

## The Translation Analysis of Bidding Advertisements Advertised in Newspapers

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### ABSTRACT

The present study entitled *The Translation Analysis of Bidding Advertisements Advertised in Newspapers* was a case study that focused on investigating the translation procedures used in translating special terms of bidding advertisements advertised in Newspapers from English into Indonesian, and finding out the quality of English-Indonesian translation in Bidding Advertisements Advertised in Newspapers. A descriptive method was applied and the data were organized and analyzed as qualitative data using Newmark's theories and procedures (1988). In this research, the findings indicated that literal translation procedure was the highest procedure applied in translating the special terms (92 of 200 terms). The finding also showed that the quality of English-Indonesia translation in Bidding Advertisements Advertised in Newspapers was generally good viewed from three aspects; accuracy, clarity and naturalness.

**Keywords:** *analysis, translation procedures, bidding advertisements and special term.*

## INTRODUCTION

Nowadays, information is very important aspects in life. People all around the world, with any professions, any educational and family backgrounds, need information. Information can be supported by newspapers, tabloids, magazines, televisions, internets and others. People need information every day to support their profession or just to find out the latest news around them which are presented in many languages. Sometimes, they need to access particular information presented in foreign languages, and to understand those information they should translate and interpret them from source language into target language. Newmark (1988:5) states that, “translating is rendering the meaning of the text into another language in the way that the author intended the text”.

In addition, Larson (1991) said that the ideal translation will be accurate as to meaning and natural as to the receptor language forms used. An intended audience who is unfamiliar with the source text will readily understand it. The success of translation is measured by how closely it measures up to these ideals. The

ideal translation should be 1) accurate; reproducing as exactly as possible the meaning of the source text, 2) natural; using natural forms of the receptor language in a way that is appropriate to the kind of text being translated, 3) communicative: expressing all aspects of the meaning in a way that is readily understandable to the intended audience.

Based on the explanation above, it has been clear that having good understanding to the theories, methods, and procedures of translation is very important in order to have best quality in the result of translation projects. Therefore, the present study was conducted to give some knowledge of theories, methods, and procedures of translation. In terms of giving beneficial data, the study focused on the investigation of theories, methods, and procedures used in translating bidding advertisement text, in some newspaper.

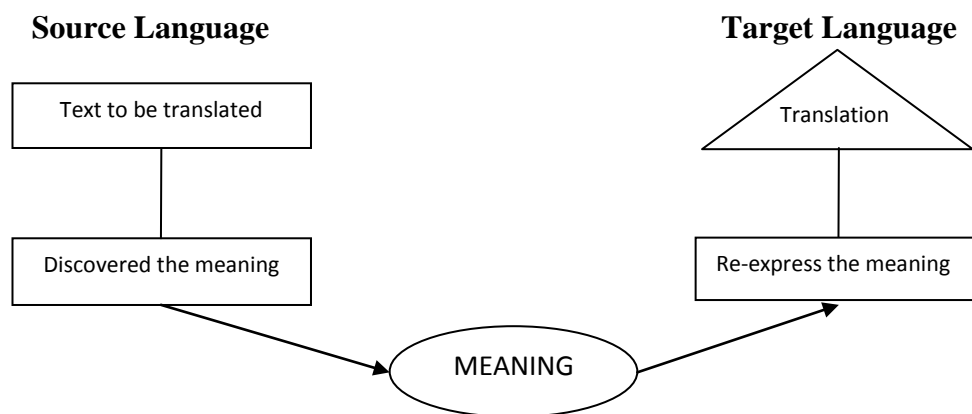
## THEORETICAL FOUNDATION

This investigation of bidding advertisements in this study, consisted of finding out the translation procedures of special terms and translation quality. Newmark

(1988:68-93) stated that “translation procedures deal with the sentences and the smaller units of language”, there are sentences, phrases and special terms in bidding advertisements but this study focuses on special terms. A special term is words that have a special meaning in some aspects.

According to Larson (1984:17), when translating a text, the translator’s goal is an idiomatic translation which makes every effort to communicate the meaning of the source language text into natural forms of the target language. Larson (1984; 4) simply presents the diagram of translation as follows:

**Figure .1**  
**Process of Translation**



Source: Larson, 1984:4

Translation procedures deal with the sentences and the smaller units of language. As explained by Newmark (1988:68-93), there are many translation procedures, but the writer just mentions the translation procedures used in this paper as follow:

**a. Literal**

Literal translation converts the grammatical construction of the source language word or sentence to the

nearest target equivalency where the lexical words are translated individually and out of context (e.g. **hour** in *Bahasa Indonesia* is **jam**).

