

**STUDENTS' TRANSLATION QUALITY IN
TRANSLATING ADVERTISEMENT ON *COLOURS* MAGAZINE BY
GARUDA INDONESIA ON SEPTEMBER 2018 EDITION**

(A Descriptive Study at the Seventh Semester of English Language
Education Department of UIN Walisongo Semarang in the Academic
Year of 2017/2018)

THESIS

Submitted in Partial Fulfillment of the Requirement for
The Degree of Bachelor of Education in
English Language Education Department



Faiqotul Muna
Student registration number: 1403046081

EDUCATION AND TEACHER TRAINING FACULTY

WALISONGO STATE ISLAMIC UNIVERSITY

SEMARANG

2019

THESIS STATEMENT

I am the student with the following identity:

Name : Faiqotul Muna
Students Number : 1403046081
Field of Study : English Language Education

Certify that this thesis entitled:

**STUDENT' TRANSLATION QUALITY IN TRANSLATING ADVERTISEMENT ON
COLOURS MAGAZINE BY GARUDA INDONESIA ON SEPTEMBER 2018 EDITION**

**Certify that the thesis is difenectely my own work. I am compeletly responsible for the content
of this thesis. Reseachers' other opinion or finding included in this thesis are quoted and cited
in accordance with ethnical standards.**

Semarang, July 15th 2019

The researcher,



Faiqotul Muna
1403046081



KEMENTERIAN AGAMA R.I.
UNIVERSITAS ISLAM NEGERI WALISONGO
FAKULTAS ILMU TARBIYAH DAN KEGURUAN
Jl. Prof. Dr. Hamka (Kampus II) Ngaliyan Semarang
Telp. 024-7601295 Fax. 7615387

RATIFICATION

Thesis with the following identity:

Title : **Students' Translation Quality in Translating Advertisement in *Colours Magazine* by Garuda Indonesia in September 2018 Edition**
Name : Faiqotul Muna
Student Number : 1403046081
Department : English Department
Field of Study : English Education

Had been ratified by the board of examiner of Education and Teacher Training Faculty of State Islamic University Walisongo Semarang and can be received as one of any requirement for gaining the Bachelor Degree in English Education.

Semarang, July 25th 2019

THE BOARD OF EXAMINERS

Chairperson,

Secretary,


Dra. Hj. Siti Mariyam, M.Pd

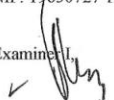

Sayyidatul Fadlilah, M.Pd

NIP. 19650727 199203 2 002

NIP. 19810908 200710 2 001

Examiner I,

Examiner II,


Dr. H. Ikhsom, M.Ag

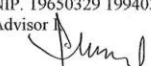

Syadiah Maimun, M.Pd


NIP. 19650329 199403 1 001

NIP. 19781103 200701 2 016

Advisor I,

Advisor II,


Lulut Widyaningrum, M. Pd


Sayyidatul Fadlilah, M. Pd

NIP. 19800803 200901 2 010

NIP. 19810908 200710 2 001



ADVISOR NOTE

Semarang, July 15th 2019

To

The Dean of Education and Teacher Training Faculty
Walisono State Islamic University Semarang

Assalamualaikum wr. wb.

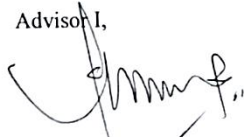
I inform that I have given guidance, briefing and correction to whatever extent necessary of the following thesis identify:

Title	: Students' Translation Quality in Translating Advertisement on COLOURS Magazine by Garuda Indonesia on September 2018 Edition
Name	: Faiqotul Muna
Student Number	: 1403046081
Department	: English Language Education Department

I state that the thesis is ready to be submitted to Islamic Education and Teacher Training Faculty Walisono State Islamic University and to be examined at Munaqasyah Session.

Wassalamualaikum wr. wb.

Advisor I,



Lulut Widyaningrum, M.Pd.

NIP. 19800803 200901 2 010

ADVISOR NOTE

Semarang, July 15th 2019

To

The Dean of Education and Teacher Training Faculty
Walisono State Islamic University Semarang

Assalamualaikum wr. wb.

