words (*pegal limu, gatal-gatal*), no metaphors, no sound effect. The translation method should be communicative since it attempts to make the utterance on first reading more comprehensible and attractive.

2. TL Text Analysis

The translator's intention is to reproduce the precise contextual meaning of the translation. However, the translator misinterpreted the author by omitting certain sections of the text. The missing section is *Balsem ini sangat baik untuk dibawa bepergian maupun untuk persediaan di rumah. Baik pula digunakan untuk anak-anak*. This should be translated because it can influence comprehension of the readers. The translator also added the 'active ingredients' section in his translation, perhaps he wants to convince that the balm is made of high quality ingredients.

3. Comparison of TL with SL text

The title 'Balsem Cap Lang' is translated word to word into 'Eagle Brand Balm'. Choice of word is already suitable with the title.

Grammar

- *Penggunaan dan khasiatnya pun.* is translated into *Its usage and effectiveness is*. This should be *Its usage and effectiveness are*. In this case subject and verb must agree in number or person, therefore *is* here should be *are*.
- *Indication* should be *indications* because it implies more than one indication.
- The spelling of campher should be champhor.
- The better choice of word of *contains* should be content.

Semantic

10g - 20g Balm is ambiguous. The first meaning, net-weight of the balm is 10g and 20 g. The second one is between 10g and 20g. Therefore the appropriate translation might become Pack sizes: 10g & 20g without balm.

4. Quality of Translation

The translator has succeeded in fulfilling the intention of translation although there are still some weaknesses in the translation. The omitting section is not suitable with the context because it influences clearness of the translation. In fact the addition part (active ingredients) can support the information of the balm.

III.1.2. AITO OBAT MATA

SL Text

AITO OBAT MATA

KOMPOSISI:

Asam Borat	2,000%
Seng Sulfat	0,250%
Efedrina HCL	0,050%
Borneol	0,005%

INDIKASI

Obat mata 'AITO' adalah obat mata yang sangat mujarab untuk menyembuhkan hampir segala macam penyakit mata. Obat ini memiliki khasiat-khasiat antara lain khasiat antiseptik, adstringens dan menyejukkan mata.

Obat mata 'AITO' dapat menyembuhkan secara sempurna lelah mata, conjunctivitis, cornitis dan radang mata lainnya. Juga sangat baik untuk mata yang kemerah-merahan selalu berair, kemasukan debu dsb.

Pemakaian obat mata 'AITO' secara teratur pada mata yang sehat dapat mencegah penyakit-penyakit mata tersebut diatas, dapat pula menambah keindahan mata serta memperkuat daya lihatnya.

ATURAN PAKAI

Buka dulu tutup botol plastiknya dan tekanlah perlahan-lahan kedua sisinya, guna keluarnya cairan obat mata tetes demi tetes. Pakailah sehari 3 atau 4 kali, setiap kalinya 2 atau 3 tetes.

Perhatian: Ujung botol plastik jangan menyentuh permukaan mata ataupun benda-benda lain, karena ini dapat menyebabkan kontaminasi cairan obat mata yang ada di dalamnya. Setelah pemakaian agar botol plastik ditutup rapat kembali.

REGISTRASI;No. D. 2018764.

Produksi dari
P.T. SANDA FARMA
SURABAYA-INDONESIA

TL Text

**AITO
EYE LOTION**

COMPOSITION

Boric Acid	2,000%
Zinc Sulfate	0.250%
Ephedrine HCL	0,050%
Borneol	0,005%

INDICATION:

'AITO' Eye Lotion is a very effective lotion which can be used nearly for all kinds of eye diseases. This lotion combines many remedial features. It performs the function of an adstringent, an antiseptic, and a soothing effect. It cures quickly eye fatigue, conjunctivitis, cornitis, and other inflammations of the eyes. Also, it is good for the eyes that are bloodshot, watery, dusty etc.

If AITO Eye Lotion is constantly applied to the normal eyes it does not only prevent eye diseases but on the positive side, it beautifies the healthy eyes and strengthens their vision.

DIRECTION FOR USE;

Take off the cap and press the sides of the container lightly to obtain the come-out of the lotion drop-wise. Apply 2-3 drops, 3-4 times daily.

Caution: Do not touch dropper tip to any surface, since this may contaminate the solution. Turn the cap of the plastic container tightly after using it.

REGISTERED; No D. 2018764

Product of
P.T. SANDA FARMA
SURABAYA-INDONESIA.

1. SL Text Analysis

This is an instruction of eye lotion marked AITO which is effective according to the author. Sometimes the SL exaggerates its writing in indication part specially if it is read by readerships who have medical background. The language is simple and natural. It contains few medical terms, no metaphor and no idiom. In Direction,

although it can be comprehended, but there are so many grammatical errors. The language doesn't follow the standard. However, this text should be translated communicatively since its purpose is to persuade the readership.

2. TL Text Analysis

The translator has attempted an accurate, smooth and natural version of the original. The language is rather formal than it is in the original. There are neither additions nor subtractions part. Choice of words are already appropriate, e.g. , bloodshot, watery, a soothing effect, etc.

