

# **ANANALYSIS OF THE THIRD YEAR STUDENTS' ABILITY IN TRANSLATING THE ADVERTISEMENT ON THE NEWSPAPER FROM ENGLISH INTO INDONESIAN AT ENGLISH DEPARTMENT OF BUNG HATTA UNIVERSITY**

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## **ABSTRACT**

**This research was aimed to describe students' ability in translating the advertisement on the newspaper from English into Indonesian. The design of this research was descriptive research. The number of population members was 135 students. To take the sample the writer used cluster random sampling technique because the populations are divided into group. the writer took 25 students as the sample. In collecting the data , the writer used translation test from English into Indonesian. To analyze the data, the writer presented the raw score, calculated the students' score, mean, standard deviation, classified the students who got high, moderate, or low ability, and counted the percentage of students' ability in translating the advertisement on the newspaper from English into Indonesian. The result of this research showed that the students' ability in translating the advertisement on the newspaper from English into Indonesian in English Department of Bung Hatta University in general was moderate. It was indicated by result that 17 students (68%) who had categorized into moderate ability. In detail the students had moderate ability (80%) in adjusting meaning, adjusting grammar (64%), and adjusting lexicon (80%). Based on the research finding it is suggested to the lecturer to consider the method, teaching strategy, teaching material in translation subject especially translating the advertisement on the newspaper from English into Indonesian. For the students, the writer suggest to study hard and must have more exercise in translation subject, because translation is important for our life.**

**Key words: Translation ability, Advertisement.**

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gave love, spirit, material, motivation, prayer, support, ideas and everything that have wonderful meaning for her life. Thanks to all of her beloved friends that cannot be mentioned one by one who have given spirit, help, and motivation to her.

Finally, the writer hopes that this thesis is going to be useful for everyone who is involved in the process of teaching and learning English. The writer realizes that this thesis is not perfect yet and has several mistakes. Therefore, she welcomes any suggestions or criticism from the reader to improve this thesis.

## **INTRODUCTION**

Translation is one of language components in English that should be learnt to find out the information and knowledge. In this recent period there are many aspects of knowledge that have been contributed by translation, such as: social, economic, linguistic, politic, education, science and religion. From that knowledge translation is a communication form that plays an important role in transferring the message from the source language (SL) into the target language (TL).

In general, translation is transferring the meaning of the source language into target language. Larson (1984: 3-4) explains that translation is a sequence of

translating process in understanding the meaning of the text and revealed the meaning in the source text. In translation the students should have more ability, to avoid the mistake and to make easier in translating the source language. Larson (1984: 5) explains that they hardly think about the fact that the grammatical form and the lexical choices are so important in translation.

In translation, there are some aspects to be considered. They are meaning, grammatical structure and lexical equivalence, communication situation and cultural context. The translator does not only need to know the aspect of one language, but they should know the aspects of both languages, the source language (SL) and the target language (TL). Larson (1984: 2) states that translation consists of studying the meaning, lexical, grammatical structure, communication situation and cultural context. By studying these aspects and getting the meaning of the source language, the translator transferred the meaning of the source language to the target language using the lexicon and grammatical structure.

In the process of translating the text, there were some possible problems that may occur in translation. Abdellah (2013)(<http://accurapid.com/journal/21novice.htm>) says that translation problems can

be divided into linguistic problems and cultural problems: the linguistic problems include grammatical adjustment, lexical adjustment and meaning adjustment. Grammatical adjustment is the adaptation related with SL rule and TL rule without ignoring the SL rule (correcting tenses, gerund, article, modal, etc). Lexical adjustment is related with the different use of word construction between SL and TL. [http://Edy\\_Budy\\_Winardy\\_translation-i-march-29-2011.html](http://Edy_Budy_Winardy_translation-i-march-29-2011.html). Meaning adjustment is the idea related with the meaning of the word used in TL and SL without ignoring the word in L<sub>1</sub>.

At the English Department, the Faculty of Teacher Training and Education of Bung Hatta University, translation is a subject studied by the third year students in sixth semester. In this subject, there are several texts that have been learnt by the students, they are advertisement text, popular article, news item text, social text and scientific text. The advertisement is the important one that should be learnt because people certainly will find the advertisement in daily life everywhere and everytime, in magazine, newspaper and electronic media. The researcher chooses the advertisement on the newspaper because most of people are more interested in reading newspaper. Then based on the

syllabus, the students should be able to translate newspaper text.

