

**AN EEROS OF ENGLISH INDONESIAN TRANSLATION
ON PUBLIC AREAS**

SKRIPSI

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SKRIPSI

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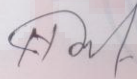
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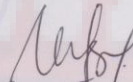
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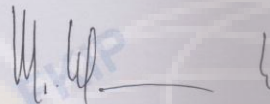


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PERNYATAAN

Dengan ini saya menyatakan bahwa skripsi dengan judul "*An Errors of English Indonesian Translation on Public Areas*" beserta seluruh isinya adalah benar-benar karya saya sendiri, bukan karya hasil plagiat. Saya siap menanggung risiko / sanksi apabila ternyata ditemukan adanya perbuatan tercela yang melanggar etika keilmuan dalam karya saya ini, termasuk adanya klaim dari pihak lain terhadap keaslian karya saya ini.

Makassar, September 2017

Yang Membuat Pernyataan,



S. G. Renhoran

ABSTRACT

Mochtar S. G. Renhoran. 2017. *An Errors of English Indonesian Translation on Public Areas*. Supervised by Hj. Nurfaizah Sahib and Ulfah Syam).

This study aimed to find out to find out the English Indonesian translation on public areas. The researcher analyzed translations words, phrases, and sentences on public area

This research employee a descriptive method and applied single embedded case study. It means that the researcher focused on one case and the conclusion focused on that case. In a qualitative research, the quality of data is more important than the quantity. In this study, the researcher will describe English Indonesian translation procedure in public area focus on word, phrase and sentences. The research had been conducted at Sultan Hasanuddin International Airport in Makassar South of Sulawesi.

The researcher identifies the translation errors that were found in Sultan Hasanuddin International Airport. In lexical errors, there are; (1) improper diction: the choice and use of words to express meaning, (2) redundant words: superfluous and unnecessary in the use of language, and (3) spelling errors: spelling errors can be found as vowel trouble, apostrophe error, and classic missing letter type.

Keywords: *English Indonesian Translation, Public Areas*

ABSTRAK

Mochtar S. G. Renhoran. 2017. *Kesalahan Terjemahan Bahasa Inggris Indonesia di Tempat Umum*. Dibimbing oleh Hj. Nurfaizah Sahib dan Ulfah Syam).

Penelitian ini bertujuan untuk mengetahui kesalahan terjemahan bahasa Inggris Indonesia di tempat umum. Peneliti menganalisis terjemahan kata, frase dan kalimat di tempat umum.

Penelitian ini menggunakan metode deskriptif dan studi kasus tunggal. Artinya, peneliti berfokus pada satu kasus dan kesimpulannya terfokus pada kasus tersebut. Dalam penelitian kualitatif, kualitas data lebih penting daripada kuantitas. Dalam penelitian ini, peneliti akan menjelaskan prosedur penerjemahan bahasa Inggris Indonesia di tempat umum yang fokus pada kata, frase dan kalimat. Penelitian dilakukan di Bandara Internasional Sultan Hasanuddin di Makassar Sulawesi Selatan.

Peneliti mengidentifikasi kesalahan terjemahan yang ditemukan di Bandara Internasional Sultan Hasanuddin. Dalam kesalahan leksikal, ada; (1) diksi asing: pilihan dan penggunaan kata-kata untuk mengungkapkan makna, (2) kata-kata berlebihan: tidak berguna dan tidak perlu dalam penggunaan bahasa, dan (3) kesalahan ejaan: kesalahan ejaan dapat ditemukan pada huruf vokal, kesalahan apostrof, dan kesalahan penulisan.

Keywords: *Terjemahan Bahasa Inggris Indonesia, Tempat Umum*

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Makassar, September 2017

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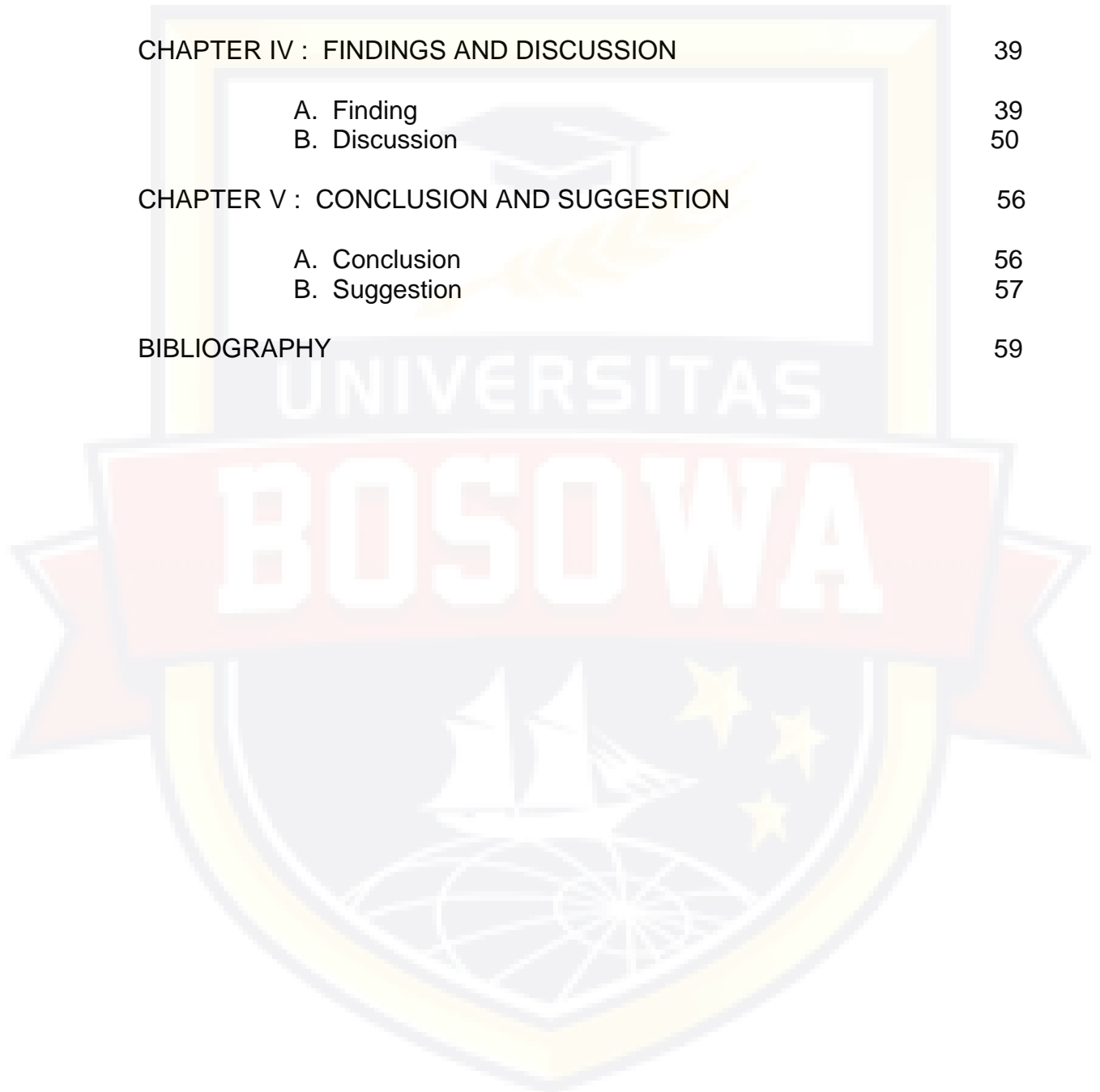
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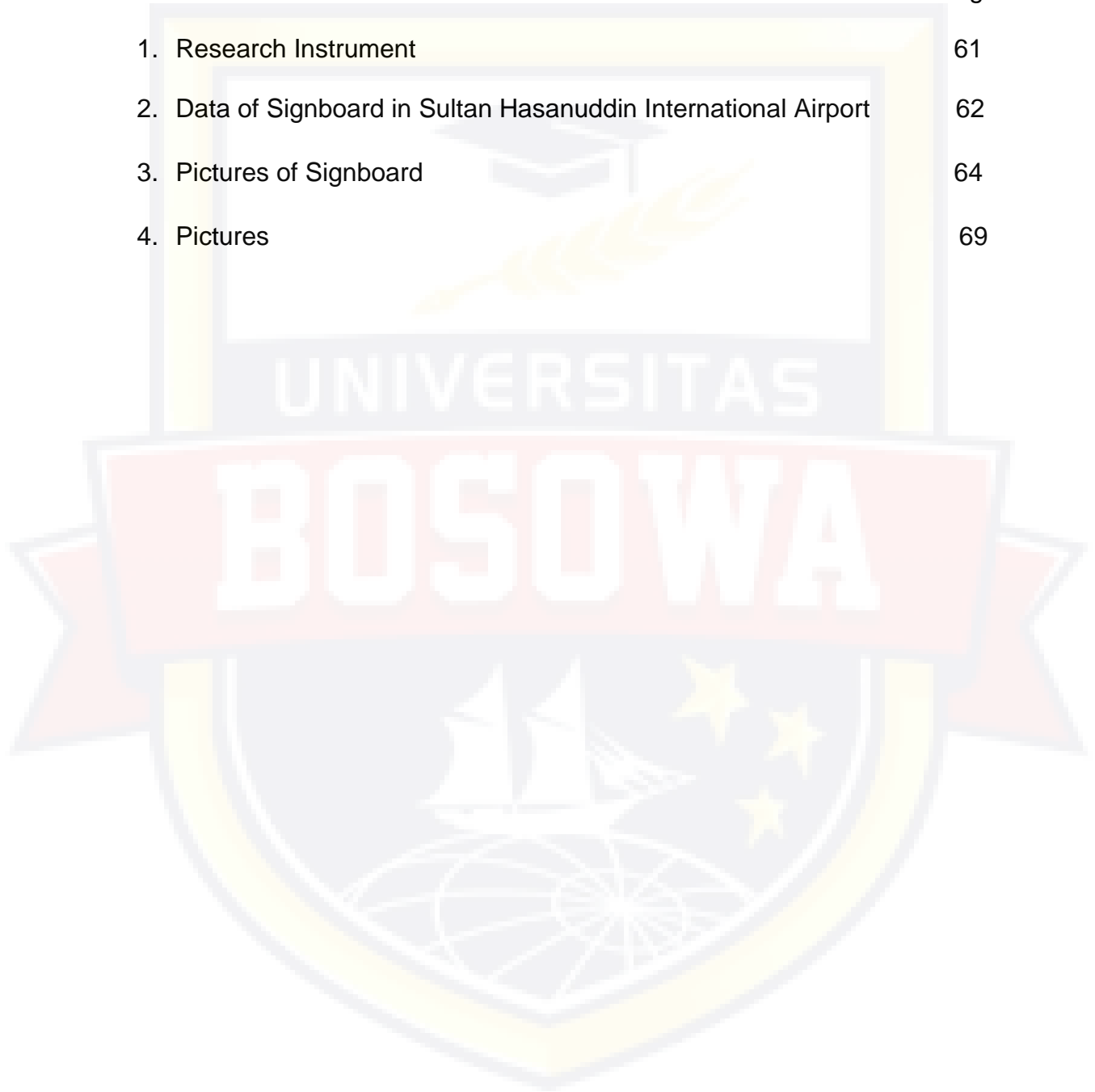
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CHAPTER I

INTRODUCTION

This chapter deals with background, research question, objective of the research, significance of the research and the scope of the research

A. Background

The globalization era affects every aspect in people's life especially in communication aspect. As a result, communication has become an essential element in globalization and language plays a vital role in communication. In order to communicate with others effectively, people have to master particular languages since different countries have different languages. However, this rich variation of language creates language barriers among countries which do not speak the same languages. Therefore, most countries take English as a global language to bridge people to communicate with others. Unfortunately, there are still countries or communities which cannot use and understand English become an important activity to fill the barriers towards language differences.