**b. Transference**

Transference (emprunt, loan word, transcription) is used when the source language word is directly taken into target language as it is. The following are words normally transferred: names of periodicals and newspaper; names of all living;

geographical and topographical, title of as yet translated literary works, plays, films, names of institutions; addresses, etc. (e.g. SL = **turret**, TL = **turret**).

**c. Naturalization**

This procedure first transfers and adapts the source language word and then adjusts the pronunciation and the morphology into target language (e.g. *informasi* is adapted from **information**).

**d. Through-Translation**

Through-translation is sometimes known as calque or loan translation, the literal translation of common collocations, names of organizations, the components of compounds, and perhaps phrase. The source language is directly taken into the target language where the source language expression structure is transferred in a literal translation. The most obvious examples of through-translation are the names of international organizations which consist of ‘universal words’ (e.g. Directorate General of Oil and Gas = ‘Direktorat Jenderal Minyak dan Gas Bumi’, World Health Organization (WHO) = ‘Badan kesehatan Dunia’).

**e. Couplets, Triplets,  
Quadruplets**

These procedures combine two, three, or four translation procedures respectively for dealing with a single problem in translating (e.g. SL = ‘**The prevailing problems**’, TL = ‘**Problem-problem/masalah-masalah umum**’).

In this era, we can get any information from various media. One of them is advertisements. According to King (1995), “advertisement is a paid message from a company that appears in a print or broadcast medium”. The print and broadcast media by which the message is delivered are newspapers, consumer magazines, business publications, television, brochure, and radio. Advertisements are usually displayed anywhere people can easily see and hear. It is because most advertisements are designed to reach a very large audience. Advertisement is used to create people’s awareness of the company’s products or services, prompt people’s interest of the products or services, and encourage or persuade them to actually buy the products or services.

A special term is words that have a special meaning in some aspects; special term is included in the

register. A register is a variety of a language used for a particular purpose or in a particular social setting. According to Wardhaugh (1986), “some prefer to restrict the domain of the term ‘register’ to a specific vocabulary (which one might commonly call jargon), while others argue against the use of the term altogether”.

Barnwell as quoted by Abdullah (in Pamungkas, 1996) indicates factors related to the translation judgment. A good and qualified translation should fulfill the following aspects:

1. Accuracy

Accuracy is the precise understanding of the source message and then rendering the meaning as accurate as possible into the target language.

2. Clarity

Clarity is the translator’s ability to render the message in the target language in a way that can be understood by the readers.

3. Naturalness

Naturalness is a translation should not sound ‘foreign’ or “strange” but like someone speaking in the natural, everyday way.

In accordance with Barnwell’s statement, Larson (1986) mentions that the goal of a translator should be to produce a receptor language text (a translation) that is *idiomatic*, i.e. the one which has the same meaning as the source language but is expressed in the natural form of the receptor language.

## METHODOLOGY

This research employs the descriptive qualitative method. According to Fraenkel and Wallen (1993: 23) descriptive method is a method used explain, analyze and classify something through various techniques, survey, interview, questionnaires and test. In addition, the qualitative researcher aims to extract the meanings from the phenomena.

In accordance with the qualitative method, the researcher investigates the data without controlling or giving any treatment to the variables. Since qualitative method does not require any statistic data exclusively, the researcher uses tables and simple graphic to illustrate this research.

Focusing on the translation procedures of special terms and the translation quality of Bidding Advertisements Advertised in

Newspapers that the advertisements printed by **The Jakarta Post** for the English version and **Media Indonesia** for the Indonesian version.

Since the translation procedures are only related with sentences and smaller units of language, the writer focused on phrases and words existing in each sentence of the bidding advertisements to be analyzed. In this research, the writer utilized some techniques of collecting data. First, the writer presented and listed the translation of bidding advertisements and then selects 200 special terms. Second, the writer read and learned both the English version and the Indonesian version of the special terms. In this step, the writer analyzed those special terms to find out what kind of procedures used. Third, the writer classified the procedures of translation that used by the translator related to the translation theories. Besides, to support the research, the writer did library research for looking theories or any supporting materials such as text book, or written form of experts' opinion.

