

## AN ANALYSIS OF STUDENTS' ABILITY OF FOURTH YEAR IN TRANSLATING ADVERTISEMENT TEXT ON THE MAGAZINE FROM INDONESIAN INTO ENGLISH AT BUNG HATTA UNIVERSITY

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### Abstract

**This research was designed to describe the second year students' ability of fourth year to translate the advertisement text on the magazine. To be more specific it was aimed to describe the students' ability to adjust meaning, grammar and lexical equivalence in translating advertisement text from Indonesian into English. This research used descriptive method. The population of this research was the fourth year students at Bung Hatta University. The members of the population were 123 students. The researcher took 25 students as the sample. In selecting the sample, the researcher used simple random sampling technique since the populations are distributed into three classes and they were class A, B and C. To collect the data the researcher used translation test. The result of the data analysis showed that the students' ability of fourth year to adjust meaning, grammar and lexical equivalence in translating advertisement text from Indonesian into English was moderate. Based on this conclusion, it is suggested to the lecturer to consider the translation test, the method, strategy, teaching material, students' translation exercise of translation subject. Besides that, to the students, they should improve their capability in translation especially to adjust meaning, grammar, and lexical equivalence in target language by doing more exercise in translating the text and practicing translation subject.**

**Key words: translation, meaning adjustment, grammatical adjustment and lexical equivalence.**

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### A. Introduction

Translation is process of finding the closet meaning in written or oral language from source language (Indonesian) into target language (English). Translation is transferring the meaning of the source language into target language. Hartman in Bell (1991:6) states that translation is the replacement of a

representation of a text in one language by a representation of an equivalent text in second language. At English Department the Faculty of Teacher Training and Education of Bung Hatta University, there are several text that have been learnt by the students, they are advertisement, popular article, scientific text, etc. the advertisement text is the activity of

attracting public attention to a product or business, as by paid announcement in the print, broadcast, and electronic media, ([www.answers.com/topic/advertising](http://www.answers.com/topic/advertising)).

In the process of translating advertisement text, there are some possible problems that may occur in translation.

Abdellah

(<http://accurapid.com/journal/21novice.htm>) says that translation problems can be divided into linguistic problems and cultural problems. The linguistic problems include meaning adjustment, grammatical adjustment and lexical equivalence. Actually, there are two types of advertisement text. The first is commercial advertisement and the second one is non-commercial advertisement. Commercial advertisement is classified into commercial consumer advertisement offer goods such as cosmetics, medicine, etc.

The source of information like magazines, newspapers, televisions, radios, internet, and others often contain advertisements that sell goods from advertiser. An advertisement is the art of persuasion. It tries to persuade the consumer to buy products that are offered. Noviani (2002:53) says that an advertisement tends to exaggerate something. So it does not reflect the truth. Marchand in Noviani (2002:54) states that

advertisement is a hall of distorting the reality.

Advertisement is a means of communication to spread any information about product or service to public. Nayak in Frismalona (2005:24) describes that advertisement is a form of mass communication closely linked with the world of commerce and marketing. It is a powerful tool for the flow of information from the seller to the buyer. It influences and persuades the people to act or believe. It is also something which affects most of us in a number of different spheres of our lives.

## **B. Research Method**

The design of this research was descriptive research. Gay (1987:189) states that the descriptive study involves collecting data in order to test hypotheses or to answer questions concerning the current status of the subject of the study. He also defines that the descriptive research is useful in investigating many kinds of educational problems. In this research, the researcher described the students' ability of fourth year in translating advertisement text on the magazine from Indonesian into English at Bung Hatta University.

According to Gay (1987:102), population is the group of interest to the researcher, the group to which she or he

would like the results of the study to be generalizable. The population was the fourth year students' of English Department of Bung Hatta University. The number of population was 123 members and they are distributed into three classes; class A, B and C. The researcher took them as the population because they had finished studying relevant relevant subject.

The instrument of this research was translation test. The researcher gave 60 minutes to the students because the researcher though that time is enough for students to do the test. The aspects were meaning adjustment, grammatical adjustment and lexical equivalence.