Based on the researcher's observation on the third year students at English Department of Bung Hatta University, translation is not an easy subject for the students. Actually, the students are still confused in translating the message from source language into target language. Example: they hesitated to guess the appropriate meaning of certain words in the translation. Then some students said that in translation, the problem usually come in the grammatical adjustment. They are confused if there are more than one tenses in one text. They are confused to translate the source language (English) into the target language (Indonesian).

From explanation above, the researcher wants to analyze the students' ability in translating the advertisement on the newspaper from English into Indonesian at the English Department of Bung Hatta University.

## **RESEARCH METHOD**

The design of this research was descriptive research. It describes students' ability in translating the advertisement on the newspaper from English into Indonesian. The population of this research was the third year students of English

Department the faculty of teacher training and education at Bung Hataa Unuiversity. The total number of the population was 135 students.

In this research, the researcher used Cluster Random Sampling to select the sample because the population are devided into group (A, B, and C). In selecting the sample, the researcher took one class as a sample.

In choosing the sample the researcher used 3 small paper Into one box then wrote the name of the class, and put the paper into the box, then take one paper in the box with close eyes. The selected classes became class sample. For try out test, the researcher took one class out of the sample.

The instrument that the researcher used to collect the data in this research was translation test from English into Indonesian. Here the researcher give job vacancy text on Jakarta Post newspaper, then the students translate it with 3 aspects, they are meaning adjustment, grammatical adjustment, and lexical adjustment. They read the instruction then translate the advertisement text from English into Indonesian. The time that was given 60 minutes. Real test was done on September 2013. To make sure the students understood the instruction and got

enough time to do the test or not, whether the test was reliable or not, the writer gave try out test to the students out of the samples.

The researcher used content validity to see the validity of the test. The content of the test is based on the syllabus or teaching material of translation subject and it fixed with material that has given to the students (Darmadi 2011:117). To see the reliability of the test, the writer used inter rater technique. It use two scorers. They were scorer 1 and scorer 2. The goal was to minimize the subjectivity in scoring. Beside that to calculate the coefficient correlation between two scorers, the writer used Person Product Moment Formula by Arikunto (2010:72).

After conducting try out test the researcher found the coefficient correlation of the two scorer was (0.81). the test had high correlation and the test was reliable.

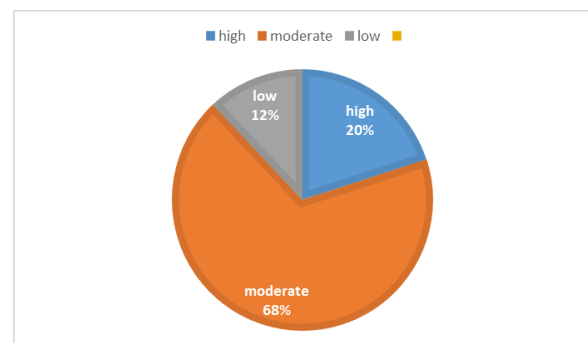
The researcher collected the data by giving job vacancy advertisement text to the students. In technique of analyzing data, the researcher analyzed the data based on the result of translation test, the researcher presented raw score . then calculated the students' score, the mean, standard deviation (SD), clasified the students who got high, moderate, or low ability, and counted the percentage of students' ability.

## FINDINGS AND DISCUSSION

Based on the data analysis, the higher score in translating the advertisement on the newspaper from English into Indonesian in general was 88 and the lower score was 65 and the researcher calculated mean and standard deviation. The result of mean was 78.8 and standard deviation was 5.93. The result showed that 5 students (20%) who had high ability, 17 students (68%) who had moderate ability, and 3 students (12%) who had low ability. In order to be clear, see the following diagram 1 below.