3. Comparison of TL with SL text

The Title

AITO OBAT MATA is translated into AITO EYE LOTION. The use of lotion here is appropriate since lotion means liquid medicine.

Grammar

Mostly the grammar are already appropriate, only some of them which are not correct. Those are

- Transcription of indication for *indikasi* should be *indications* with 's' in the final word. Another transcription of words which are not correct are *fatigue* (should be *fatigue*), *adstringent* (should be *astringent*), and *conjunctivitis* (should be *conjunctivitis*)

- In TL text, the translation of *aturan pakai* is *directions for use*. Actually this is not wrong, but to make it more efficient, directions for use can be change into *directions only*.

Semantic

- ...*dan tekanlah perlahan-lahan kedua sisinya, guna keluarnya cairan obat tetes mata tetes demi tetes* is translated into *press the sides of the container lightly to obtain the come-out of the lotion drop-wise*. It is better to translate it into : ...
Press the sides of the container lightly to obtain the lotion drop wisely.
- It's better not to put 'produksi dari' - 'product of' because it seems to be redundant.

4. Quality of Translation

As a vocative text, the translation achieves its objective. It can be immediately comprehended by the readership as it is free from synonyms and idioms. It seems that the redundancy in the translation can be covered by the ability of the translation.

III.1.3. CAP LANG MINYAK URUT

SL Text

CAP LANG MINYAK URUT
Netto:30 ml

Minyak urut Cap Lang dibuat dibawah pengawasan Apotheker yang berpengalaman. Hanya memakai ramuan-ramuan yang murni dan terpilih.
OBAT LUAR

Baik untuk melegakan dan menghilangkan sakit tulang, sakit pinggang, salah urat, keseleo, rheumatik dan pegel linu.

CARA PEMAKAIAN

Gosoklah minyak urut Cap Lang pada tempat yang sakit secara merata, sampai merasa panas dan nyaman.

TL Text

EAGLE BRAND LINIMENT

Netto: 30 ml

Eagle Brand Liniment is prepared according to special formula by selecting high quality ingredients.

FOR EXTERNAL USE ONLY

For the relief of muscular, rheumatism, lumbago, neuralgia, sciatica, stiff neck, sprains, muscular cramp.

Stiffness and soreness of muscles after severe exertion of exposure. Apply the liniment liberally to the affected area will give a warm and comforting effect.

1. SL Text Analysis

The SL's objective is to describe the use of Minyak Urut Cap Lang (Eagle Brand Liniment) which is effective for any muscular disorders. The language used is very simple and natural. Cultural lexical words are often used in the translation, such as *salah urat*, *keseleo*, *pegel linu*, etc. Translation method Should be communicative in order to make the translation more comprehensible.

2. TL Text Analysis

The translator attempts to make the translation similar to the original text. There are some choice of words which are not suitable with the context. The phrase *stiffness and soreness of muscles after severe exertion* seems unnecessary as it is already completed in indication part before.

3. Comparison of TL with SL Text

Title

CAP LANG MINYAK URUT is translated into EAGLE BRAND LINIMENT. The problem here is in the SL Text that is titled the product CAP LANG MINYAK URUT. In order to make the title in SL Text more suitable with the structure of the source language, the title is changed into MINYAK URUT CAP LANG.

Grammar

- In the translation, there are two translation of *sakit pinggang*, those are lumbago and sciatica. It seems to be redundant, therefore it's better to put only lumbago or sciatica only.
- The appropriate translation for the first part (*Minyak urut Cap Lang dibuat dibawah ...*) is 'Eagle Brand Liniment is prepared from high quality ingredients and well supervised by qualified pharmacist.
- *For the relief of muscular* doesn't come in sense. The better one is *For the relief of any muscular disorders*.
- *Apply the liniment liberally to the affected area will give a warm and comforting effect* is not correct sentence because there is no parallelism in the sentence. The correct one is *Apply the liniment liberally to the affected area until it gives a warm and comforting effect*.

4. Quality of Translation

Referentially, the main ideas of the SL Text are reproduced. Additional part seems unnecessary and sometimes its choice of language is not suitable with the context. There are also some grammatical errors. However, translation of cultural words are already appropriate.

III.1.4. DECADRYL

SL Text

DECADRYL

EXPECTORANT

DECONGESTANT, ANTIPASMODIC AND DEMULCEN

Decadryl expectorant menyembuhkan dengan segera:

- Batuk, pilek, influenza, asthma, sakit ulu hati, gangguan perut, mabok darat, laut dan udara, sesak napas, parkinson, penyakit2 karena alergi, dll.
- Mengencerkan sekresi yang kental sehingga riak mudah dikeluarkan, memberikan perasaan lega dan rasa nyeri berkurang.

Decadryl expectorant mempunyai rasa yang enak segar sehingga memberi kepuasan kepada pemakai.