Teaching language involves four skills, namely listening skill, speaking skill, reading skill and writing skill. Specifically, on learning foreign language, translation is considered to be mastered by the foreign language learner. Newmark (1988: 43) even states a support with his writing that translation from the source text to the target language or from the target language to the source text, in final stage of learning foreign language is considered as the fifth skill because translation has special aim which reflects the knowledge of learner to the target language which is studied; translation is also as the practical of intelligence on developing the language learner competence

Translation, in general can be defined as the process of translating from the source text into the target language either meaning or form. The role of translation in foreign language learning cannot be ignored. Several studies and researches have proven that translation helps the learners on adding their vocabularies and comprehends reading text. As O'Grady and Guzman (1996:23) they indicate that the language learners often translate the target language text to the source text for understanding the content of the text; so that, the translation roles as cognitive strategy in the process of understanding the second language. Sometimes, translation shifts are required to achieve a meaningful translation of relatively common lexemes. For example, the adverb "upstairs" conflates both the direction (up) and the medium (stairs) of movement.

Vinay and Darbelnet's (2000:12) taxonomy of *translation* used to deal with incompatibilities between SL and TL structures distinguishes two major *methods of translation*. A *direct translation*, which generally resembles word by word quotation of the original message in the target language, includes

borrowing, calque and literal translation. An oblique translation, in which the translator interprets, e.g. elaborates or summarizes, the explicit contents of the original, embraces transposition, modulation, equivalence, and adaptation translation. Moreover, these procedures can be employed at three levels of language: (a) the lexicon; (b) the grammatical structures; and (c) the message, which stands for higher elements of text, including, besides sentences and paragraphs, certain situational utterances that convey broader meanings.

It must be emphasized, however, that while the direct translation is more closely tied to the original text and the oblique translation relies to a greater extent on interpretive resemblance to function independently, this distinction is not always a clear-cut dichotomy. In real life scenarios, it marks two opposite ends of a wide spectrum of options available to translators. A particular choice is often dictated by the *relevance* of a given message to the intended audience.

According to Munday (2008: 23) translation is a phenomenon that has a huge effect on everyday life (p.1), because every country has their own language, such as, Indonesia and Malay although they have similar cultures but there are some differences on languages, for example, it can be found on public the word *free* in Indonesian translated into *gratis* but in Malay, it is translated into *percuma*. According to Indonesian, the word *percuma* has different meaning to *gratis*, in Indonesian, it is be translated into *waste* in English and have different meaning with *free*.

Up to now, people from other countries focus more attention on Indonesia since it has many different tourist attractions such as public area, and many more. In order to make tourists know better about Makassar and have a happy experience here, many measures have been considered to make tourists feel at home.

One of the measures is to make bilingual public places. It is important to make tourists feel at home so they can have a positive impression and they will come back again. However, it is noted that many improper English translations exist in public area in Makassar which, instead of promoting mutual understanding, have puzzled tourists, or even given them wrong information. In order to avoid misunderstanding, speaking in public need to be translated properly and carefully. Due to some special features of the Indonesian language used in tourism, the translation of such property, view, and etc in public area presents unique challenges and creates a number of problems for translators.

The phenomenon of many mistakes found in the English translation of public area such as in the Airport has encouraged the writer to conduct a further research. It is necessary to identify and solve the problems in translating in public area for tourism that spread all over the city since tourism plays an important role in boosting the economic development of this city. Public area translation is a special domain of translation studies, as it deals with linguistic, cultural and social features in both languages.

In this era of modernity and globalization, the language of public signs is important as well as challenging, so it is not difficult to justify why we should study this discourse. It is important because public area is one of the components of a 'linguistic landscape' (Ben-Rafael *et al.*, 2006:14). In Makassar, bilingual Indonesian-English public area for tourism are used extensively in public places such as hotels, restaurants, shopping centers, airports, in park, train stations, bus stations and tourist attractions to convey information to the readers of the two languages. To complete the purpose of this study, the writer had collected data from several public areas in Makassar.

It is not easy to translate conversation in public area due to the constraint of physical space, and the expressions used on public signs are usually succinct, conveying essential information in just a few words (Ko, 2010:1). The translation in public area can therefore be considered a special domain that requires appropriate strategies to convey the information from the Source Language (SL) to the Target Language (TL) effectively. In terms of translation strategies, there have been a number of translation theories that can be applied to analyze conversation for tourism and one of them is the equivalence theory. Based on dynamic equivalence, the writer has identified problems occurred into two categories.

First, on lexical level: (1) improper diction, (2) redundant words, and (3) spelling errors. Second, on grammatical level: (1) part of speech misuse, (2) word for word translation, and (3) incomplete sentence. It can be noted that improper translation of public signs could lead to misunderstanding and misunderstanding could create problems. It is necessary to find the way to solve the problem in order foreigners will continue visiting and enjoying our exotic country. Therefore, the writer will tried to find a better translation in public area and it is necessary to examine this matter further. In this skripsi, the researcher tries to analyzed translations words, phrases, and sentences on public area.

B. Research Question

Based on background above the research question can be formulated as how is the English Indonesian translation applied on public areas?

C. Objective of the Research

Based on the problem statement above, the objectives of this to find out the English Indonesian translation on public areas.

D. Significant of the Research

The result of this research is expected to be useful, both theoretically and practically.

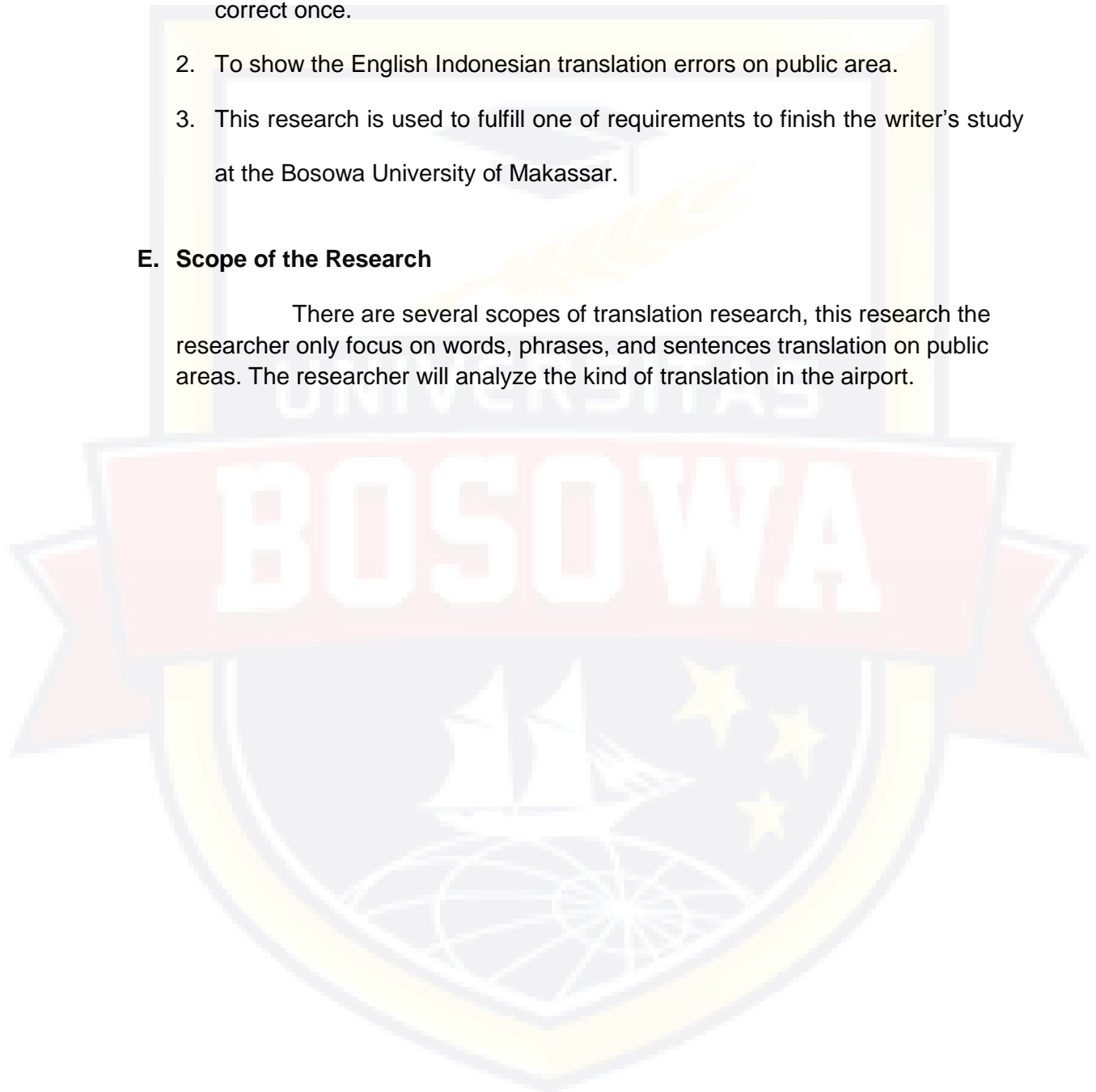
1. These research findings are expected to be beneficial finding in airport management and government to reconstruct the errors translation into the correct once.

2. To show the English Indonesian translation errors on public area.

3. This research is used to fulfill one of requirements to finish the writer's study at the Bosowa University of Makassar.

E. Scope of the Research

There are several scopes of translation research, this research the researcher only focus on words, phrases, and sentences translation on public areas. The researcher will analyze the kind of translation in the airport.



CHAPTER II

REVIEW ON RELATED LITERATURE

This chapter presents some previous related research findings, some pertinent ideas, conceptual framework and hypothesis.

A. Some Previous Related Research Findings

There are many journals related to this study, in this occasion, there are three journals will be reviewed. The first journal is written by Putri (2010) and published by University of Gunadarma, *The Translation Analysis of English Imperatives Into Bahasa Indonesia by Google Translate*. This research studied the machine translation. One of machine translation that is used by people is Google Translate. But there are many problems in using machine translation, it involved ambiguity, because the structure of one language and another language is different. When we talk about structure, indirectly we also talk about sentence.

Sentence according to it's function can be divided into four, namely declarative sentence, interrogative sentence, imperative sentence and exclamatory sentence. However, in this journal, the researcher only focused on imperative sentence. The aim of this journal is to analyze the result of translation of English imperative to Indonesian by Google translate. In this journal, the method used is a descriptive qualitative research method. A qualitative descriptive research method involves intensive data collection, which is the collection of extensive sentences, not in the form of numbers and this research is focused on the process more than result. The results of this research are 122 errors from 140 data, sixth types of English imperatives. The biggest errors are errors in function words, 53 errors (43.44%) and the second are errors in miss-selection of words with similar meaning, 47 errors (38.53%). In addition, the researcher also finds out any structure-shifts occur that is made by Google translate while doing translating of English imperatives. There are 22 shifts (18.03%) in structure –shift.

Second, is a study by Lorsch (2005) *The Translation Process: Methods and Problems of its Investigation*. After the introductory remarks about the analysis of mental translation processes (section 1) and an outline of the investigation reported on in this paper (section 2) the methodology used is presented (section 3). It consists of the methods for data elicitation as well as for data analysis and evaluation. Section 4 describes a strategic analysis of translation processes carried out on three levels: the level of the elements of translation strategies (4.1), of the strategies themselves (4.2) and of the translation versions (5). The paper terminates with a brief comparison of professional and nonprofessional translation processes (section 6).