I inform that I have given guidance, briefing and correction to whatever extent necessary of the following thesis identify:

Title	: Students' Translation Quality in Translating Advertisement on COLOURS Magazine by Garuda Indonesia on September 2018
	Edition
Name	: Faiqotul Muna
Student Number	: 1403046081
Department	: English Language Education Department

I state that the thesis is ready to be submitted to Islamic Education and Teacher Training Faculty Walisono State Islamic University and to be examined at Munaqasyah Session.

Wassalamualaikum wr. wb.

Advisor II,



Savvyidatul Fadlilah, M. Pd.
NIP.19810908 200710 2 001

MOTTO

There is no limit of struggling.

Do the best and pray. God will take care of the rest.

(Faiqotul Muna)

Kind words can be short and easy to speak, but their enchoes are truly endless.

(Mother Teresa)

فَإِنَّ مَعَ الْعُسْرِ يُسْرًا

“Surely with difficulty is ease”(QS Al-Insyirah:5)

ABSTRACT

Faiqotul Muna. (2019). Translation Quality by the students. English Education Department, Faculty of Education and Teacher Training. State Islamic University Walisongo Semarang. Advisors: Lulut Widyaningrum, M.Pd and Sayyidatul Fadlilah, M.Pd.

Keyword; Acceptability, Accuracy, Readability, Translation

Understanding about translation is very important included for student. The researcher taken some example from the student about their translation. This research is descriptive qualitative research which was about analysis seventh semester students' translation quality of English Education Language Department at UIN Walisongo Semarang. The total number of respondent was 15 students. Translation test of an advertisement and questionnaire were the instruments of this research in gathering data.

Based on the test of translation, the students score was still medium level the mean score of the students was 2,51. From the questionnaire, this research showed that the students' difficulties in translating advertisement were the difficulties in vocabulary and grammar more dominant. For about 75% the percentage of students' difficulties for composing long sentences.

From this research, the researcher suggested that the teacher should give more exercises or practices about method or technique knowledge in translation activity, so that the students can overcome the difficulties that the students face and make a good translation without difficulties.

DEDICATION

No writing research of mine finish without motivation and support of everyone whom actually is not enough to write their name only. With sincerity and humility, I dedicate this thesis to:

1. My beloved parents Mr. Selamat Riyanto (Alm) and Mrs. Siti Rundiya.
2. My precious sister Zimamatud Diyanah.
3. My big family who never forget to pray, and support me.
4. My teachers who have educated and taught me with great sincerity and genuineness.

ACKNOWLEDGMENT

Bismillahirrahmanirrahim,

In the Name of Allah, the Most Merciful, the Most Compassionate. All praises be to Allah, the Lord of the world, and prayers and peace be upon Mohamed His servant and messenger.

First and foremost, I must acknowledge my limitless thanks to Allah, the Ever Magnificent, the Ever-Thankful, for His help and bless. I am totally sure that this work never became truth, without His guidance. *Sholawat* and Salutation are always given to the Prophet Muhammad, the last messenger and the most beloved Prophet of Allah.

I realized that this thesis would not be achieved without advice, motivation, guidance, love, help and encouragement from individuals and institutions. In this chance, I would like to express my gratitude for all them:

1. Dr. H. Raharjo, M.Ed, St, the Dean of Education and Teacher Training Faculty of UIN Walisongo Semarang.
2. Dr. H. Ikhrom, M.Ag, the Head of English Department of Education and Teacher Training Faculty UIN Walisongo Semarang.
3. Lulut Widyaningrum, M.Pd and Sayyidatul Fadlilah, M.Pd, the advisors for their generous invaluable guidance, motivation, and suggestion for this thesis from beginning until the end.