ATURAN PAKAI

DEWASA: 1 atau 2 sendok teh tiap 2 atau 3 jam. Jangan lebih dari 14 sendok teh dalam sehari.

ANAK : 6 tahun ke atas.

½ sampai 1 sendok teh tiap 3 jam. Jangan lebih dari 6 sendok teh dalam sehari.

KEMASAN : Botol 60 ml. No. Reg. D 2018068

Botol 120 ml No. Reg. D 2018068

TL Text

**DECADRYL
EXPECTORANT
DECONGESTANT, ANTIPASMODIC AND DEMULCENT**

Decadryl expectorant cures quickly:

- Coughs, colds, flu, asthma, gastritis stomach disturbances, in cases of tightness in the chest, parkinsonism, allergic diseases, etc.
- IT dilutes tenacious secretion, facilitates expectoration, and relieves pains.

Decadryl expectorant has a nice flavour is refreshing and gives satisfaction to user.

DOSAGE

ADULTS : 1 or 2 teaspoonfuls every two or three hours. No more than 14 tea spoonfuls per day

CHILDREN : 6 years of age and older.

½ to 1 teaspoonfuls every three hours. No more than 6 teaspoonful per day.

PRESENTATION bottles of 60 ml. Reg No. D 2018068

bottles of 120 ml. Reg. No D. 2018068.

1. SL Text Analysis

The text's intention is to describe the effectiveness of Decadryl Expectorant.

The language is simple and contains medical terms. For those who do not have knowledge of medicine, these terms are not easy to understand. Lexical words show up lexical gap in the TL, for example: *mabok darat, laut dan udara*. There should be 'composition' part in the SL text because it is very important for readership to know ingredients which prepare this expectorant. The translation method should be communicative throughout.

2. Translator's intention and method

The Translator's objective is to reproduce the precise contextual meaning of the translation. Sometimes the translator doesn't put appropriate word for the translation (e.g. in cases of tightness in the chest, presentation)

3. Comparison of TL with SL Text

Grammar

- *Decadryl expectorant mempunyai rasa yang enak segar sehingga memberi kepuasan kepada pemakai* is translated into *Decadryl expectorant has a nice flavour is refreshing and gives satisfaction to user*. Here, the grammar is not correct. The appropriate translation might become *Decadryl Expectorant which has nice flavour is refreshing and it gives satisfaction to the user*.
- *Kemasan* which is translated into presentation is not suitable with the context. *Pack sizes* is more appropriate for the translation.

Direction for use is more suitable translation for *aturan pakai* rather than *Dosage*.

Semantic

- *In cases of tightness in the chest* should be eliminated because it is already represented by *asthma*.
- There is omission of translation *mabok darat, laut dan udara* since it doesn't have equivalence word for that phrase. However, *Gastritis stomach disturbances* might be meant to represent the phrase.

- 'Influenza' is put in SL and 'Flu' is put in 'TL'. The translation should be vice versa.

4. Quality of translation

The translation has already achieved its intention as a vocative text. The language is simpler than the original eventhough there are some instances of grammatical errors, sometimes inevitable in the context of different collocations and misprint. However, a vocative text such as this one offers a wide range translation solution than many other text-types.

III.1.5. ALUS AYU PIL

SL Text

ALUS AYU PIL

(Memelika kehalusan dan kelembutan kulit dari dalam)

Kelembutan dan kehalusan adalah dambaan setiap wanita. Suatu gejala umum yang sering menimpa para wanita yaitu terjadinya proses peradangan pada kelenjar minyak yang terdapat diseluruh bagian tubuh dengan sebutan jerawat hingga menjadikan kulit rusak dan kasar. Faktor utama penyebab peradangan adalah adanya timbunan lemak dibawah kulit.

ALUS AYU PIL diramu secara khusus untuk membantu mengurangi kelebihan lemak sehingga mencegah timbulnya proses peradangan pada kulit diseluruh tubuh dan menjadikan kulit halus , lembut dan berseri.

KHASIAT DAN KEGUNAAN

Menghaluskan & melembutkan kulit dari dalam, memperbaiki jaringan-jaringan kulit yang rusak dan kasar. Juga bermanfaat untuk merawat kecantikan dan kelembutan kulit agar kulit nampak segar dan tidak kering.

CARA PEMAKAIAN

Minumlah secara teratur 3 kali sehari @ 5 pil.
Untuk perawatan cukup 1 kali sehari @ 5 pil.

ANJURAN;

Sebaiknya jangan banyak makan makanan yang berlemak.

KOMPOSISI / COMPOSITION;

Curcumae rhizoma 20%, curcumae aeruginosea Rhizoma Extract 20%, Caricae Folium 20%, Languatis Rhizoma 20 %, Anacardi Folim 20%.

TL Text**ALUS AYU PIL**

Every woman desires softness and gentleness of her skin. The general symptom that often appear in the inflammation of oil gland in the body namely acne because it ruins and makes the skin rough.