Lastly, is a study by Mossom (2006) *Has Computerization Changed Translation?* This journal writes about how translation can change for other purpose, not only for technology but also for business. Because of the type surrounding computers, it is hard to determine whether they are doing anything more than speed up the writing and research process. Changes such as the advent of 'collage' translations – where phrases are pasted into translations from old translations or original TL documents – have been enabled by technological change but they are driven by changes in the translation business.

From the three journals above, there are some similarities, they are discussed and analyzed about translation. The differences with the journal are, the journal has the different data, and theory. The researcher takes the data from public area, but each the journal takes the data from different sources.

B. Some Theories of Translation

1. Definition of Translation

There are several definitions of translation proposed by some experts. To state a simplistic definition of translation, it can be said that a re-telling, as exactly as possible, the meaning of the original message in the natural way in the language into which the translation is communicated. The term 'translation' can be generally defined as the action of interpretation of the meaning of a text, and production of an equivalent text that communicates the same message in another language. Hatim and Munday (2006:6) prefer to talk of 'the ambit of translation:

- a. The process of transferring a written text from source language to target language, conducted by a translator, or translators, in a specific socio-cultural context.
- b. The written product, or target text, which results from that process and which functions in the socio-cultural context of the TL.
- c. The cognitive, linguistic, visual, cultural and ideological phenomena which are integral part of 1 and 2.

Then Nida (2002:83) pointed out: "translation consists of reproducing in the receptor language the closest natural equivalent of the source language message, first in terms of meaning and secondly in terms of style". Likewise, translation, as Bell (1991:8) asserts, "translation involves the transfer of meaning from a text in one language into a text in another language". Newmark (1988: 5) in his book states that "Translation is rendering the meaning of a text into another language in the way that the author intended the text". In this definition,

the main purpose of translating is changing the meaning of the text into another language in line with the author's idea. In the other opinion, Larson (1984: 2) defines that translation "is basically a change of form. In translation the form of the source language is replaced by the form of receptor (target) language.

Finally, Newmark (1988:7) defined "translation is a two-edged instrument: it has the special purpose of demonstrating the learner's knowledge of the foreign language, either as a form of control or to exercise his intelligence in order to develop his competence". From those four definitions, it can be concluded that translation is the process of transferring a written text from a source language into a target language by using thought and ideas, reproducing the closest natural equivalent of the source language in terms of meaning and style then transforming a written source language which has the special purpose of demonstrating the learner's knowledge of the foreign language.

From the definition above, it can be concluded that the objective of translation is to transfer the message or intent from source language into the target language. The translator should reproduce the text in the target language (TL) in such a way that it does not like a translation, and the meaning of the source language (SL) can be understood by the target readers.

2. Types of Translation

Larson (1984:15) divides two kinds of translation, literal translation and idiomatic translation.

a. Literal translation

Literal translation is known as form-based translation. It is a kind of translation that emphasizes on form. It just changes the form of the source language into the target language. This kind of translation does not communicate all of the messages contained in the source language in the target language. Sometimes it does not work so that it may make reader get difficulty to catch the message delivered.

b. Idiomatic translation

Idiomatic translation is also known as meaning-based translation. It gives emphasis on meaning. It uses the natural form of the source language to communicate all of the messages contained in the source language, both in grammatical and the choice of lexical items.

Those two kinds of translations are the crystallization of a continuum in translation that starts from very literal, to modified literal, near idiomatic, idiomatic, then may even move to unduly free (Larson, 1984:17)

3. Translation

Vinay and Darbelnet (2000:8) are the pioneers in translation procedure. They present the procedures as a description of the ways open to the translator in the translation process. Nevertheless, the procedures, as they are presented, do not refer to the process followed by the translator, but to the final result. This theory

also goes to translation technique. Molina and Albir (2002:509) defined “translation techniques as procedures to analyze and classify how translation equivalence works”. It affects only the micro unit of text and the result of the translation.

From these explanations, it is clear that translation procedure and translation technique refer to the same idea. Vinay and Dalbarnet (in Hatim and Munday (2006:148) introduce several procedures in translation which are divided into two strategies; direct and oblique translation. Direct or literal translation is used when a source language message can be transferred perfectly into a target language message. This strategy consists of three procedures:

a. Borrowing

Borrowing is the simplest of all translation. We can say that this task refers to a case where a word or an expression is taken from the source language and used in the target language, but it in a ‘naturalized’ form, that is, it is made to conform the rules of grammar or pronunciation of the target language. Borrowing in translation is not always justified by lexical gap in the target language, but it can mainly be used as a way to preserve the local color of the word, or be used out of fear from losing some of the semiotic aspects and cultural aspects of the word if it is translated. For examples, borrowing with no change in form and meaning (pure loanwords):

Email → *email*
dollar → *dollar*
internet → *internet*

b. Calque

A calque is a special kind of borrowing whereby a language borrows an expression from another, but then translates literally each of its elements. *Calque*, where the source language expression is literally transferred to the target language, such as *pen name*, is translated into Indonesian as *nama pena*. *Pen* means *pena* and *name* means *nama*. Another example, *blueprint* is translated into Indonesian as *cetak biru*. The word *blue* is translated into *biru* and *print* into *cetak*.

c. Literal Translation

Literal, or word for word, translation is the direct transfer of a SL text into a grammatically and idiomatically appropriate target language text in which the translator’s task is limited to observing the adherence to the linguistic servitudes of the target language. In principle, a literal translation is a unique solution reversible and complete in itself. The translation does not need to make any change other than the obvious one, like those concerning grammatical concord or inflectional endings. For example, English ‘where are you?’ is translated into French ‘Où êtes vous?’. This procedure is most commonly found in translation between closely related languages, especially those having a similar culture. Another examples,

Network → *jaringan*
monitor → *layar*
wireless → *nirkabel*

On the other hand, the oblique translation is used when a source language text cannot be directly translated without the semantic or lexical changes in a target language text. This strategy consists of four procedures:

a. Transposition

Transposition is a change of sequence of parts of speech with another without changing the meaning of the message. The change of sequence also can be followed by the change of word class, the change from singular to plural and others. This change can occur because the source language and the target language have the different grammatical structure, for example *big house* is translated into *rumah besar* in Indonesian.

b. Modulation

Modulation is a variation of the form of the message, obtained by a change in the point of view. This change can be justified when, although a literal, or even transposed, translation results in a grammatically correct utterance. It is considered unsuitable, unidiomatic or awkward in the target language. To make it natural, modulation needs to be applied as can be seen in the examples below:

It isn't expensive ~~harganya~~ *murah*
It is not possible to do → *ini mustahil*

c. Equivalence

Vinay and Dalbernet use this term to refer to the cases where languages describe the same situation by the different stylistic or structural means. The classical example of equivalence is given by a reaction of an amateur who accidentally hits his finger with hammer: if he were a French, his cry of pain would be transcribed as, *aie*, but he is an English, and the expression would be interpreted as *ouch*, and if he were an Indonesian, he would say *aduh*. Another striking case of equivalences are the many onomatopoeias of animal sounds, for example:

cock-a-doodle-do (English) → kukuruyuuk (Indonesian)
miaou (English) → meong (Indonesian)
groaarr (English) → auuurr (Indonesian)

d. Adaptation

With this last procedure, we reach the extreme limit of translation; it is used in those cases where the type of situation being referred to by the source language's message is unknown in the target language culture. Adaptation can

be described as a special kind of equivalence, a situational equivalence. Cultural equivalent is transferring a source language cultural word into target language cultural word (Newmark, 1988:82). In this procedure, the situation to which the message refers does not exist in the target language and must be created by reference to a new situation which has quite similar concept. This procedure is usually applied in the translation of book and film's titles, for example *kung fu* in Chinese is translated into *silat* in Indonesian.

For each translation procedure, there are some specific problems of finding lexical equivalents. According to Larson (1984, p.48) there are five factors of translation errors on lexical level when a word is translated into the target language, namely: (1) key words (2) symbolic words (3) word combination (4) false friend (5) implicit and explicit components of meaning.

a. Key words

Key words are words which are used over and over in the text and crucial to the theme or topic under the discussion. Key words are most often words, which represent an essential or a basic concept of the text. The translator should give a special attention in finding the adequate lexical equivalence of the key words. If the key words are not translated in such a way to communicate the meaning clearly, the point of the whole text may be lost.

b. Symbolic words

Symbolic words are key words which get symbolic value. They come to carry a figurative or a metaphorical meanings as well as the basic meaning of the words. As stated by Newmark "In imaginative writing all key words acquire symbolical value, and become potential metaphors grounded in the culture. Like key word in technology, they are suddenly forced to bear figurative meaning" (1988, p.57). When such words are translated, they have to be supported with an attribute unless there is a strong cultural overlap between the source and the target language. The translator must provide attention to key words which are also symbolic words. Thus, the metaphorical intent of the source text is not obscured. The Indonesian sentence „*Engkaulah jantungku*’ is an example of a sentence which has figurative meaning (metaphor). „*Jantung*’ (heart) is a symbol of a character which always moves blood in the body. If the key word has symbolic value like *'jantung'*, the translator must render with the word which has the same metaphorical meaning in TL.

c. Word combination and false literal translation

Word combination is group of words which functions in the same way as a single word. Word combination is also called an idiom. The translator must be careful in translating word combination because the meaning of a combination as a whole cannot always be determined by the meaning of the individual constituent's parts. Sometimes a translator may also settle for literal translation of a word combination because she/he does not know that there is more idiomatic form. Hence, when the translator makes a mistake in translating

words combination, it will also result false perception. For example, the Indonesian word '*kuli tinta*' is a word in idiomatic form. A translator must understand its meaning in the source language (SL), so that she/he can transfer the meaning of the idiomatic form into target language (TL).

d. False friend

False friend may be defined as words in the source language which is bounded tidily like the words in the receptor language, since they are cognate with them, but in fact it means something different. For example, Indonesian word „*ambisi*' has a negative effect. While the word '*ambition*' in English has a positive meaning. This phenomenon is called a false friend.

e. Implicit and explicit meaning

The translator must identify the implicit and explicit meaning of the sentence. If the sentence has an explicit meaning in the source language (SL), it should be made explicitly in the target language (TL). In translating a text, translator may face situation that the target language has no direct equivalent for a word which occurs in the source text. This situation is called non-equivalence at word level. The type and level of difficulty posed can vary tremendously depending on the nature of non-equivalence. Different kinds of non-equivalence require different strategies, some very straight forward, others more involved and difficult to be handled. Baker (1992: 21) proposed some common types of non-equivalent at word level, namely:

a. Culture-specific concepts

The concept of source language is totally unknown in the target culture. This concept can be in the form of both abstract and concrete. The word has something to do with a religious, belief, social custom, or even a type of food. An example of English culture concept which is difficult to translate into other languages is *thanksgiving*. This is English American concept which is difficult to understand by people for other cultures since *thanksgiving* is a cultural event which occurs only in United States.

b. The source-language concept is not lexicalized in the target language.