**Diagram 1**

### **Students' Ability in Translating the Advertisement on the Newspaper from English into Indonesian in general**

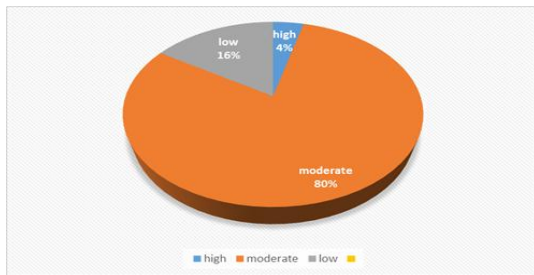


Based on the result of data analysis, it was found that the higher score to adjust meaning was 26 and the lower score was 20. After that the researcher counted mean and standard deviation. The result of mean was 23,4 and the standard deviation was 1,73. The result showed that there was 1 students (4%) who had high ability, 20

students (80%) who had moderate and 4 students (16%) who had low ability. In order to be clear see diagram 2 below:

**Diagram 2**

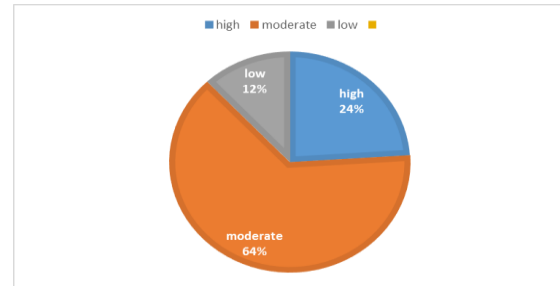
**Students' Ability to Adjust Meaning in Translating the Advertisement on the Newspaper from English into Indonesian**



The higher score of the students ability in adjusting grammar in translating the advertisement on the newspaper from English into Indonesian was 35 and the lower score was 25. The researcher counted mean and standard deviation, it was found that the mean was 32.26 and the standard deviation was 2,46. The result showed that there were 6 students (24%) who had high ability, 16 students (64%) who had moderate ability and 3 students (12%) who had low ability. In order to be clear see the diagram 3 below.

**Diagram 3**

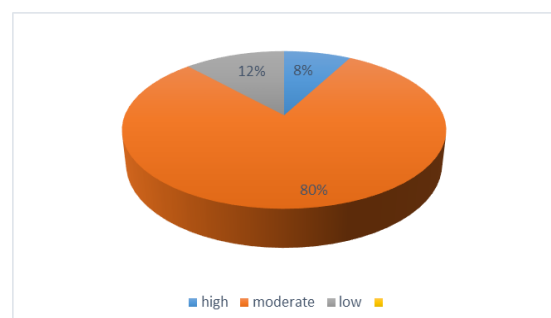
**Students' Ability to Adjust Grammar in Translating the Advertisement on the Newspaper from English into Indonesian**



Based on the calculation of data analysis, the higher score of the students ability to adjust lexicon was 27,5 and the lower score was 16,5. After that the researcher counted mean and standard deviation. The result of mean was 23.28 and the standard deviation was 2.70. The data analysis also showed that there were 2 students (8%) who had high ability, 20 students (80%) who had moderate and 3 students (12%) who had low ability. In order to be clear see diagram 4 below:

**Diagram 4**

**Students' Ability to adjust lexicon in Translating the Advertisement on the Newspaper from English into Indonesian**



**CONCLUSIONS AND SUGGESTIONS**

The conclusion of this research is, In general, the ability of the third year students of English Department of FKIP

Bung Hatta University to translate the Advertisement on the Newspaper from English into Indonesian was moderate. In detail the ability of the third year students of English Department of FKIP Bung Hatta University to adjust meaning in translating the advertisement on the newspaper from English into Indonesian was moderate. The ability of the third year students of English Department of FKIP Bung Hatta University to adjust grammar to translate the advertisement on the newspaper from English into Indonesian was moderate. The ability of the third year students of English Department of FKIP Bung Hatta University to adjust lexicon to translate the advertisement on the newspaper from English into Indonesian was moderate.

Based on the conclusion of this research, it is suggested to the lecturer of translation subject to consider the method, strategy, teaching material, students' translation exercise of translation subject especially translation the advertisement on the newspaper from English into Indonesian, because translating the advertisement on the newspaper from English into Indonesian is very important in everyday life. For the students, they should improve their capability in translation especially to adjust grammar,

lexicon and meaning in the target Language by doing more exercise in translating the text and practicing to translate the advertisement, and it is suggested for further researcherto analyze about the other aspect that influence students' ability in translation, such as cultural aspect because there is no other researcher analyse it.

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