The inflammation caused by fat accumulation under the skin. Alus Ayu pil is specially made to reduce excessive fat and prevent acne, keep softness and gentleness of skin, and make the skin shine.

EFFECT AND USAGE

It used to soften and smoothen the skin, treat from inside, repair ruined and rough skin tissues. It also keeps the beatifuy and softness of skin, so it seen fresh.

DIRECTION FOR USE

Take regularly 5 pills three times a day.
For treatmen: 5 pills once a day.

ADVICE

It is better to decrease fatty food.

1. SL Text Analysis

The SL Text attempts to demonstrate effectiveness of Alus Ayu Pil that is kind of medicine to keep softness and beauty of the skin. The language used is simple

and natural. It is easy to understand except in the composition part, the author uses Latin in mentioning the ingredients. In this instruction the text is translated into two languages, relying on a few emotive words to attain its persuasive, indeed propaganda effect. Therefore the translation method should be communicative throughout.

2. TL Text Analysis

The translator's objective is to reproduce the precise contextual meaning of the original text. The language is rather more formal than the original one. The translator shows himself aware of the importance of a strong emotive effect and of using idiomatic language, such as *make the skin shine*.

3. Comparison of TL with SL Text

Title

The translation doesn't translate the title. Actually, the translation of the title or at least the explanation in the bracket is important because it influences image of the readership. Alternative translation for this :ALUS AYU PILL (*Keeping the skin soft and gentle*)

Grammar & Semantic

There are errors in grammar which have relation with semantic, therefore it needs revision, such as :

- The general symptom often appear in the inflammation of oil gland in the body namely acne because it ruins and makes the skin rough' is not effective and correct in grammar. The better translation could be *The general symptom that*

often happens to every woman is inflammation of oil gland in the body, namely acne. It can ruin the skin and make the skin rough.

- Revision for the next translation is: 'The inflammation is caused by fat accumulation under the skin. Alus Ayu Pill is specially made to reduce excessive fat and to prevent acne. It keeps the skin soft and gentle. It also makes the skin shine.
- In effect and Usage, there are no parallelism between sentences. Alternative translation for this : *It smoothes and softens the skin from inside, repairs ruined and rough skin tissues. It also keeps the skin soft and fresh.*
- 'Khasiat dan Kegunaan ' is translated into 'Effect and Usage'. It is translated word for word. The better translation might be 'Indications'.

4. Quality of Translation

Referentially the main ideas if the SL Text are reproduced by the translator, although there are weaknesses in the translation. It needs revision specially for its grammar and choice of language, as the propaganda and publicity areas of vocative texts normally require more creative or inventive translation than the other types of text.

III.1.6. MEDICARE SABUN KESEHATAN.

SL Text

MEDICARE SABUN KESEHATAN

Farnesol plus (Farnesol + TCC)

Farnesol merupakan produk paten dari Jerman, Farnesol terbuat dari sari alami tumbuh-tumbuhan yang telah diuji secara klinis efektif mencegah bau badan. Farnesol yang dikombinasikan dengan TCC efektif membasmi bakteri yang mengganggu. Penggunaan secara rutin dengan Medicare Farnesol Plus akan melindungi kulit keluarga anda, menjadikan kulit lebih segar dan sehat.

MENGHINDARI INFEKSI KULIT DAN JERAWAT

Bersihkan bagian-bagian tubuh yang terkena infeksi dengan Medicare Farnesol Plus, sampai berbusa dan biarkan beberapa saat, kemudian bilas sampai bersih.

BIANG KERINGAT

Bersihkan daerah yang terkena biang keringat dengan Medicare Farnesol Plus, biarkan busanya beberapa saat dan bilas sampai bersih.

BAU BADAN

Untuk mencegah bau badan, gatal-gatal dikaki dan segala bentuk iritasi kulit lainnya yang disebabkan karena pengeluaran keringat yang berlebihan, bersihkan bagian tubuh dengan Medicare Farnesol Plus. Biarkan busanya beberapa saat dan bilas sampai bersih.

KETOMBE DAN GATAL-GATAL DI KULIT KEPALA

Gosokkan Medicare Farnesol Plus sampai cukup berbusa dan biarkan selama 30 menit, bilas dengan air. Gunakan secara rutin untuk mendapat hasil yang maksimal

TL Text

MEDICARE MEDICATED SOAP

FARNESOL PLUS (FARNESOL = TCC)

Farnesol is a patent product from Germany FARNESOL, an extract from natural plant, is clinically proven to be effective in preventing the growth of body odour.

FARNESOL, combining with TCC, is effective in killing germ and bacteria. Frequent use of MEDICARE FARNESOL PLUS will protect your family's skin to be fresh and healthy.

SKIN INFECTION, BOILS, AND PIMPLES

Thoroughly wash the affected part with MEDICARE FARNESOL PLUS, leaving the lather on the skin for a short time, then rinse off with water.

BODY ODOUR

For body odour, itchy feet and other irritations caused by excessive perspiration, wash all affected parts with MEDICARE FARNESOL PLUS leave lather on for a few minutes then rinse off with water.