The source language concept is easily understood in the target culture, but simply not lexicalized or there is no direct target language to express it. For example, the word *standard* (an adjective word which means ordinary, as in standard range of product). *Standard* is a concept easy to be understood in the other languages, but it is difficult to directly translated. Translators or people use the word in their language as a loan word.

c. The source-language is semantically complex

It means that a single morpheme can be expressed by a more complex set of meaning than a whole sentence. It becomes a translation problem, since the translator should explain the word in the target language in a

long sentence or more. An example of such semantically complex word is *facade*. Facade means a part of the building which is located in front of the building, it functions as a shield of the building. The translator has to make an explanation following that word in order to make it clearer for the target reader in Indonesia.

d. The source and target languages have different distinctions in meaning

The target language may have different distinctions in meaning but in the source language does not make any distinction of meaning. For example, Indonesian makes distinctions between going out in the rain without knowledge that *is raining (kehujan)* and going out in the rain with knowledge that *is raining (hujan-hujan)*. Therefore, the Indonesian translator faces the difficulty in finding the equivalent for it since English does not have this distinction. The translator must read the context of the situation of the text.

e. The target language lacks a super ordinate

Baker (1992: 22) states "The target language may have specific words (hyponyms) but no general word (super ordinate) to head the semantic field." It means that the general word in the source text is hard to be translated into the general word in the target text. It has to be translated into the specific word in the target text. For example, a Moslem who has expertise of Islamic knowledge in English is called Moslem scholar. In Indonesia, *Moslem scholar* term has many expressions of its hyponyms (*Cendikiawan Muslim, Ulama, Ustadz, Mubaligh, Kyai*), but it is difficult to find the equivalent term for it. The translator should render *Moslem scholar* into the more specific word in Indonesian, the closest meaning with the context of the source text.

f. The target language lacks of specific term (hyponyms)

It is usual that a word has the general word but lacks of specific word (hyponyms). A specific word in the source language can be translated into the general word in the target language since there is no specific word for that word in the target language. English has many hyponyms under *house* for which it difficult to find an appropriate equivalent in other languages. For example, *bungalow, villa, lodge, mansion*. It is difficult to find the equivalent words of those English specific words in Indonesian. The easy way in translating those words is using the hyponym and giving an explanation for it.

g. Difference in physical or interpersonal perspective

Baker (1992: 23) states "Physical perspective has something to do with where things or people are in relation to one another or to a place, as expressed in pair words such as *come/go, take/bring, arrive/depart*, and so on,. Physical or interpersonal perspective may also include the participants in the discourse (tenor)." It means that a physical perspective in one language can be more important than it is in others or it may have certain meaning than it is in others. For example, kissing right or left cheek in western countries is usual,

when a person meets his/her friends (opposite gender). But it is not usual in Indonesia, it is considered impolite.

h. Differences in expressive meaning

A word may have the same proportional (true meaning) both in the source language and in the target language, but it may have different expressive meaning. This is often the case with items which relate to sensitive issues such as religion, politics, and sex. For example English has *cohabitation* as a term of living together between a man and a woman without any institutional engagement of marriage. Cohabitation is not a pejorative word in English. On the other hand, the equivalent expression in Indonesian, *kumpul kebo*, is considered as a pejorative word (less expressive meaning).

i. Differences in form

The source language and the target language may have differences in form, such as in certain suffixes, prefixes, reduplication forms, etc. Certain suffixes and prefixes which convey propositional and other types of meaning in English often have no direct equivalent in other languages. For example, there are many English couplets such as *employers/employee*, *trainer/trainee*, and *payer/payee*. Indonesian does not have those forms. Therefore, it recommends to translate those words into *majikan/karyawan*, *pelatih/pemain*, *pembeli/penjual*.

j. Differences in frequency and purpose of using specific forms

Baker (1992: 25) states "when a particular form does have a ready equivalent in the target language, there may be a difference in the frequency with which it is used or the purpose for which it is used". For instance, the word *who* has already had equivalent *siapa* in Indonesian, but when *who* is used in adjective clause, the translation should be *yang*.

k. The use of loan words in the source text

The use of loan words in the source text also becomes a problem in translation. It is used when there is no equivalent in the target language. For instance, in Britain, US or other western countries, high school students usually hold a farewell dancing party called *prom night*. In Indonesia there is no an event like that, so the translator keeps to use the source text.

According to Newmark's book (1988) there are 18 procedures of translation, they are:

a. Literal translation is the direct transfer of the source text into the target

language in a grammatically and idiomatically proper way. (Newmark, 1988:

70), for example:

Un beau jardin a beautiful garden

In this example (Newmark, 1988: 69), the translator translates the *un beau jardin* into *a beautiful garden* in grammatically and idiomatically.

- b. Transference: it is the process of transferring a SL word to a TL text. It includes transliteration. (Newmark, 1988: 82) for example:

Image Image

In this example (Newmark, 1988: 81) *image* is borrowed purely from German into the target language in English. The translator puts it from the source language and takes it directly into the target language without adding or deleting some information

- c. Naturalization: it adapts the SL word first to the normal pronunciation, then to the normal morphology of the TL. (Newmark, 1988: 82) for example:

Performanz Performance

In this example (Newmark, 1988: 82), the word *performanz* in the SL from German is translated into *performance* in the English as TL. Here, the translator changes the pronunciation of the SL by adapting it into the TL

- d. Cultural equivalent: it means replacing a cultural word in the SL with a TL one. however, "they are not accurate" (Newmark, 1988, p.83) for example:

Palais burbon Westminster

In this example (Newmark, 1988: 83), the translator changes the cultural word of *palais burbon* in the SL (the French) into *Westminster* in the TL (English). The above are approximate cultural equivalents, their translation uses are limited, since they are not accurate, but they can be used in general texts, publicity and propaganda, as well as for brief explanation to readers who are ignorant of the relevant SL culture

- e. Functional equivalent: it requires the use of a culture-neutral word. (Newmark, 1988: 83), for example:

Mart subite d'un norrisson Cot death

In this example (Newmark, 1988: 83), the translator translates *mart subite d'un norrisson* in SL into *cot death* in TL (the French). The translator does not find the equivalent word, translator translate it as a functional explanation of the SL word, although the components 'unexpected' and 'without known reason' are here omitted from the French.

- f. Descriptive equivalent: in this procedure the meaning of the CBT is explained in several words. (Newmark, 1988: 83)

Samurai The Japanese aristocracy from the eleventh to the nineteenth century.

In this example (Newmark, 1988: 84) the translator translates *samurai* in SL (Japanese) into *The Japanese aristocracy from the eleventh to the*

nineteenth century. TL (English). The translator does not find the equivalent word or that can be different if translated literally, so, translator translate it as a descriptive explanation of the SL word

- g. Synonymy: it is a "near TL equivalent." Here economy trumps accuracy.

(Newmark, 1988: 84), for example:

Personne gentille Kind person

In this example (Newmark, 1988: .84), the translator translates *personne gentille* into *kind person* because using literal translation is not possible and the word is not important enough for componential analysis.

- h. Through-translation: it is the literal translation of common collocations, names of organizations and components of compounds. It can also be called: calque or loan translation. (Newmark, 1988: 84)

European Cultural Convention *Convention Culturelle Europeenne*

In this example (Newmark, 1988: 84), the genetically term is translated as loan translation. The translator adapts the SL word into the TL by changing the pronunciation of the SL into the TL.

- i. Shifts or transpositions: Newmark divides into 4 types of shift or transpositions (Newmark, 1988: 86)

1) The first type is the changing from singular to plural or in the position of the adjective. For example (Newmark, 1988: 85), the plural form in English *furniture* is changed into singular form *des meubles*. Next, the position of the adjective in *la maison blanche* is changed in *the white house* in English.

2) The second type is the changing required when a specific SL structure does not exist in the TL, for example (Newmark, 1988" 85) *l'interessant, e'estque; das Inieressanteist, dafi, V inieressanteeche* in French translated into *what is interesting is that* in English.

3) The third type is the change of an SL verb to a TL word, change of an SL noun group to a TL noun and so forth. For example (Newmark, 1988 86),

the word *est aust prises* in French is changed into *involves* in English.

Here, the SL is a verb group and then it is changed into verb in the TL.

4) The last type of shift or transposition is the replacement of a virtual lexical gap by a grammatical structure. For example (Newmark, 1988: 87), *il atteint le total* in French is changed into *it totals* in English.

j. Modulation: it occurs when the translator reproduces the message of the original text in the TL text in conformity with the current norms of the TL, since the SL and the TL may appear dissimilar in terms of perspective. (Newmark, 1988: 88). In this example (Newmark, 1988:88), the translator reproduces the message of the original text. The sentence *Il n'a pas hésité* in French changes it into *he acted at once* in English.

k. Recognized translation: it occurs when the translator "normally uses the official or the generally accepted translation of any institutional term." (Newmark, 1988: 89)

l. Translation label is a provisional translation, usually of a new institutional term, which should be made by inverted commas, which can later be discreetly withdrawn (Newmark, 1988: 90).

Heritage language *Erbschaftssprache*, *tongue dy heritage*.

m. Compensation: it occurs when loss of meaning in one part of a sentence is compensated in another part. (Newmark, 1988: 90)

Il n'a pas hésité He acted at once, for example:

Rechtsstaat Constitutional

A piece of *Sedikit*...

n. Componential analysis: it means "comparing an SL word with a TL word which has a similar meaning but is not an obvious one-to-one equivalent, by demonstrating first their common and then their differing sense components." (Newmark, 1988: 90), for example:

Stirzen to fair

In this example (Newmark, 1988: 114) the translator translates the word *stirzen* into *to fair* in the TL. Here, the translator make a componential analysis by giving component +suddenly, +heavily, +refers to an important person or entirely) to the corresponding target language word in order to produce a closer approximation of meaning

- o. Reduction is the omission of information considered to be unnecessary, of little importance, or unlikely to make sense to the target language reader.

While expansion is to use more words in TL in order to re-express an idea or to reinforce the sense of TL word because the correspondence in the TL cannot be expressed as concisely (Newmark, 1988:90).

Reduction, omission of information *science linguistique* Linguistics

In this example (Newmark, 1988, p.90) the translator does not translate the article *science* in the SL into the TL. Deleting of article *science* does not change the meaning of phrase

- p. Expansion, adding of information, for example:

cheveux igaux evenly cut hair

In this example (Newmark, 1988: 90) the translator translates sentence *cheveux igaux* into evenly cut hair In the TL. Here, the translator adds *cut* in order the TL reader gets the intensions of the SL sentence

- q. Paraphrase: This is an amplification or explanation of the meaning of a segment of the text. It is used in an 'anonymous' text when it is poorly written, or has important implications and omissions (Newmark, 1988: 90).

this procedures the meaning of the CBT is explained. Here the explanation is much more detailed than that of descriptive equivalent. Couplets: it occurs when the translator combines two different procedures. (Newmark, 1988:91)

- r. Notes, additional, glosses are additional information in a translation. (Newmark, 1988:91).