Each sample of this research was analyzed by using Newmark

translation procedures to find out the translation procedure of special terms and Hewton and Martin theory, where the Indonesian version has placed next to the English version, for example:

<b>English Version</b>	<b>Indonesian Version</b>
KODECO ENERGY CO., LTD. A Production Sharing Contract (PSC) of <b>BPMIGAS</b> invites interested and qualified bidders to participate in this tender:	KODECO ENERGY CO., LTD, bertindak sebagai Kontraktor Kontrak Kerja Sama (KKKS) dari <b>BPMIGAS</b> , mengundang perusahaan-perusahaan untuk berpartisipasi dalam pelelangan jasa sebagai berikut:

After that, the writer would describe the percentage of the procedure used of special term to find the mostly used in bidding advertisement. This step taken to make the research become clearer. The formula used is as follows:

$$P = \frac{f}{N} \times 100 \%$$

Where ‘P’ defines as the percentage of the translation procedure used in special terms, ‘f’ is the frequency of any translation procedure that appear in special terms and ‘N’ is the total number of translation procedure used in special terms. And the last to find out the translation

quality of bidding advertisement in newspapers, the writer used the indicator for each quality categories according to Barnwell in Abdullah (1996, cited in Kusumawardhani, 2009) is given as follow:

Aspects	Score	Level	Qualification
Accuracy	1	Bad	Semantically misleading and incomprehensible, unclear meaning, the presence of some grammatical errors and deviation of meaning.
	2	Fair	Correct meaning, minimum redundancy and grammatical errors.
	3	Good	Correct meaning, no omission, addition or any changes of meaning.
	4	Excellent	Accurate, clear, no omission, addition or any changes of meaning.
Clarity	1	Bad	Stylistically awkward, structurally burdensome, poorly structured, diction and mechanical errors.
	2	Fair	Complex syntax but understandable meaning and some diction that have mechanical errors
	3	Good	Appropriate words, phrases and grammar, and also clear meaning.

	4	Excellent	Easy to be understood, correct words, phrases and grammar, and no ambiguity.
Naturalness	1	Bad	Unnatural forms, awkward language, linguistically unnatural, stylistically awkward.
	2	Fair	Makes sense and minimum unnatural words, grammar, phrases and idioms.
	3	Good	Correct meaning, appropriate idioms, and words but there are some syntactic structure errors.
	4	Excellent	Makes sense and read naturally (written in ordinary language, common grammar, proper idioms and words).

*Table. 1*

## FINDINGS AND DISCUSSION

Based on five category above, the total percentages on translation

procedure of special terms can be seen in the following table:

TRANSLATION PROCEDURES	PERCENTAGE	FREQUENCY
LITERAL	46%	92
COUPLETS	22%	44
TRANSFERENCE	20%	40
TRIPLETS	5.5%	11
NATURALISATION	4.5%	9



THROUGH TRANSLATION	2%	4
<b>TOTAL NUMBER OF TRANSLATION PROCEDURE USED</b>	<b>100%</b>	<b>200</b>

Table 2. Table of Percentage on Translation Procedures of Special Terms in Bidding Advertisements advertised in The Jakarta Post for English Version and Media Indonesia for Indonesian Version.