DANDRUFF AND LICE IN THE HAIR

Make a good lather and leave in the hair for 30 minutes, rinse well with water. Repeat this treatment at regular intervals.

1. SL Text Analysis

The SL's objective is to describe the use of 'MEDICARE, MEDICATED SOAP. Its effectiveness is to keep the skin fresh and healthy. The language used is simple and natural. It means that the language is not difficult to understand. Unfortunately, there are so many errors in punctuation, e.g. *...bersihkan bagian tubuh dengan MEDICARE FARNESOL PLUS. biarkan busanya beberapa saat dan bilas sampai bersih.* Since this text is vocative, the translation method should be communicative.

2. TL Text Analysis

The translator's objective is to reproduce the precise contextual meaning on the translation. Most shifts from SL to TL are in conformity with the norms of the target language and do not require innovative expression.

3. Comparison of TL with SL Text

Grammar

There are no explicitly written part of 'indication' and 'direction for use' both in SL and TL Text. The sentence punctuation that keeps sentences as units of translation is not well preserved. Examples of The problems and solutions are discussed below:

- *Farnesol merupakan produk paten dari Jerman. Farnesol terbuat dari ... is translated into Farnesol is a patent product from Germany Farnesol Thus, there should be full stop between 'from Germany' and Farnesol' to indicate that the sentence is over, then it is continued by the next sentence.*
- *Thoroughly wash the affected part with MEDICARE FARNESOL PLUS. leave the lather the use of pure verb 'leave' to indicate imperative sentence.*

4. Quality of Translation

The translator has realised his objective in which the main ideas of the SL Text are referentially produced. The language is more formal than it is in the original with the right word in the right place. There are several instances of punctuation errors. Infact, the use of more general words helps to strengthen the pragmatic effect.

III.2. FOOD INSTRUCTIONS

III.2.1. Tini Wini Biti

SL Text

**Tini Wini Biti
bites of fun**

Marie imut untuk segala suasana. Bawa deh marie enak dan bergizi ini buat bekalmu ke sekolah, piknik atau ke mana saja. Jangan lupa bagi teman-teman. Nah, sekarang ayo bersenang-senang!

Komposisi:

Tepung terigu, lemak nabati, soda kue, kue, garam, lechitin, susu bubuk, aroma Vanili.

Sebaiknya digunakan sebelum tanggal: July'99

Diproduksi oleh: PT Konimex Solo-Indonesia

TL Text

**Tini Wini Biti
bites of fun**

Fun marie for any time. Bring this tasty'n nutritious marie to school, to picnic, anywhere. Enjoy the bites of fun, and share it with everyone. Now, ...let's have fun!

Ingredients:

Wheat flour, vegetable fat, baking soda, sugar, salt, lecithin, full cream milk powder, vanilla flavour.

Best before: July'99.

1. SL Text Analysis

The SL Text attempts to describe the tasty biscuit named MARIE TINI WINI BITI and supported by its ingredients. The language used by the author is informal and slang. There are words, such as *deh* and *nah* to concentrate meaning. It seems

that this is specially made for children and teenagers as the consumers.target. Since this is vocative text, the translation method should be communicative.

2. TL Text Analysis

The translator attempts to make the translation similar to the SL Text. However the language is rather more formal than it is on the original. Imperative sentences are appropriate with the translator's intention to persuade the consumers.

3. Comparison of TL with SL Text

Title

The SL and TL text have the same title , that is TINI WINI BITI BITES OF FUN. It is so funky and attractive. The phrase 'Bites of Fun' which is not translated makes the translation more interesting.

Grammar

- *Marie imut* is translated into *Fun Marie*. Actually, there is alternative translation for *marie*, that is biscuit. *Marie* is such biscuit the Indonesian people named it. Here, the translator still maintains the word *marie* to keep the cultural image for consumers target and to make the translation more attractive.
- '*Bawa deh marie enak dan bergizi ini* is translated into 'bring this tasty'n nutritious marie'. 'Tasty'n' is actually abbreviation of 'tasty' & 'and'. Its transcription follows such slang which is famous today.
- 'Best before' is example of idiom in this translation.

Semantic

- 'Enjoy the bites of fun' has no precise sentence in the source language (Indonesia) which has to be translated. This case is kind of additional meaning.
- 'Deh' and 'Nah' are words having no equivalents in the target language (English). In the SL text they function to stress meaning.

4. Quality of Translation

The translator has successfully realised his objective. The same pragmatic effect toward the readership has already achieved by both text. The language is more formal than the original's. It is caused by gaps in languages. There are Indonesian words which do not have equivalence in English. Thus, the text achieves its objective as vocative text, that is immediate comprehension of the readership.

III.2.2. RAWON

SL Text

RAWON
BUMBU MASAKAN INDONESIA **bamboe**

- ◆ ¼ daging sapi gemuk
 - ◆ daun bawang
 - ◆ Rebuslah daging dengan 1 liter air sampai setengah matang, potong persegi kecil-kecil.
 - ◆ Campurkan bumbu 'bamboe', dan daun bawang, masak sampai empuk.
 - ◆ Hidangkan dengan sambal, taoge dan kerupuk.
- Tambahkan garam kalau kurang asin.