For example *la gabelle* become the gabelle orsal t-tax

4. Words

Based on Bloomfield's book (1933:56) word is a free form which does not consist entirely of (two or more) lesser free forms (p.178), another book on Oxford Dictionary (1083) word is a single distinct meaningful element of speech

or writing, used with others (or sometimes alone) to form a sentence and typically shown with a space on either side when written or printed from, according to above opinion we can conclude if word is the smallest part of language. There are eight parts of speech, they are: noun, adjective, pronoun, verb, adverb, preposition, conjunction and interjection (Wren and Martin, 1981: 3):

- a. Noun is a type of word that represents a person, thing, or place, such as; *house, orange, and cousin.*
- b. Verb is a type of word that describes an action or a state of being, such as; *walk, run, jump, or think.*
- c. Pronoun is a substitute for a noun. Some pronouns are: *I, me, she, hers, he, him, it, you, they, them, etc.*
- d. Adjective is a word that describes something (a noun). Some adjectives are: *big, cold, blue, and silly.*
- e. Adverb is a word that tells "how," "when," "where," or "how much". But in other case some adverbs are: *easily, warmly, quickly, mainly, freely, often, and unfortunately.*
- f. Preposition shows how something is related to another word. It shows the spatial (space), temporal (time), or logical relationship of an object to the rest of the sentence. The words *above, near, at, by, after, with* and *from* are prepositions.
- g. Conjunction is a word that joins other words, phrases, clauses or sentences. Some conjunctions are: *and, as, because, but, or, since, so, until* and *while.*
- h. Interjection is a word that expresses emotion. An interjection often starts a sentence but it can be contained within a sentence or can stand alone. Some interjections are *oh, wow, ugh, hurray, eh, and ah.*

5. Phrase

Venhaar (1996:291) states that the phrase is a word or group of words that consist of one word class and do not have a subject and a verb which is a functional part of a longer speech, and based on Oxford Dictionary (1995: 32) phrase is group of words without a finite verb, esp one that forms part of a sentence or group of words which have a particular meaning when used together. From the definition above we can conclude that if phrase is the small part of language after word and can be very short or quite long. There are many several different types of phrase, According to Baker (1992: 8) phrases can be classified into types of word that are noun phrases, verb phrases, adjective phrases, preposition phrases and infinitival phrases.

a. Noun Phrase is a group of phrases that could serve as subject in the sentence (Baker, 1992: 34). Noun phrases are phrases in which their main parts are nouns and in a sentence, it may function as subject, object, or complement.

Example: *The **Book***

b. Infinitival phrase is a phrase formed by adding the special infinitival marker to a bare-stem verb phrase (Baker, 1992: 42).

Example: *He forgot **to lock** the door*

c. A verb phrase is a phrase headed by a verb (O'Grady and Guzman, 1996: 185). Verb phrases are phrases in which their main parts are verbs, and usually they function as predicates of sentences

Example: *Never **drink***

d. Adjective phrase is a phrase headed by adjective (O'Grady and Guzman, 1996:185). Adjective phrase is a phrase in which its main part is an adjective and in syntactical construction, it functions as a complement.

Example: *Quite **certain***

e. Preposition phrase is a phrase which headed by a preposition (O'Grady and Guzman, 1996:185).

Example: ***On** the floor*

6. Sentences

Hockett (1958:98) said if sentence is a grammatical form which is not constructed with any other grammatical form: a constitute which is not constituencies, and based on Oxford Dictionary (1995: 390) a sentence is a set

of words expressing statement, a question or a command. Sentence usually contains of a subject and a verb. In written English it begins with capital letter and end with a full stop or an equivalent mark. According to Wren and Martin (1981:32) there are 3 types of sentences, they are Simple sentence, compound sentence, complex sentence.

1. Simple sentence is one which has only one subject and one predicate or has only one finite verb.”(Wren and Martin, 1981:200). A simple sentence normally consist of one statement.

Example: *The train will come*

2. Compound sentence is one made up of two or more, principal or main clauses and joined by coordinating conjunction”. The words consist of coordinating conjunction they are: and, but, if, yet, etc. (Wren and Martin, 1981: 201)

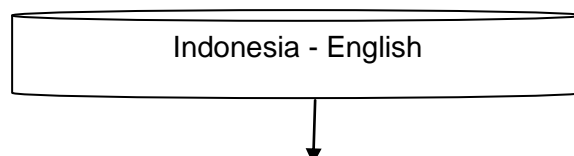
Example: *She became bored and me too*

3. Complex sentences consist of one main clause and one or more subordinate clause and joined by subordinating conjunction” (Wren and Martin, 1981: 201). The words consist of subordinating conjunction are: before, after, that, because, etc.

Example: *The story would make headlines if it ever became public.*

F. Conceptual Framework

Operational concept is a concept used to give an explanation about theoretical framework and avoid misinterpretation and misunderstanding of this research. Syafi'i (2007: 122) says operational concepts are derived from related theoretical concepts on all of the variables that should be practically and empirically operated in a research paper. In this study, the researcher will describe English Indonesian translation procedure in public area focus on word, phrase and sentences. It figure of conceptual framework are shown as follow.



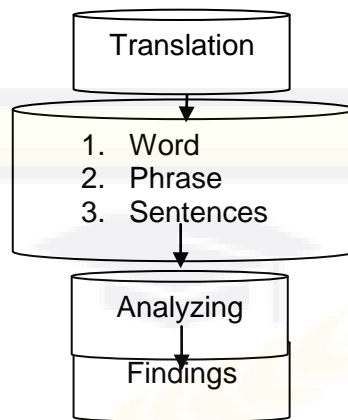


Figure 2.1 Conceptual Framework

The following is the explanation of the conceptual framework of this research:

1. This research analyzed English Indonesian translation in public area.
2. In this research, the researcher identified translation focus on word, phrase and sentences. The researcher analyzed word, phrase and sentences to know whether the rule of translation is correct or not.

CHAPTER III RESEARCH METHODOLOGY

This chapter presents research design, research procedures source of data, the procedures of collecting data, and technique of data analysis.

A. Research Design

This research employ a descriptive method and applies single embedded case study. It means that the researcher focused on one case and the conclusion focused on that case. In a qualitative research, the quality of data is more important than the quantity. In this study, the researcher described English Indonesian translation procedure in public area focus on word, phrase and sentences.

B. Location of the Research

The research was conducted at the the Sultan Hasanuddin International Airport .The location of the research is located in Makassar. The research was conducted on August and September 2017.

C. Source of Data

Data source was the object from which the data is select for the research. Data source has an important role in giving information need by the researcher. The data of the research are taken from public area. The data of this study are the sentences containing the English Indonesian translation and their translation and the result or the score that are given by the raters, concerning with accuracy and acceptability of the translation to each datum. The researcher takes all data of English Indonesian translation of billboard, or sign board which can be found in the public area.

D. Instrument of the Research

The researcher will use English Indonesian list form in collecting data were compiling, reading and writing technique. After that, the researcher read the object of the research carefully and seriously in order to get representative data. Those representative data is written into notes. The instrument of the research form consists of source language, target language, suggestion and location of the research.

E. The Procedure of Collecting Data

Research procedures are the stages of activities done by the researcher in implementing his investigation. The procedures that are applied in this research as follows:

1. Collecting the data from the word, phrase and sentences.. The data used in this research are the English Indonesian and its translation.
2. Giving number and code to each data.
3. Making a list of data and finding three rates that are capable in assessing the accuracy of the data.
4. Collecting the scores given by the raters.
5. Classifying the data based on the types of translation terms.
6. Classifying the data based on the translation strategies.
7. Classifying the data based on the accuracy acceptability given by the raters.
8. Making statistical calculation of the classified data in accordance with the strategies of each classification and presenting it in the form of table.
9. Drawing the conclusions and proposing suggestions.

F. Technique of Data Analysis

Data was collected by selecting all the English Indonesia translation on public area. In this research, the researcher was collecting data, analyzing data, and presenting the result of analysis. The data analysis was presented by formal and the informal method by Sudaryanto (1993:145). The formal method is the formulation in which signs and symbols or presences are likely used with table and the percentage. Informal method is the formulation form using verbal language and giving explanation based on data analysis of the data. The result of the analysis is described words by words in order to make it clear and specific and to ease the reader to understand the analysis.

CHAPTER IV

FINDING AND DISCUSSION

This chapter particularly presents the findings of the research and discussion. The finding consists of the description of the result of data collected in the field and discussion consists of explanation about the finding.

A. Findings

In chapter, the writer identifies a major translation errors found in public sign at the Sultan Hasanuddin International Airport. They are translation errors on lexical level and translation errors in grammatical level. Then the author uses a dynamic equivalence translation theory to analyze the translation mistakes or errors of public at the Sultan Hasanuddin International Airport.

On this basis, applicable methods and strategies for public signs Indonesia English translation Sultan Hasanuddin International Airport were explored, and finally the writer suggested translation versions are followed. Therefore, this chapter will be divided into three sub chapters, namely: Word, Phrase and Sentences found in the Sultan Hasanuddin International Airport.

This skripsi was studying the translation between Indonesian and English, so it is necessary for us to look further into the linguistic features in translation of public signs.

1. Word

On lexical level, errors of improper diction, redundant word, and spelling can cause information 'skewing' that can ruin the intended message. Translators must avoid these mistakes to make good translation of public signs. Good translation of public signs can help foreign businessmen and tourists feel convenient and enjoyable in clothing, food, living, and transportation (Ma Qiannan, 2012: 169). Next, details of error of improper diction, redundant word, and spelling found in public signs at Sultan Hasanuddin International Airport will be discussed.

a. Improper Diction

Diction is the choice and use of words to express meaning. Since most public signs are rather short and brief, the choice of proper words play a very important role in the course of translation. Aladdin Al-Kharabsheeh, Bakri Al- Azzam, and Marwan M. Obeidat in *Lost in Translation: Shop Signs in Jordan* stated that improper terminological decisions do appear to have a great effect on the conceptual integrity and precision of the delivered translation. "... a wrong lexical choice, which, in turn, gives rise to a distorted and unintelligible message in the target language version." (2008: 721). The accurate comprehension is the prerequisite for choosing the correct words. Look at some mistranslation caused by the improper diction found Sultan Hasanuddin International Airport.



Figure 1: Public signboard seen in Sultan Hasanuddin International Airport; “Penitipan Barang” is translated into “Locker”. The English version seems very strange to foreigners, the sign “Penitipan Barang” used internationally “Locker Service” that is accurate and clear for the foreigners, “Lockers” is an improper diction. According to Nida’s Dynamic Equivalence Theory, target audience’s response should be concerned (1969: 12). The translation expression or realization used in this public sign is not natural for foreigners, however the meaning equivalence is gained.



Figure 2: Public signboard seen in Sultan Hasanuddin International Airport; “Restoran” is translated into “Restaurant”. The translation expression or realization used in this public sign is natural for foreigners. The meaning of the signs is accurate and easily to understand. It also proper word, stated and translated based on the target place



Figure 3: Public signboard seen in Sultan Hasanuddin International Airport; “Trolley” is translated into “Trolli”. The translation expression or realization used in this public sign is natural for foreigners. The meaning of the signs is accurate and easily to understand. It also proper word, stated and translated based on the target place



Figure 4: Public signboard seen in Sultan Hasanuddin International Airport; “Kedatangan” is translated into “Arrival”. The translation expression or realization used in this public sign is natural for foreigners. The meaning of the signs is accurate and easily to understand. It also proper word, stated and translated based on the target place



Figure 5: Public signboard seen in Sultan Hasanuddin International Airport; “Pintu” is translated into “Gate”. The translation expression or realization used in this public sign is natural for foreigners. The meaning of the signs is

accurate and easily to understand. It also proper word, stated and translated based on the target place

b. Redundant Words

Redundancy is superfluous and unnecessary in the use of language. In some cases the redundant features are repeating bits of information. In other cases, it may used to contrast, to emphasize, to intensify, to resolve ambiguity or to serve other, more rhetoric purposes (Wit and Gilette, 1999). Redundancy may occur at any level of public signs. Some of the examples are ATM Machine, Potential Hazard, Danger-Keep Out, etc. As we mention that one of the key language features of public signs is short and concise, any unnecessary repetition of words should be removed. The meaning of the signs can be expressed with very fewer words. The fewer words, the clearer the message. Therefore, keeping the language simple makes the signs much more effective in addressing the warning or behavior that the sign dictates. The best argument for avoiding redundant expressions is that the use of them implies the writer or speaker is either careless or unschooled in basic vocabulary. Redundancy can also be seen in public signs at the Sultan Hasanuddin International Airport.



