

ABSTRACT

Sari, Budi Indah. "A Study of the English Translation of the Ibis Accor Hotel Brochures". A thesis submitted as the partial fulfillment of the requirement for the sarjana degree of the English Department Faculty of Letters Airlangga University: 2006.

Through this study, the writer tries to find out the mistakes in the English translation of Ibis Accor Hotel brochures and to find out the more appropriate translation and the translation procedures used to improve the translation.

In this study, the writer used descriptive qualitative research since the data taken are not in the form of number and aimed to give explanation about the English translation used in hotel's brochures of Ibis Accor Hotels. The sample obtained is described qualitatively.

In collecting the data, firstly the writer collected the brochures of a number of hotels in Surabaya. Then, the writer selected the brochures that were written in two languages, the Indonesian language and the English language as the source and the target languages. Finally, the writer took the eight brochures of the Ibis Accor Hotels as the main data as they were written in the two languages.

After analyzing the English translation of the brochures of Ibis Accor Hotel using translation procedures that is recommended by Vinay and Darbelnet, the writer suggests that most of English translation applied in the brochures of Ibis