Komposisi:

Bawang merah/putih, laos, ketumbar, sereh,, kunir, lombok, kluwek, garam, minyak nabati.

**BAMBOE
SURABAYA-INDONESIA**

Sebaiknya digunakan sebelum : oct'99 netto: 30 g

TL Text

**EAST JAVA SPECIES BEEF SOP
Indonesian instant spices**

- ◆ 250g (1lb) fat beef.
- ◆ stalks onion leaves cut in 1 inch strips (optional)
- ◆ Boil beef un 5 cups water for 20 minutes, cut half cooked into ½ inch cubes, reboil, stirring in 'bamboe' spices and onion leaves, simmer until meat is tender. Serve with sambal/chili sauce and kerupuk.

1. SL Text Analysis

This instruction only consists of direction and composition. It is about *Rawon*, kind of soup which is famous among Javanese. The language is simple, informal and natural, so that it is easy to understand. Choice of words are familiar with the Indonesian people but arrangement of every section in instruction is not well orderly. However, communicative method is appropriate with the text.

2. TL Text Analysis

It seems that the translator wants to reproduce the precise contextual meaning of the SL text. Unfortunately, the way the translator translates the text is not suitable with the target language which is acquired. There are so many additions and omission in this translation. There are also sentences which are not parallelism with the others.

3. Comparison of TL with SL Text

Title

RAWON (EAST JAVA SPECIES BEEF SOUP) is the title. The transcription of *species* should be *spices*. Actually *rawon* can not be translated because there is no equivalent word for this. However, the translator uses bracket for the translation of 'rawon'. Here the translator explains what the 'rawon' is. 'Rawon' is kind of soup which comes from East Java. It is made with beef.

Grammar

In this translation, there are some sentences which are not parallelism, specially in form of verb. There are also shifts of meaning which can influence the translation.

- *Rebuslah daging dengan 1 liter air sampai setengah matang, potong persegi kecil-kecil* is translated into *Boil beef in 5 cups water for 20 minutes, cut half cooked into ½ inch cubes*. The better translation can be *Boil the beef in 5 cups of water for 20 minutes, then cube this likely done beef*.
- *Campurkan bumbu bamboe, dan daun bawang, masak sampai empuk* is translated into *reboil, stirring in bamboe spices and onion leaves, simmer until meat is tender*. Alternative translation for this : *Reboil, stir in bamboe spices and onion leaves, simmer until meat is tender*.

Semantic

- Omission and addition in both of the texts can influence the meaning of the translation.

- *Daun bawang* is translated into *3 stalks onion leaves cut in 1 inch strips (optional)*. The translation is more complete than the original's. Alternatively, the original is completed like the TL text as the explanation is very important. The SL might become *3 lembar daun bawang dipotong-potong sepanjang 1 inci atau sesukanya*.
- *Hidangkan dengan sambal, taoge dan kerupik* is translated into *Serve with sambal/chilli sauce and kerupuk*. The 'Taoge' is omitted. In fact, the better alternative translation is that it shouldn't be omitted. We still put 'taoge' in the translation.

4. Quality of Translation

The intention of the text is not fully achieved by the translator. A few shifts of meaning seems unnecessary. It can influence the translation. In fact, readership who only understand English will be confused after reading it. However the main idea of the original text is already represented by the translation.

III.2.3. DANONE VITAMARIE

SL Text

DANONE VITAMARIE

Danone Vitamarie adalah biskuit marie pertama yang kaya nutrisi khusus dibuat untuk kebutuhan pertumbuhan anak Indonesia.

Meenyadari pentingnya gizi di usia awal, Danone menciptakan Vitamarie dengan menggunakan bahan-bahan terpilih dan susu yang lezat. Vitamarie dibuat dari tepung gandum, susu dan juga diperkaya dengan 5 vitamin (A, B1, B2, B6, B12) dan 2 mineral (Kalsium dan zat besi). Kandungan protein dalam 100g Vitamarie setara dengan segelas susu. Danone Vitamarie enak dinikmati bersama susu ataupun dimakan begitu saja.

TL Text

DANONE VITAMARIE

Danone Vitamarie is the first marie biscuit enriched with nutrition that is especially made for growing Indonesian children.

As good nutrition is important from an early age, Danone has created Vitamarie, with the best selected ingredients and the good taste of milk. Made from wheat flour, milk and enriched with 5 vitamins (A, B1, B2, B6, B12) and 2 minerals (calcium and iron), 100g of Danone Vitamarie is as much protein as one glass of milk. Danone Vitamarie can be served with milk or straight from the pack.

1. SL Text Analysis

The SL's objective is to describe the first marie biscuit enriched with nutrition (DANONE VITAMARIE). The language used is simple and formal although the consumers target are children. Since this is vocative text, translation method should be communicative.