Figure 6: The sign “Dilarang Lewat Di Sini” is translated into “Don’t Pass Here” in parking area at Sultan Hasanuddin International Airport . The

word 'here' is unnecessary and redundant. The suggested sign "Do Not Pass" is enough to convey the message and is more natural.

2. Phrase

Grammar, a system of rules governing the conventional arrangement and relationship of words in a sentence, plays an important role to learn as it tells us how to construct a 2 sentence which covers word order, verb and noun system, modifiers, phrases, clauses, etc. (Brown, 1994:347-348). In addition, Haegeman and Gueron (1999:16) define grammar of the language as "a system of rules and principles which is at the basis of all sentences of a language enabling speakers to produce well-formed sentences, to evaluate sentences, and to replace unacceptable sentences by acceptable variant". This means that the learners of English are supposed to be able to analyze any sentence using rules and principles of grammar available.

Venhaar (1996:291) states that the phrase is a word or group of words that consist of one word class and do not have a subject and a verb which is a functional part of a longer speech, and based on Oxford Dictionary (1995: 32) phrase is group of words without a finite verb, one that forms part of a sentence or group of words which have a particular meaning when used together. From the definition above we can conclude that if phrase is the small part of language after word and can be very short or quite long. There are many several different types of phrase, According to Baker (1992: 8) phrases can be classified into types of word that are noun phrases, verb phrases, adjective phrases, preposition phrases and infinitival phrases.

Phrase can also be seen in public signs at the Sultan Hasanuddin International Airport



Figure 7: On the information board in the Sultan Hasanuddin International Airport, “Lift Difabel” is translated “Handicapped Elevator”. This sign contains grammatical error that shows the misformation of adjective.. Though it seems to be a minor mistake, the translation does not make any sense to foreigners. The right translation should be “Difable Elevator”.



Figure 8: On the information board in the Sultan Hasanuddin International Airport, “Ruang Laktasi” is translated into” Nursery Room”, which should be “Lactation Room”. The problem here is caused by either typo or the fact that the translator did not understand the target language. According to *Oxford Advanced Learner’s Dictionary*, the word “Lactation”

means a human milk contains the ideal amount of nutrients for the infant far from the meaning of “nursery”. Just one wrong letter can take the meaning of a word and change it into something completely different. This kind of mistake may cause serious misunderstanding to the foreign readers. Here, it can be argued that the English translation of the sign totally failed to perform its function of providing information.

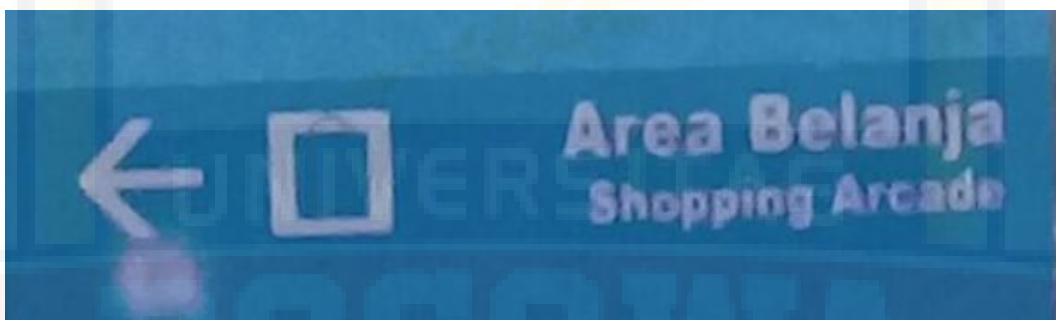


Figure 9; Several list of public signboard spotted in the Sultan Hasanuddin International Airport; “Area Belanja” is translated into “Shopping Arcade”. This translation seems strange and not natural, clearly the translator did not pay attention to the choice of proper dictions. The foreigner understand that it is not a common word, but the diction seems unnatural. The suggestion could be “ Shopping Area”.

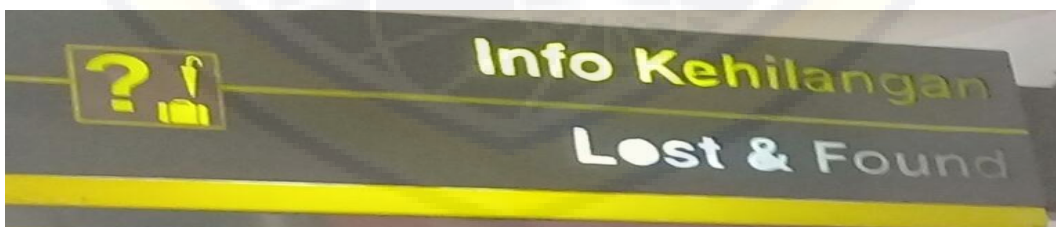


Figure 10; On the information board in the Sultan Hasanuddin International Airport, “informasi kehilangan” is translated “Lost & Found”. This sign seems strange and not natural, clearly the translator did not pay

attention to the choice of proper dictions. Though it seems to be a minor mistake, the translation does not make any sense to foreigners. The right translation should be “Lost Information”.

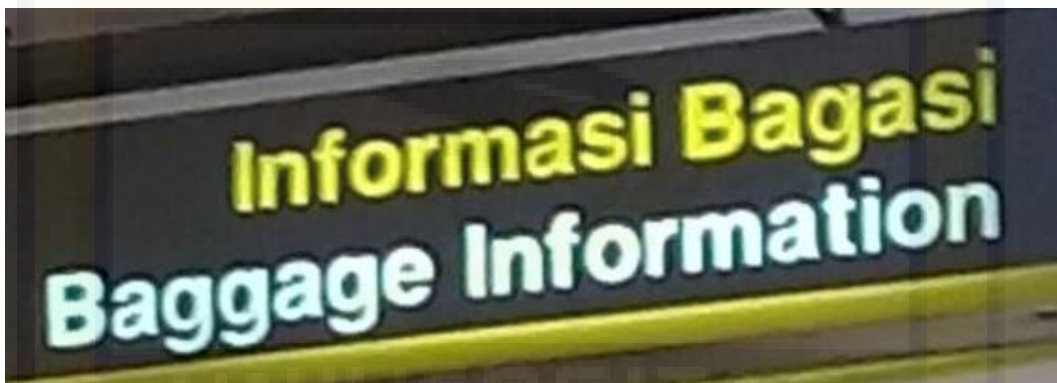


Figure 11: Public signboard seen in Sultan Hasanuddin International Airport; “Informasi Bagasi” is translated into “Baggage Information”. The translation expression or realization used in this public sign is natural for foreigners. The meaning of the signs is accurate and easily to understand. It also proper word, stated and translated based on the target place

3. Sentences

Hockett (1958:98) said if sentence is a grammatical form which is not constructed with any other grammatical form: a constitute which is not constituencies, and based on Oxford Dictionary (1995: 390) a sentence is a set of words expressing statement, a question or a command. Sentence usually contains of a subject and a verb. In written English it begins with capital letter and end with a full stop or an equivalent mark. According to Wren and Martin (1981:32) there are 3 types of sentences, they are Simple sentence, compound sentence, complex sentence.

In English, words are divided into different classes and must be used within the strict part of speech. The most frequent error of grammatical sentence problems is misused part of speech. The errors occurred are omission, addition, misformation, misordering errors part of speech of articles, nouns, pronouns, auxiliaries, verbs, adverbs, adjectives, prepositions, and conjunctions Another grammatical error found in public sign in the Sultan Hasanuddin International Airport:



Figure 12; The sign in Sultan Hasanuddin International Airport “Please Recheck Your Belonging Before Leaving From Security Check Area.” This sentence fragment conveys an unclear message and seems unnatural. The suggested translation should be “Please Recheck Your Baggage Before Leaving The Security Checking Area” Though it does not fully affect the meaning, the quality of translation is not entirely perfect.

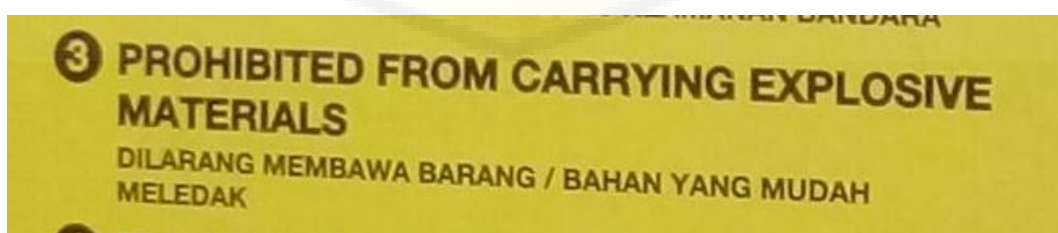


Figure 13: The sign “Prohibited from carrying explosive material” is translated into “Dilarang Membawa Barang/Bahan yang Mudah Meledak” in Sultan Hasanuddin International Airport. The word ‘here’ is unnecessary and redundant. The suggested sign “Do Not Carrying Explosive Materials” is enough to convey the message and is more natural.



Figure 14; Another incomplete sentence error can be identified in the sign found in Sultan Hasanuddin International Airport “Taxi & Rentcar Reservation” translated into “Konter Pemesanan Taksi & Rentcar. This run-on sentence clearly has failed to yield the message embodied. A more appropriate translation should be “Konter Pemesaan Taksi & Mobil Rental” If a sentence does not end appropriately, the intended meaning can be changed or it can be misunderstood. Sometimes, the meaning is simply incomprehensible



Figure 15: Public signboard seen in Sultan Hasanuddin International Airport; “Passenger who carry firearms and bullets please report to security in charge

” is translated into “Penumpang yang membawa senjata api dan peluru harap melapor kepada petugas keamanan bandara”. The translation expression or realization used in this public sign is natural for foreigners. The meaning of the signs is accurate and easily to understand. It also proper sentences, stated and translated based on the target place.



Figure 16: Public signboard seen in Sultan Hasanuddin International Airport; “For Whom Using Hear Face Devise, Please Report Security in charge Before Screening” is translated into “Bagi pengguna alat pacu jantung, harap melapor kepada petugas keamanan bandara”. The translation expression or realization used in this public sign is natural for foreigners. The meaning of the signs is accurate and easily to understand. It also proper sentences, stated and translated based on the target place

B. Discussion

In the process of translation, one of the important things that the translator should do is to express the pragmatic meaning in a certain situation. The pragmatic meaning shows that, when using language, people not only talk or write to others, but more importantly, they perform actions or

do things. In some situations, when the language is translated into another one, the pragmatic meaning is more important than the meanings of words.

Another most common problem in the translation of public signs at the lexical level is spelling mistakes. Spelling errors can be found as vowel trouble, apostrophe error, classic missing letter type, junction trouble, transposition, double-letter confusion, and spell-it-like-it-sounds disaster. These mistakes can be seen frequently everywhere, and they mainly result from the carelessness of the translators or painters.

These mistakes not only affect the foreigners' understanding of the information on the signs, but also may leave a perfunctory or terrible impression on the readers. There are too many such examples. What we should do is to take more time and make more effort in the translation and making of the signs, checking the spelling as a must to see if there are any mistakes.

1. Suggestions in The Translation of Public Signs

According to Nida, Dynamic Equivalence translation contains three dimensions: "(1) equivalent, which points the source-language message, (2) natural: which points toward the receptor language and (3) closest, which binds the two orientations together on the basis of the highest degree of approximation.