4. All lecturers in Education and Teacher Training Faculty who has given the knowledge patiently.
5. My beloved parents, Mr. Selamat Riyanto (Alm) and Mrs. Siti Rundiyah, thanks for everything you gave to me, their love and encouragement, given without question, has enabled me to complete this work.
6. My precious sister Zimamatud Diyanah, May I could be your best model.
7. My partner and my closest Muhamad Firdaus Azzuhdi. Thank you for always motivating me and giving me your knowledge, foresight and values which have paved the way for an exceptional life.
8. My big family who never forget to pray, give me support, advice, and love.
9. My best friends Maryatul Chibtiyah, Ilvin Durorayah, Duwi Ayu Arimbi, Zulfa Nurul Mukarromah, Ulfatun Khasanah, Laila Nurul Fadhilah, Afifatun Ni'mah, Etika Rohma Shofiana, Naela Rizqi Safitri who always pray, help, support me, and say to be my everything will be alright.
10. All of my friends in PBI especially PBI C '14. Thanks for supporting me approximately four years in my undergraduate study.
11. Posko 14 KKN Kebonagung (Sintha, Hanika, Arina, Halim, Ika, Lusi, Umi, Basyiroh, Restu, Arif, Rasyid, and Baihaqi)

and all trainee members of PPL in SMKN 3 Semarang.
Thanks for the best experience we made.

12. The last but not the least, those who cannot be mentioned one by one, who has supported me to finish this thesis.

Finally, I will happily accept constructive criticism in order to make this thesis better and I hope this research to be helpful for everyone. Amen.

Semarang, July 15th 2019

The researcher,

Faiqotul Muna
1403046081

TABLE OF CONTENT

TITLE	i
THESIS STATEMENT	ii
RATIFICATION	iii
ADVISOR APPROVAL	iv
MOTTO	vi
ABSTRACT	vii
DEDICATION.....	viii
ACKNOWLEDGMENT	ix
TABLE OF CONTENT.....	xii
LIST OF APPENDIXES	xiv
LIST OF TABLE	xv
LIST OF ABBREVIATION.....	xvi
CHAPTER I: INTRODUCTION	
A. Background of the Research	1
B. Research Questions.....	5
C. Objectives of the Research.....	6
D. Significances of the Research	6
E. The Limitation of the Research	7
CHAPTER II: REVIEW OF RELATED LITERATURE	
A. Theoretical Review	9
1. Translation	9
2. Quality	19
3. Advertisement	20
4. <i>Colours</i> Magazine.....	25

B. Previous Researchers	26
C. Conceptual Framework	31
CHAPTER III: RESEARCH DESIGN	
A. Research Design	33
B. Data Collection Technique.....	34
C. Research Setting.....	.35
D. Source of Data.....	36
E. Data Analysis Technique	36
CHAPTER IV: FINDING AND DISCUSSION	
A. Findings.....	42
B. Discussion	44
CHAPTER V: CONCLUSION AND PEDAGOGICAL IMPLICATION	
A. Conclusion	61
B. Recommendation	62
REFERENCE	
APPENDIXES	
CURRICULUM VITAE	

LIST OF APPENDIXES

APPENDIX

- 1 Translation Test
- 2 Result of Test
- 3 Questionnaire
- 4 Result of questionnaire
- 5 List of Respondents

LIST OF TABEL

TABLE

1	Instrument of Accuracy
2	Instrument of Acceptability
3	Instrument of Readability
4	Grade Assessment Quality Aspects (GAQA)
5	The final score result
6	The students' quality score in translating advertisement found in <i>Colours</i> magazine of Garuda Indonesia
7	Average Score

LIST OF ABBREVIATION

TL	Target Language
SL	Source Language
TT	Text Target

CHAPTER I

INTRODUCTION

This chapter presents the discussion of some issues related to the topic being studied. They are the background of the research, the question of the research, the objectives of the research, significances of the research, scope and limit of the research.

A. Background of the Research

The globalization era affects every aspect in people's life, especially in the 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, different countries have different languages. Translation makes people easily get any information without confusion.