2. TL Text Analysis

The translator's objective is to reproduce the precise contextual meaning on the translation. There are neither addition nor omission part. The use of idiomatic language is made to emphasize a strong emotive effect, such as 'That is especially made for growing Indonesian children'.

3. Comparison of SL with TL Text

Grammar

Mostly the problem are on the use of preposition, those are:

- The phrase *As good nutrition is important from an early age* is not correct specially in the use of . preposition 'from'. The correct one is. **In.**
- 'Made from...'. doesn't seem as complete sentence and the preposition 'from is not correct. The better translation can be 'Danone Vitamarie is made of.... 100g of Danone vitamarie is as much protein as one glass of milk'.

4. Quality of Translation

The translation achieves its intention as a vocative text. The communicative translation method is realised by the author. In this translation, several grammar need revision. However, the main ideas of SL text are reproduced so that the translation is comprehended by the readership easily.

III.2.4. SAMBAL BANGKOK

SL Text

SAMBAL BANGKOK

Teman santap istimewa untuk menikmati ayam goreng atau rebus seafood.

Komposisi

Cabe merah, gula, garam, bawang putih, asam asetat, asam sitrat, natrium benzoat.

Simpan di lemari es setelah dibuka.

TL Text

SWEET & SOUR CHILLI SAUCE

An exotic accompaniment to enjoy fried or steamed chicken, seafood, etc.

Ingredients:

Red chilli, sugar, salt, garlic, acetic acid, citric acid, sodium benzoate.

Refrigerate after opening

Manufactured by

IKA FOODS Bandung-Indonesia

1. SL Text Analysis

The text's intention is to describe SAMBAL BANGKOK , that is kind of sauce which is famous among Javanese. The language used is simple, natural and informal. It contains few culturally-specific words, no sound effect and no metaphors. Translation method should be communicative since it attempts to make the utterance on first reading more comprehensible and attractive.

2. TL Text Analysis

The translator's objective , as in all vocative texts, is to produce the same effect on his readership. As there is much cultural overlap, this is theoretically

possible. Here, it seems that the translator wants to reproduce the precise contextual meaning of the original. The translator uses simple choice of words to make the translation easy to understand.

3. Comparison of SL with TL text

Title

SAMBAL BANGKOK which is translated into SWEET & SOUR CHILLI SAUCE seems strange, because it can eliminate essence and brand of the product. The translator only thinks about the taste but not the brand of the product. The title/the brand still can be changed into the better one although it doesn't have equivalence, the better translation can be BANGKOK CHILLI SAUCE.

Semantic

- Case of over translation is *Ayam goreng atau rebus seafood* which is translated into *fried or steamed chicken, seafood, etc.*
- Alternative translation for *Refrigerate after opening* is *store in cool and dry place*. That's why the SL must be changed into *simpan di tempat yang sejuk dan kering*.

4. Quality of Translation

All the propositions of the original are reproduced by the translator. There are case of semantic and over translation which are sometimes inevitable with the context.

III.2.5. MADUJAGO**SL Text****MADUJAGO****KOMPOSISI**

Menyehatkan badan, mengurangi rasa lesu, letih lemah, lelah dan linu-linu, menambah tenaga, meningkatkan khasiat dan menyedapkan jamu yang diminum.

CARA PEMAKAIAN

Satu bungkus dicampur langsung ke dalam ½ gelas (100ml) seduhan jamu serbuk, jamu godok atau ke dalam 1 gelas minuman lain dan diaduk sampai rata.

PENYIMPANAN: Di tempat yang sejuk.

Sebaiknya digunakan selama 2 tahun sejak pembuatan.

TL Text**MADUJAGO****COMPOSITION**

Mel depuratum added with other ingredients up to 100%.

INDICATION:

To maintain health. To prevent fatigue and muscle pains. To improve stamina and to perfect the taste of herbs, tea, coffee, milk, bread spread, etc.

DIRECTION FOR USE:

Mix the whole contents of Madujago with ½ glass (100ml) of your drink, stir evenly, and drink it.

STORAGE: Store in cool and dry place.

Best used before 2 years of production.

1. SL Text Analysis

The SL's intention is to describe the effectiveness of Madujago (kind of traditional food to maintain stamina). The language is simple and natural. It contains several culturally words, such as: 'linu- linu and jamu.'. These words do not have

their equivalence. However, this text should be translated communicatively since its purpose is to persuade the readership.

2. TL Text Analysis

The translator tries to make the translation similar to the original. The translator seems to make the translation straight to the point. The translator sometimes puts adding and omitting certain words and changing of emphasizes, such as 'jamu'. 'Jamu' which doesn't have equivalence in English is translated into 'drink'.

3. Comparison of SL with TL text

Grammar

- Spelling of INDICATION and DIRECTION should be added by 's' so that they become INDICATIONS and DIRECTIONS FOR USE.
- To make good sentences in INDICATIONS, there should be subject which implies to Madujago. Therefore, better translation could be *It maintains health as well as prevents fatigue and muscle pains. It also improves stamina and makes the perfect taste of herbs, tea, coffee, milk, bread spread, etc.*
- The spelling of *fatigue* should be *fatigue* and *contet* should be *content*.