Basically, the word natural is applicable to three areas of the communication process; for a natural rendering must fit (1) the receptor

language and culture as whole, (2) the context of the particular message, and (3) the receptor-language audience” (Nida in Venuti, 2000: 163). Based on this framework, the author tries to make some suggestions to English translation of public signs in Sultan Hasanuddin International Airport.

2. Translating Based on the Target Culture Orientation

Achieving a high quality translation is not an easy task. Target Culture should be taken into a great consideration in translation process. Nida’s Functional Equivalence Theory gives emphasis on cultural factors in translation as he states “the most serious mistakes in translating are usually made not because of verbal inadequacy, but of wrong cultural assumptions” (Nida, 2002:29). He believes that translation should aim at “complete naturalness of expression, and tries to relate the receptor to modes of behavior relevant within the context of his own culture” (Nida, 2002:159). In addition, Nida argues “for truly successful translating, biculturalism is even more important than bilingualism” (Nida, 2002: 81).

In public signs at Sultan Hasanuddin International Airport , several unnatural translations of public sign have been identified. For example, public sign board “Penitipan Barang” is translated into “Locker”. The English version seems very strange to foreigners, the sign “Penitipan Barang” used internationally “Locker Service” that is accurate and clear for the foreigners, “Lockers” is an improper diction. This is area for people or visitor who want to keep the material before entered the Airport. Therefore, translation is not merely an interpretation of verbal signs, but also a cultural interpretation.

Translation between Indonesian and English is not an easy task because the two languages belong to entirely different cultural traditions and serves as vehicles for the transmission of Western and Indonesian cultures. It is believed that since translation is an activity of the exchange cultures, the translator should know the difference between Western and Indonesian cultures. Therefore, he/she will not make mistakes in the translation.

3. Standardizing the Translation of Public Signs in Airport

Another way of defining a Dynamic Equivalence translation is to describe it as “the closest natural equivalent to the source-language message”. Nida claims that naturalization can be achieved by taking into account: 1) the source language and culture understood as a whole; 2) the cultural context of the message; 3) the target audience (Nida in Venuti, 2000: 163). It is necessary to note that the target audience is taken into a great account. Nida states that the translators should have in mind who the readers will be and why they will be reading the translation.

The need to have readers in mind has become a commonplace in professional practice and translator training. Like other writers, translators are just as capable of selecting a readership as commissioners, publishers, proof-readers, subject-matter experts, corporate/government translation department clerks, source-text writers, and final users. For the translator, a more critical and crucial audience includes those who pay for the translation and those who judge it at various stages, including the responsible person in

the agency that contracts for the translating and one or more editors of the agency or of the organization paying for the translation process.

The joint effort of many parties can establish the translation standardization of public signs in Sultan Hasanuddin International Airport. It can be said that several public signs at the airport actually have their international standard of translation already. A huge public signs of “Keluar” translated into “Exit”. For some industries, especially for tourism, public signs should be translated in accordance with international common words. In order to help foreigners even further, all the public signs around airport are to be standardized, so that they are unique and distinctive in foreigners’ eyes.

It is true that the establishment of translating standards of public signs is not easy. Indeed, it is a long-term job and cannot be done alone. The whole nation, experts and relative organizations should make their joint effort to reach the aim of standardization. With this standard, hopefully, errors in public signs for tourism either on lexical or on grammatical level can be minimized. Choosing the appropriate forms of language to convey the intended meaning or pragmatic force of the source text is necessary to achieve the dynamic equivalent effect in public signs translation. In order to achieve competent translation, translators must keep in mind that translation needs an honest attitude, wide knowledge and language competence (Li, 2013: 26).

The mastery of language is not easy and requires painstaking effort. Moreover, translators should check their work and do proofreading when

they finish translating. A good command of target language will produce language sense and make it sure in choosing suitable words. So, improper diction error can be avoided. Holding that only qualified translation will guarantee effective communication, the translators will take some measures to have their versions checked after being finished to ensure the quality. Only by keeping a high sense of duty can the translators do their work properly, which is the most fundamental prerequisites for a competent translator. This is the force, which, as it involves the spirit, not just the mind, will be ultimately decisive in the making of a good translator. Translators should keep in mind that any carelessness or lack of duty might bring about losses. They should be convinced that they are confronted with arduous tasks, and should put heart into it (Li, 2013: 26).



CHAPTER V

CONCLUSION AND SUGGESTION

This chapter, consisted of two parts, namely conclusion and suggestion of the finding.

A. Conclusion

After analyzing the data based on the formulation of the problems, there are some conclusions that can be drawn related to the formulation of the problems. The conclusions are explained as follows.

1. The researcher identifies the translation errors that were found in Sultan Hasanuddin International Airport. In lexical errors, there are; (1) improper diction: the choice and use of words to express meaning, (2) redundant words: superfluous and unnecessary in the use of language, and (3) spelling errors: spelling errors can be found as vowel trouble, apostrophe error, classic missing letter type, junction
2. There are; (1) part of speech misuse: the errors occurred are omission, addition, misformation, misordering errors part of speech of articles, nouns, pronouns, auxiliaries, verbs, adverbs, adjectives, prepositions, and conjunctions, (2) word for word translation: is usually incorrect in terms of sentence structure and grammar, and even if they are right, it still cannot transfer the real information of the original text, and (3) incomplete sentence: incomplete sentence occurs when there is error in sentence structure such as fragments and run-ons.

3. Considering the errors that were found in the translation of public signs in Sultan Hasanuddin International Airport, the writer gives three suggestions. They are; (1) Translating based on the target culture orientation, (2) choosing appropriate language forms to convey the pragmatic force, and (3) standardizing the translation of public signs in airport.

B. Suggestion

After conducting the research, there are some suggestions which are described as follows.

1. To the Readers

Science always develops so does Translation Study. There will be a lot of new theories of translation. Besides, there are still many other translation techniques which are not covered in this research. Furthermore, there are some issues in translation which have been debated for years and it still exists at the present such as theory of Dynamic Equivalence, and theory of Error. The researcher suggests that the readers should keep reading books, journals, articles, or studies about translation especially translation techniques which lead scholars' debates such as the use of the concept of Nida's dynamic equivalence and Error theory. It will be the references for the readers and enrich the knowledge of translation for the readers.

2. To the English Education Department

Considering that analyzing errors on the translation of public signs in Bahasa Indonesia-English is not easy and becomes the most common problem which is faced by translator, the English Education Department can frequently conduct many practices to the students dealing with the theory and translation strategies on public signs. A sustainable learning practice will improve the students' knowledge and translating skill.

3. To the Translator

It is obviously clear that a translator should master either the languages or the cultures. By mastering the both source culture and target culture, the translator will be aware of the cultural value, so that she/he could decides what proper translation technique to translate the expression. It is also requires translator to pay more attention to the accumulation of expression. On the one hand, it requires translator to improve language training and knowledge, knowing about the cultural convention and way of behavior in the English-speaking countries. Translator may take records when they have opportunity to go abroad. Thus, translator can avoid unnecessary mistakes by borrowing foreign vocabulary. The translator should avoid translation techniques which cause no realization to keep the coherence, messages and values of the original work.

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Appendix 1: Research Instrument

English Indonesian Translation on Public Area

1. Word

No	Source Language	Target Language	Suggestion	Location
1	Perhiasan	Jewells	Jewels	Jl. Sulawesi

2. Phrase

No	Source Language	Target Language	Suggestion	Location
1	Khusus taksi	Khusus taxi	Taxi Only	Airport

3. Sentences

No	Source Language	Target Language	Suggestion	Location
1.	Tiket yang dibeli dari pihak ketiga dianggap tidak valid	Ticket purchased from a third party are not valid	Tickets purchased from a third party are not valid	Port of Makassar

Appendix 2: Data of Signboard in Sultan Hasanuddin International Airport

1. Word

No	Source Language	Target Language	Suggestion	Location
1	Penitipan Barang	Lockers	Locker Service	Airport
2	Dilarang Lewat Disini	Don't Pass Here	Do Not Pass	Airport
3	Restoran	Restaurant	-	Airport
4	Troli	Trolley	-	Airport
5	Kedatangan	Arrival	-	Airport
6	Pintu	Gate	-	Airport

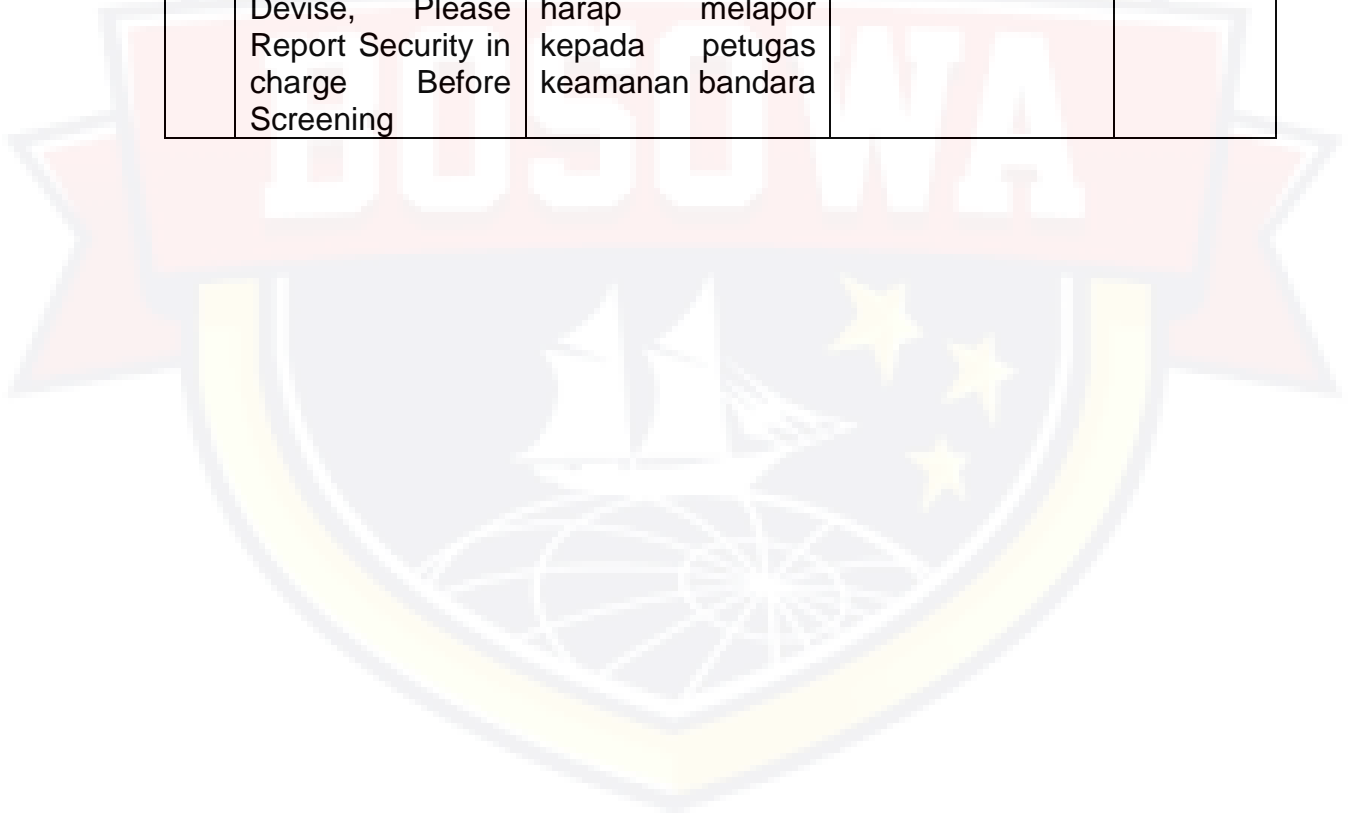
2. Phrase

No	Source Language	Target Language	Suggestion	Location
1	Lift Difabel	Handicapped Elevator	Difable Elevator	Airport
2	Ruang Laktasi	Nursery Room	Lactation Room	Airport
3	Area Belanja	Shopping Arcade	Shopping Area	Airport
4	Info Kehilangan	Lost& Found	Lost Information	Airport
5	Informasi Bagasi	Baggage Information	-	Airport