Therefore, how important the language in our daily life is, as far as, Allah says in the holy book;

يَا أَيُّهَا النَّاسُ إِنَّا خَلَقْنَاكُمْ مِنْ ذَكَرٍ وَأُنْثَىٰ وَجَعَلْنَاكُمْ شُعُوبًا وَقَبَائِلَ لِتَعَارَفُوا ۚ إِنَّ أَكْرَمَكُمْ عِنْدَ اللَّهِ أَتْقَاكُمْ ۚ إِنَّ اللَّهَ عَلِيمٌ خَبِيرٌ

"O, people! We created you from a male and a female and made you races and tribes, that you may know one another. The best among you in the sight of God is the most righteous. God is all-knowing, Well-Experienced" (Al-Hujurat, verse:18)¹

¹ Holy book, Al-Hujurot verse: 18

In this era of information and technology, English has become vital as the international or global language. Many information and knowledge come from a lot of sources in this entire world such as textbook, newspaper, and magazine use English. Thus, people have to learn English to get clear information if they want to share information around the world. In fact, people will find it difficult when they want to transfer their native source language to target language. There is an activity to facilitate the process of transferring from source language to target language it is called translation. Translation is one way of learning languages for a long time ago. Thus, having the ability in translation becomes a primary necessity for students who learn language especially foreign language.

Translation is a process of rendering meaning, ideas, or messages of a text from one language to another language. There are some considerations which follow this process, which mainly related to the accuracy, clarity and naturalness of the meaning, ideas, or messages of the translation. Translation is an important thing in human life, especially in Indonesian. In this country, in some places, it can be found many textbooks, journals, news, movies that are addressed in English. Based on the situation, translation plays such a crucial role for people in helping them to get information which is written in English. Regarding this, Weber said the translation is the

process of transposition of a text which is written in a source language into target language. It can be said that the translation product can help people who do not understand English to get information from the English text.

The second half of the 20th century has seen the in-depth study of translation, which is sometimes called Theory of Translation, Science of Translation, Translation Linguistics, or even Translatology. It has been claimed abroad that translation studies began in 1972 with Holmes's paper presented at the Third International Congress of Applied Linguistics, "The Name and Nature of Translation Studies". However, European and American scholars seemed to have been unaware of the achievements of the Russian school of translation studies. Works by V. Komissarov, A. Shveitser, A. Fedorov and many others confirmed the status of translation studies as a discipline of its own even in the 1950s. The main concern of translation theory is to determine appropriate translation methods for the widest possible range of texts and to give insight into the translation process, into the relations between thought and language, culture and speech.²

The researcher chooses this topic because the quality of students' translation as to determine the ability of students based on the results of several observation of the difficulties that students encounter in the process of translating it, among others: lack of

² Zoya proshina. *Theory of Translation (English and Russian)*. (Vladivotok: Far Eastern University Press, 2008) p. 7

vocabulary, lack of understanding of the language, both the source language and the target language, not master the theory of common translation , difficulty finding the most appropriate match, limited insight into the culture of the source language and the target language. Even though people is able to translate well, problems often appear in it. One of the above factors that affect the ability of students at the time of translation is not to control the theory of general translation.

This research aims to identify and determine the accuracy, acceptability and readability of the translation results. The researcher tries to make up analysis of translation ability because the translation is important for the transformation of information from students' English worksheet. This is the set of rules that tell you how to combine and change words in order to create meaning uses full expressions.

Advertising is as a notification of a product to the public that is published in media. There are lots of advertisements written in English. Magazine as one of the tools used to display the writing advertising discourse that has several advantages over the others media Magazine as one of the tools used to display the writing advertising discourse that has several advantages over the others media. Advertisement in the magazine can be submitted in more detail because the reader has enough time to digest the contents of the advertisement.

One of the magazines used to load advertisement is *Colours* magazines. *Colours* Magazine is a monthly magazine owned by

Indonesian Garuda airlines. *Colours* magazine have interesting designs and more useful content. Based on the description above, the researcher is interested to examine further. This research analyzes the document of the students' worksheet to know the quality of the translation. The students' strategies in translating advertisement have been disclosed and also their difficulties have been discussed.

The results of the research showed the potential ability of seventh students' English Language Education Departement of Walisongo State Islamic University in translating advertisement from English into Indonesian as well as difficulties in their translation activity which can be regarded as a weakness in understanding an English text.³ The problem above makes researcher want to conduct research entitled" **Translation Quality in Translating Advertisement on *Colours* Magazine of Garuda Indonesia Edition on September 2018"**

B. Research Questions

The problems of this research are focused on:

1. How is English to Indonesian translation quality of the seventh-semester students' of English Language Education Department?
2. What are difficulties of the seventh semester students' of English Language Education Department in translating

³ Asep surahman. *An analysis of students translation product of a Descriptive text entitled octopus*. (Bandung: perpustakaan UPI,2013) p.1

advertisement on *Colours* magazine from English to Indonesian?