Semantic

- Both in the SL and TL Text, the main ingredient is written MEL DEPURATUM which implies to Madu (honey)

- The author translates *jamu* into 'herbs, tea, coffee, milk bread spread, etc' Change of emphasize also happens to 'Direction for Use', that is 'jamu' which is translated into 'drink'. We can notice here that adjustment is a matter of taste of the author.

4. Quality of Translation

Mostly the propositions of the original are reproduced by the translator so that the intention of the text is easily achieved. A few changes of emphasizes seem unnecessary and there are also grammars which need revision.

III.2.6. TULIP CHOCOLATE COATING

SL Text

COKLAT COATING

PETUNJUK PENGGUNAAN

Untuk hasil terbaik:

Simpan di tempat sejuk dan kering. Jika akan didinginkan, bungkus rapat dengan kertas aluminium dan plastik. Tunggu hingga bunga es hilang sebelum bungkus dibuka.

Di tempat hangat, lemak nabati atau gula dapat berwarna putih keabuan yang tak berbahaya, tak mempengaruhi rasa dan akan hilang saat dilelehkan.

Hindari dari lembab atau uap karena coklat akan mengeras. Peralatan harus kering. Saat melelehkan coklat, jangan ditutup.

Sebelum coklat dilelehkan, potong atau parut lebih dulu.

UNTUK PANCI SUSUN

Air di panci dasar jangan menyentuh panci di atasnya. Panaskan air. Taruh panci berisi coklat di atasnya. Matikan api dan biarkan hingga coklat meleleh.

UNTUK MICROWAVE

Panaskan tanpa ditutup pada temperatur tinggi hingga hampir meleleh (1-1,5 menit). Buka dan aduk.

TL Text**CHOCOLATE COATING.****POINTERS.****For best result:****Store in cool, dry place. To refrigerate, wrap tightly in foil, then plastic. Thaw completely before unwrapping.****In warm places, vegetable fat or sugar may form a greyish, white bloom. It harmless, does not affect flavour, and will disappear on melting.****Avoid moisture or steam touching chocolate as it will stiffen. Keep utensils dry. Do not cover while melting.****Chop or grate before melting. Do not rush process.****DOUBLE BOILER****Water in bottom pot must not reach top pot. Boil water. Place pot containing chocolate on top. Turn of heat. Let stand until melted.****MICROWAVE****Heat uncovered, on HIGH until almost melted (1-1,5). Remove and stir.****1. SL Text Analysis**

The SL attempts to describe how to use TULIP CHOCOLATE COATING.

The language used is simple and technical. The SL text contains directions and cautions. There are many imperative sentences, no metaphor and no idiom. Further the text is well written. Translation method should be communicative in principle.

2. TL Text Analysis

The translator has attempted an accurate, smooth and natural version of the original. The unit of translation is often imperative sentences. The way the translator translate the text is straight forward but it doesn't loose basic meaning.

3. Comparison of SL with TL text

Title

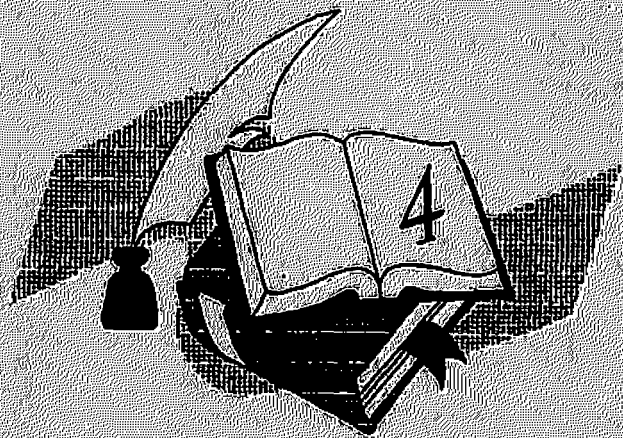
The word *coating* remains the same both in SL and TL text. Actually there is equivalence word for 'coating' that is *pelapis*. So, the title in SL text becomes 'Coklat Pelapis'. Whether it is changed or not is a matter of taste.

Grammar

- Mostly the grammar and choice of word are already appropriate. The sentence punctuation is preserved, thereby keeping sentences as unit of translation. Pure verb in the beginning of the translation is to emphasize that the sentence is imperative. However, there is grammar which is inadequate, that is *Matikan api dan biarkan hingga coklat meleleh* is translated into *Turn off heat. Let stand until melted*. The better translation could be *Let it stand until melted*.

4. Quality of Translation

The translator has successfully realised his objective. Referentially, the main ideas of SL text are reproduced. There are several instances of imperative sentence and only in one or two instances is the translator's response inadequate.



CHAPTER IV

CONCLUSION AND SUGGESTIONS