3. Sentences

No	Source Language	Target Language	Suggestion	Location
1.	Please Recheck Your Belonging Before Leaving From Security	Mohon Periksa Kembali Bawaan anda Sebelum	Please Recheck Your Baggage Before Leaving The Security	Airport

	Check Area	Meninggalkan Tempat Pemeriksaan	Checking Area	
2	Prohibited from carrying explosive material	Dilarang Membawa Barang/Bahan yang Mudah Meledak	Do Not Carrying Explosive Materials	Airport
3	Taxi & Rentcar Reservation	Konter Pemesanan Taksi & Rentcar	Konter Pemesanan Taksi & Mobil Rental	Airport
4	Passenger who carry firearms and bullets please report to security in charge	Penumpang yang membawa senjata api dan peluru harap melapor kepada petugas keamanan bandara	-	Airport
5	For Whom Using Hear Face Devise, Please Report Security in charge Before Screening	Bagi pengguna alat pacu jantung, harap melapor kepada petugas keamanan bandara	-	Airport

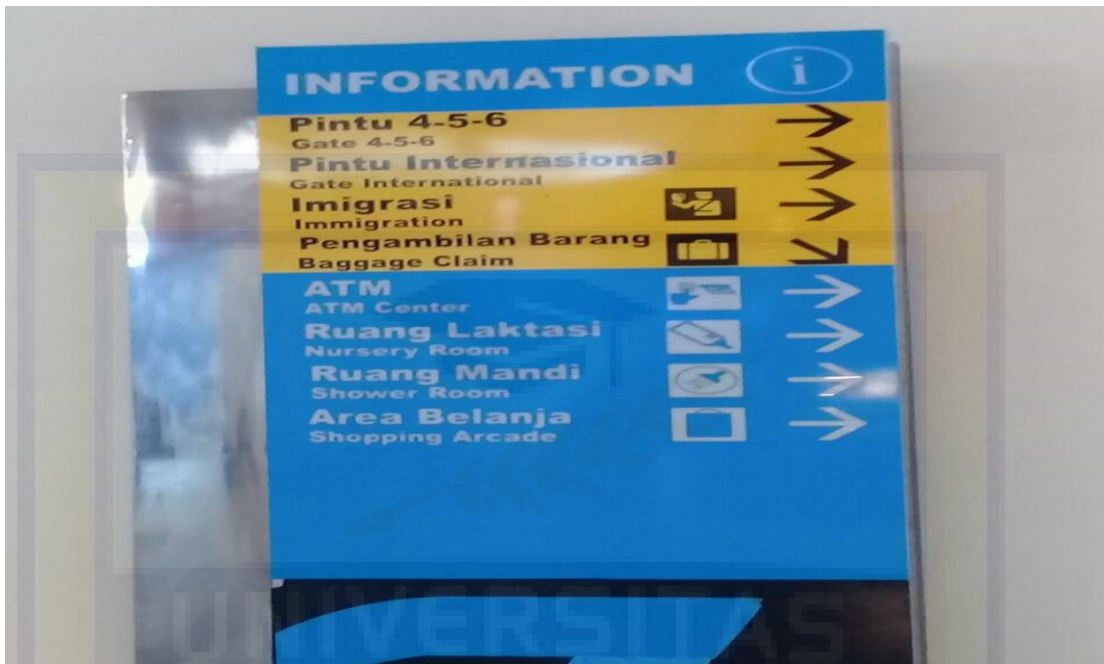


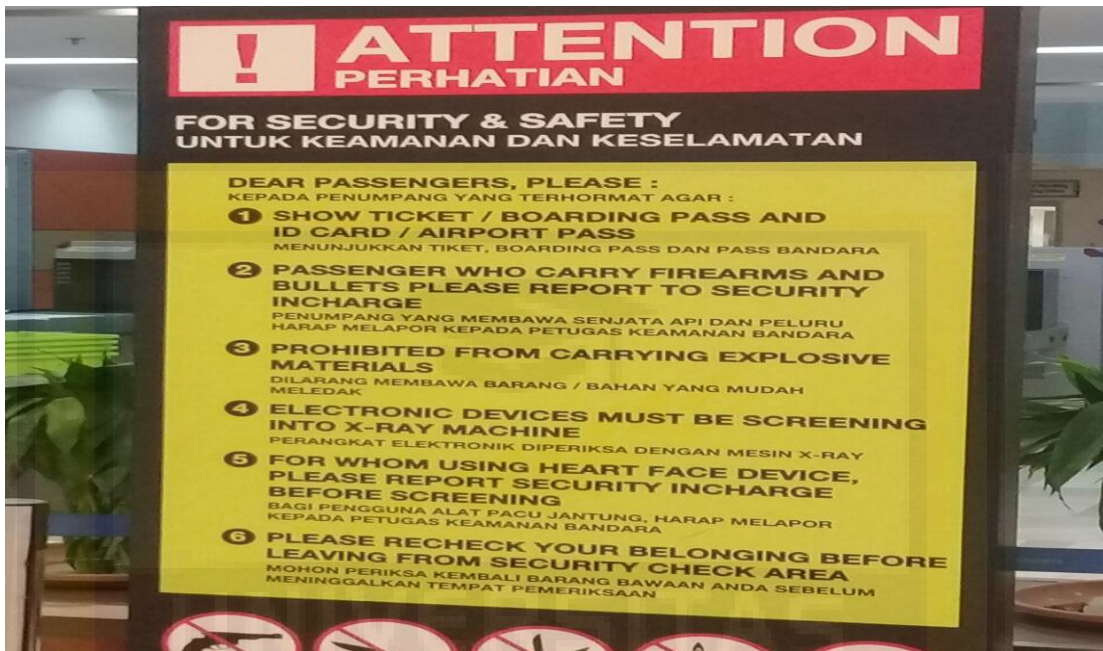
Appendix 3. Pictures of Signboard



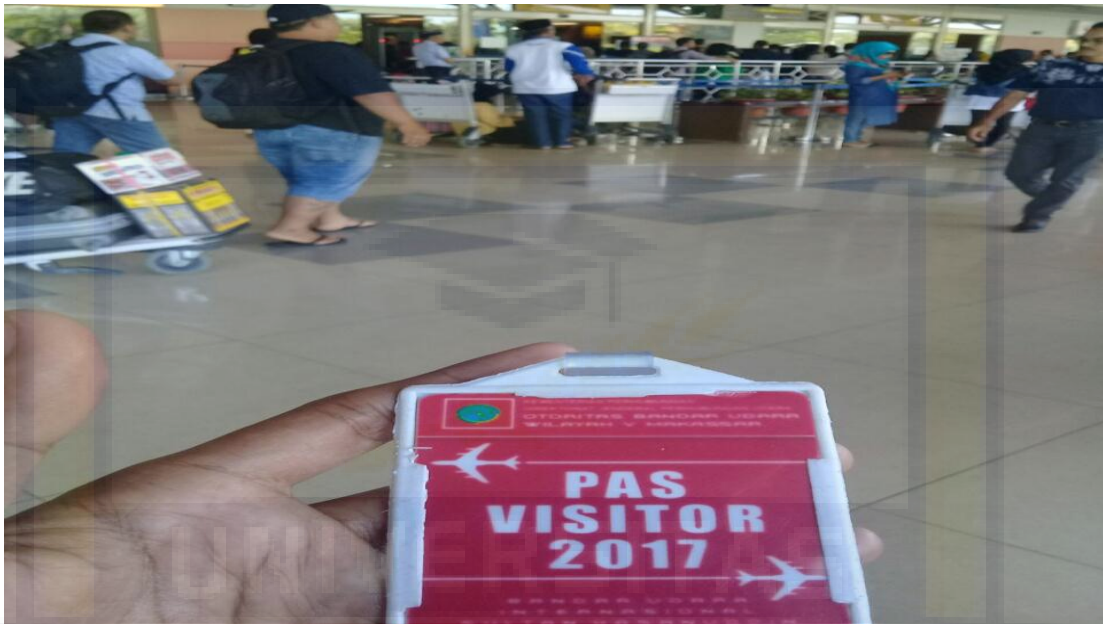








Appendix 4. Pictures



Picture 1. The researcher bring the pas visitor before entered the airport.



Picture 2 .The researcher with the airport officer.

BIOGRAPHY



Mochtar S. G. Renhoran was born on June 9th, 1995 in Ambon. He is the youngest son in his family. His father named is Ahmad Ghazaly Renhoran and his beloved mother named is Fatmawati J. Renhoran. He has brother Ay Renhoran and sister named Inggrid Renhoran.

He started his study in 2001 at SD Madrasah Ibtidayah Negeri Tual and graduated in 2007. In the same year he continued to SMP Negeri 1 Tual and finished in 2010. Then, he continued his study at SMA Negeri 1 Tual and finished his study in 2013.

In 2013 he decided to continue his study to English Education Department Faculty of Teacher Training and Education at Bosowa University Makassar, S1 program and finished in 2017.



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Makassar, 31 Agustus 2017

Lampiran : -

Perihal : Permohonan Izin Penelitian

Kepada

Yth. : Kepala PT ANGKASA PURA 1

di -

Tempat

Dengan hormat disampaikan bahwa mahasiswa yang tersebut namanya di bawah ini akan melaksanakan penelitian dalam rangka penyelesaian studi Program S1.

Nama : Mochtar S.G. Renhoran

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Program Studi : Pendidikan Bahasa Inggris

Fakultas : Fakultas Keguruan dan Ilmu Pendidikan (FKIP)
Universitas Bosowa

Judul Penelitian :

**AN ANALYSIS OF ENGLISH INDONESIAN TRANSLATION ON
PUBLIC AREAS**

Sehubungan dengan hal tersebut di atas, dimohon kiranya yang bersangkutan dapat diberikan izin untuk melaksanakan penelitian.

Atas bantuan dan kerja sama yang baik, kami sampaikan banyak terima kasih.

Dekan
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SURAT KETERANGAN PENELITIAN
Nomor, 01/BSH/2017

Yang bertanda tangan dibawah ini Petugas Otoritas Bandara Internasional Sultan Hasanuddin Makassar menerangkan bahwa:

Nama : **Mochtar S. G. Renhoran**
Nim : 4513101027
Jurusan : Pendidikan Bahasa Inggris
Pekerjaan : Mahasiswa (S1) Universitas Bosowa
Alamat : Jl Urip Sumoharjo Km. 04 Makassar

Telah melaksanakan penelitian di Bandara Internasional Sultan Hasanuddin Makassar pada tanggal 6 September 2017 dengan judul skripsi "*An Analysis of English Indonesian Translation on Public Areas*", dalam rangka penyelesaian Studi Program S1 di Universitas Bosowa Makassar

Demikian surat Keterangan ini diberikan untuk digunakan sebagaimana mestinya.

Makassar, 28 September 2016
Petugas Otoritas Bandara



Yuli Setyorini