Reliability is the degree to which a test consistently measures whatever it measures (Gay, 1987:135). The researcher used inter rater method to get the reliability of the test. It means the researcher needed two scorers in order to check the result of students' test and in order to minimize the subjectivity. To find out the reliability of this test, the researcher used Pearson Product Moment formula in Arikunto (2010:72).

$$r_{xy} = \frac{n \sum xy - (\sum x) (\sum y)}{\sqrt{\{n \sum x^2 - (\sum x)^2\} \{n \sum y^2 - (\sum y)^2\}}}$$

Where:

$r_{xy}$  = the coefficient correlation between x and y variable

n = the total number of students who follow the test

$\sum x$  = the score from the first scorer

$\sum y$  = the score from the second scorer

$\sum xy$  = the score of cross product xy

Then, the researcher used the following category to classify the coefficient correlation of the test (Arikunto, 2012:89) as follows:

0.81 – 1.00 = very high correlation

0.61 – 0.80 = high correlation

0.41 – 0.60 = moderate correlation

0.21 – 0.40 = low correlation

0.00 – 0.20 = very low correlation

According to Gay (1987), the very high correlation index indicate that the test is reliable. The correlation coefficient index of this research was .81 (very high correlation)

In analyzing data, the researcher used descriptive analysis technique. The procedures of analyzing data are as follows:

1. The researcher presented the raw scores of each student from two scores, then count the average score of two scorer by using the following formula:

$$\frac{\text{Score } 1 + \text{Score } 2}{2}$$

2. The researcher counted Mean (M) and Standard Deviation (SD) by using the formula below (Gay:1987:140):

$$M = \frac{\sum x}{N}$$

$$SD = \sqrt{\frac{\sum x^2}{N} - \left(\frac{\sum x}{N}\right)^2}$$

Where :

M : Mean

SD : Standard Deviation

$\sum x$  : Sum of all score

$(\sum x)^2$  : The square of the sum; add up all the score and square or the total the sum

$\sum x^2$  : The sum of all squares; square each score and add up the entire sum

N : Number of student

3. The researcher classified the students' ability in translating the advertisement text in magazine from Indonesian into English by following the criteria (Arikunto, 2007:264) :

$>M + 1 SD$  : High ability

$M - 1 SD$      $M = 1 SD$  : Moderate ability

$<M - 1 SD$  : Low ability

4. Calculate the number and percentage of the students who get high ability, moderate ability and low ability. The researcher used this formula below:

$$P = \frac{R}{T} \times 100\%$$

Where:

P : Percentage of student's score

R : The sum of the students who get high, moderate, and low ability

T : The sum of the students (sample)

## C. Findings and Discussion

### Findings

In general, the students' ability in translating advertisement text on the magazine from Indonesian in English was moderate. It was found that 17 students (68 %) who had moderate ability.

The students' ability to adjust meaning in translating advertisement text on the magazine from Indonesian into English was moderate. It was found that 25 students (100%) who had moderate ability.

The students' ability to adjust grammar in translating advertisement text on the magazine from Indonesian into English was moderate. It was found that 13 students (52%) who had moderate ability.

The students' ability to adjust lexical equivalence in translating advertisement text on the magazine from Indonesian into English was moderate. It was found that 18 students (72%) who had moderate ability.

## Discussion

The researcher found all of the students had moderate ability to adjust meaning in translating the advertisement text from Indonesian into English. It was provided by the result of students ability was moderate (100 %). For example :

- NutriSari hanya **memanfaatkan** jeruk dengan tingkat kematangan yang tepat, **biasanya** pada umur sekitar sepuluh bulan. Untuk memastikan tingkat kematangan terbaik, serta banyaknya jus dari **buah** jeruk.

Student's answer :

→ NutriSari **only uses** orange with having ripening, **usual** in ten months. For ensuring to measure good ripening in many juice from orange **juicy**.