C. Objectives of the Research

This research is intended to meet the following objectives:

1. To explain the quality of students' translation activity in translating advertisement on *Colours* magazine.
2. To describe the relationship between the theory of translation and the quality of students' translation in translating advertisement on *Colours* magazine at the seventh semester of English Language Education Department of Walisongo State Islamic University.

D. Significances of the Research

The result of this research is important for these following significances:

1. For the researcher

This research reveals information about the ability of students in Faculty of Education and Teacher Training, especially is English Language Education Department of Walisongo State Islamic University in translating a text. Their natural skills in translating text become an invention which will inspire the other researchers to conduct other research to find out a new theory about translation.

2. For the teacher

This research reveals information about some difficulties by students in translating a text especially in an understanding message from the text. This situation gives important information for the teacher to conduct the best strategy in helping their students to understand English text.

3. For the student

This research reveals information to develop their knowledge in translation ability of in Faculty of Education and Teacher Training, especially is English Language Education Department of Walisongo State Islamic University in translating advertisement

4. For the other readers

This research reveals information to other readers in order that they can use the finding of this research as a comparative study or as a referent for the similar case research.

E. The Limitation of the Research

In order to focused explanation, the researcher gives her research. The scope of this study is limited to analyze the ability of students in translating advertisement on *Colours* magazine and common mistakes made by students in translating them. Researcher used theory from Nababan which divided quality assessment of translation into three categories such us accuracy, acceptability, and readability. In addition, the researcher gets the

data from doing the test and from the questionnaire which gave to the seventh semester students of English Language Education Department of UIN Walisongo Semarang.

CHAPTER II

REVIEW OF RELATED LITERATURE

This proposed research focuses on reviews related theories and literature to understand the questions theories. In this chapter, the researcher would like to elaborate the theory related to the research which is done by the researcher. Each of these is discussed in the following sections.

A. Theoretical Review

1. Translation

1.1 Definition of Translation

Translation is a process of replacing in one language by in another. We now need to look more closely at just what this involves. To begin with, any reference to text makes it clear that we are concerned with particular communicative uses of language, and not with linguistic forms as such. A text is never just a sum of its parts, and when words and sentence are used in communication, they combine to ‘ make meaning’ in different ways. In translating it is the text as a whole that is replaced and not its constituent parts: we do not exchange one separate word or sentence for another. Translation deals with the relationship between texts as actual uses of language, and so is entirely different from an activity like contrastive analysis, which is concerned with relating two languages as an abstract system. We

can demonstrate this difference in purpose with the following short extract taken from the famous physicist.¹

Catford defining the translation as “ the replacement of textual material in one language (the source language SL) by equivalent textual material in another language (the target language TL).² There have been a plethora of definitions which E. Nida) has elaborately surveyed. He rightly elucidates: Definitions of proper translating are almost as numerous and varied as the persons who have undertaken to discuss the subject. This diversity is in a sense quite understandable; for there are vast differences in the materials translated, in the purpose of the publication, and in the needs of the prospective audience (161). Nevertheless, a definition which is not confined to the mere transference of meaning is furnished by Nida and Taber who postulate Translation consists in 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 (Emphasis is mine).³

Hatim and Mason take a much broader view of translation by defining it as “ a communicative process that takes places

¹ Juliane house. *Translation*. (Oxford: Oxford university press, 2009)

p.4-5

² A Widyamartaya. *Seni Menerjemahkan*. (Yogyakarta: Kanisius,1989)

p.12

³ A.B As-Safi. *Translation Theories, Strategies and Basic Theoretical Issue*. (Yordania: Petra University, 2007) p.1

within a social context” (1990:3). While this definition is accurate, it is also very broad. Hatim and Mason are surely taking a commendable stance as to the purpose of much translation activity, and in particular with the respect to the scope of their work. Yet, at the same time, their definition does not offer enough guidance for non-expert readers, as it does not distinguish a translation from other communicative activities. Thus, one may wonder what makes translation different from other communicative such as paraphrasing, gisting, adaptation, localization, or even whether non-communicative forms of translation are possible. This takes us back to the relationship between the source and the target text, a non-trivial issue in the search for a definition of translation. For a definition of translation to be as general as possible, the relationship between the source text and the target needs to be expressed in a manner that is as descriptive and neutral as possible.⁴