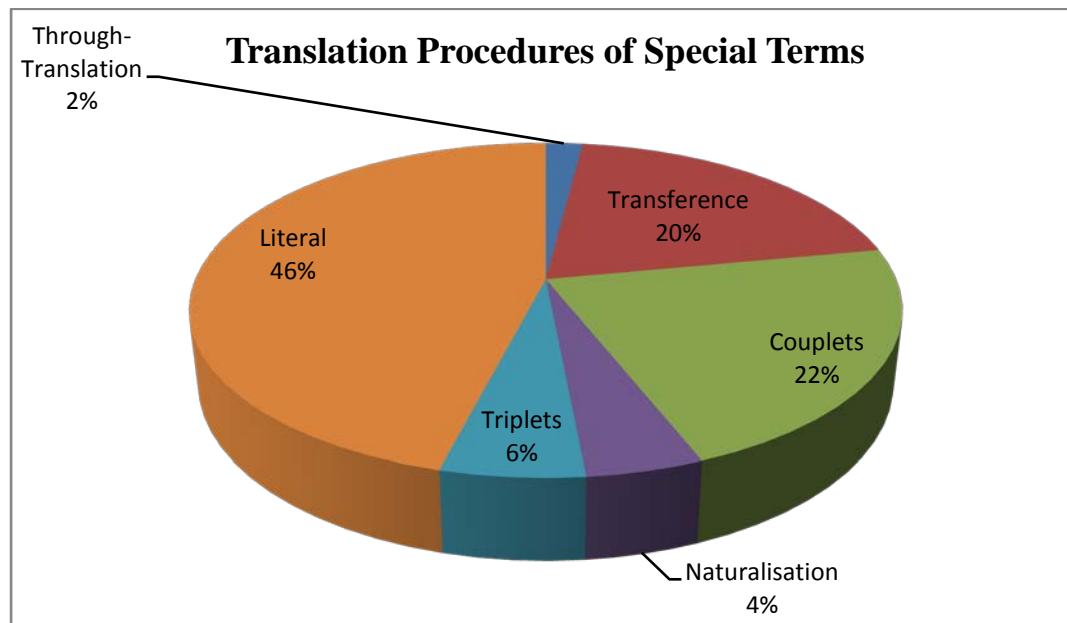


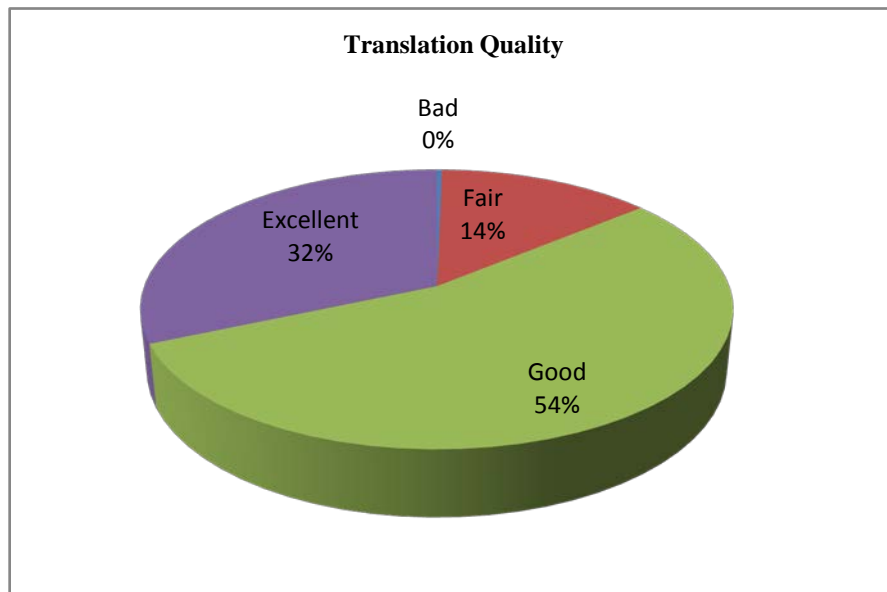
Chart 1 Chart of Percentage on Translation Procedures of Special Terms in Bidding Advertisements advertised in The Jakarta Post for English Version and Media Indonesia for Indonesian Version.

From the table 2, the researcher sees that literal translation procedure was the highest procedure applied in translating the special term from 92 items of 200 sentences which had been selected. The use of this procedure is applied because those words already have been translated into their nearest target language equivalence where the lexical words are translated individually and out of context.

From the table 3, Chart 1 and Chart 2 it shows that the average in translation quality of translation of bidding advertisements advertised in The Jakarta Post and Media Indonesia is in 'Good' level with 54.5%. Therefore, the quality in terms of accuracy, clarity and naturalness is generally 'Good'.

Translation Quality	Grade of Translation Quality				Total
	1 (Bad)	2 (Fair)	3 (Good)	4 (Excellent)	
Accuracy	0%	13%	54%	33%	100.00%
Clarity	1%	15%	57.5%	26.5%	100.00%
Naturalness	0%	13%	52%	35%	100.00%
Average	0.33%	13.67%	54.5%	31.5%	100.00%

*Table. 3 The Percentage of Translation Quality*



*Chart 2 Chart of Percentage Translation Quality in Bidding Advertisements Advertised in The Jakarta Post for English Version and Media Indonesia for Indonesian Version.*

## CONCLUSION

In this research, the researcher sees that literal translation procedure has the highest distribution applied in

translating the special term from 92 items of 200 sentences which has been selected. There are six procedures used in special terms: literal translation procedure 46%, couplets translation procedure 22%, transference

translation 20%, triplets  
translation procedure 5.5%,  
naturalisation translation procedure  
4.5% and through translation  
procedure 2%.

Therefore, the research was also supported by the results of the quality of the translation test by two respondents (two student of English Department UPI majoring in translating). According to the two respondents, the quality of the translation is generally good. This is viewed from three aspects (accuracy, clarity and naturalness).

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