The possible answer :

→ NutriSari **only takes** the best ripeness of the orange, **usually** it is about ten months. To make sure the best ripeness and the amount of orange **fruit**.  
the students' ability to adjust grammar in translating the advertisement text on the magazine from Indonesian into English was moderate (52 %). It was indicated by the fact that 6 students still had problem and difficulties in translating

the advertisement text on the magazine from Indonesian into English.

For example :

- Alam selalu **memberikan** yang terbaik untuk kita. Selama tiga dasawarsa, NutriSari juga selalu **memberikan** yang terbaik dengan menghargai apa yang **sudah diberikan** oleh alam.

Student's answer :

→ Nature always **give** everything good for us. In three decades, NutriSari also **give** the best thing with expectation by natural **giving**.

The possible answer :

→ Nature always **gives** the best for us. For about three decades, NutriSari also **gives** the best benefit by appreciating what **has been given** by the nature.

The researcher found the students' ability to adjust lexical equivalence in translating the advertisement text on the magazine from Indonesian into English was moderate (72 %). Based on the finding, 4 students had difficulties to adjust lexical equivalence in translating the advertisement text on the magazine from Indonesian into English.

For example :

- NutriSari hanya memanfaatkan jeruk dengan tingkat kematangan yang tepat, biasanya pada umur sekitar sepuluh bulan.

**Untuk memastikan** tingkat kematangan terbaik, serta banyaknya jus dari buah jeruk.

Student's answer :

→ NutriSari only takes orange with having ripening, usually in ten months.

**For ensuring to measure good** ripening in many juice from orange juicy.

The possible answer :

→ NutriSari only takes the best ripeness of the orange, usually it is about ten months. **To make sure** the **best** ripeness and the amount of orange fruit.

So, the best way to know the English equivalent of Indonesian word or the Indonesian equivalent of English word would be through context.

#### **D. Conclusions and Suggestions**

##### **Conclusion**

After having discussion in the previous chapter, the researcher has conclusions.

1. In general, the ability of the fourth year students of English Department of Faculty of Teacher Training and Education Bung Hatta University to translate the

advertisement text on the magazine from Indonesian into English was moderate. It was indicated by the fact that there were 17 students (68 %) who had moderate ability to translate the advertisement text on the magazine from Indonesian into English.

2. The ability of the fourth year students of English Department of Faculty of Teacher Training and Education Bung Hatta University to adjust meaning in translating the advertisement text on the magazine from Indonesian into English was moderate. It was indicated by the fact that there were 25 students (100 %) who had moderate ability to adjust meaning in translating the advertisement text on the magazine from Indonesian into English.

3. The ability of the fourth year students of English Department of Faculty of Teacher Training and Education Bung Hatta University to adjust grammar in translating the advertisement text on the magazine from Indonesian into English was moderate. It was indicated by the fact that there were 13 students (52 %) who had moderate ability to adjust grammar in translating the advertisement text on the magazine from Indonesian into English.

4. The ability of the fourth year students of English Department of Faculty

of Teacher Training and Education Bung Hatta University to adjust lexicon in translating the advertisement text on the magazine from Indonesian into English was moderate. It was indicated by the fact that there were 18 students (72 %) who had moderate ability to adjust lexicon in translating the advertisement text on the magazine from Indonesian into English.

### **Suggestions**

Based on the result of the research, the researcher proposed several suggestion that are given based on the fact that majority of students ability to translate the advertisement text on the magazine from Indonesian into English were moderate, so it is suggested to the lecturer, students, and for further researcher as follows:

1. Since the result of this research showed that the students' ability in translating the advertisement text on the magazine from Indonesian into English was moderate, so it is suggested to the lecturer to consider the translation test, the method, strategy, teaching material, students' translation exercise of translation subject especially translating the advertisement text on the magazine from Indonesian into English, because translating the advertisement text on the

magazine is very important in everyday life.

2. To the students, they should improve their capability in translation especially to adjust meaning, grammar and lexical equivalence in the target language by doing more exercise in translating the text and practicing translation subject.

3. For further researcher, to suggest the researcher to analyze about the other aspect that influence students' ability in translation, such as cultural aspect because there is no other researcher analyze it.

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