1.2 Process of Translation

Description of translating procedure is operational. It begins with choosing a method of approach. Secondly, when we are translating, we translate with four levels more or less consciously in mind: (1) the SL text level, the level of language, where we begin and which we continually (2) the referential level (3) the

⁴ Sonia Colina. *Fundamentals of Translation*. (United Kingdom: Cambridge University Press, 2015) p. 11-12

cohesive level (4) the level of naturalness. A translation is something that has to be discussed. too many schools and universities, it is still being imposed as an exercise infelicitous English style, where the words of the original are ignored. The teacher more or less imposes a fair copy which is a 'model' of his own English rather than proposing a version for discussion and criticism by students, some of whom will be brighter than he is.⁵

1) The Textual Level

Working on the textual level, you intuitively and automatically make certain 'conversions'; you transpose the SL grammar (clauses and groups) into their 'ready' TL equivalents and you translate the lexical units into the sense that appears immediately appropriate in the context of the sentence. Your base level when you translate is the text. This is the level of the literal translation of the source language into the target language, the level of the translations you have to eliminate, but it also acts as a corrective of paraphrase and the pared-down of synonyms. So a part of your mind may be on the textual level whilst another is elsewhere. Translation is pre-eminently the occupation in which you have to be thinking of several things at the same time.

2) Referential Level

⁵ Peter newmark. *A Texbook of Translation*.(New york: *Library of Congress Catahging-in-Pubiicariitm Data*, 1988) p. 19-20

You should not read a sentence without seeing it on the referential level. Whether a text is technical or literary or institutional, you have to make up your mind, summarily and continuously, what it is about, what it is in aid of. Usually, a more specific reference is desirable in the translation: the tumour's swelling, deterioration, etc. Thus your translation is some hint of a compromise between the text and the facts.

3) The Cohesive Level

Beyond the second factual level of translating, there is a third, generalised, level linking the first and the second level, which you have to bear in mind. This is the 'cohesive' level; it follows both the structure and the moods of the text: the structure through the connective words (conjunctions, enumerations, reiterations, definite article, general words, referential synonyms, punctuation marks) linking the sentences, usually proceeding from known information (theme) to new information (rheme; proposition, opposition, continuation, reiteration, opposition, conclusion - for instance - or thesis, antithesis, synthesis. Thus the structure follows the train of thought

4) The Naturalness level

Naturalness is easily defined, not so easy to be concrete about. Natural usage comprises a variety of idioms or styles or registers determined primarily by the 'setting' of the text, i.e. where it is typically published or found, secondarily by the author,

topic and readership, all of whom are usually dependent on the setting. It may even appear to be quite 'unnatural'.⁶

1.3 Types of Translation

Newmark classifies translation become eight-part:

1) The word for Word Translation

In translating word for word translation, the word order of the source language is maintained and the words in the source language are translated one by one according to the general, and do not consider the context.

2) Literal Translation

In this translation, the grammatical construction of source language is transferred to the closest grammatical target language construction, but the lexical words are still translated one by one according to the general , and do not consider context.

3) Faithful Translation

In this translation, the contextual meaning transferred from source language to target language, although within the limitations of the grammatical structure the target language. Cultural words are transferred. Grammatical and lexical levels of "abnormalities" still occur.

⁶ Peter newmark. *A Texbook of Translation*.(New york: *Library of Congress Catahging-in-Pubiicariitm Data*, 1988) p. 22-26

4) Semantic Translation

Type of model this translation emphasizes the beauty values of the source language. This translation is more flexible by providing space for creativity and translation intuition

5) Adaptation Translation

This translation is the most free form of translation commonly used in drama and poetry

6) Free Translation

In this type of translation, the message or message is reproduced, regardless of the form in the source language. In other words, in this type of translation, 'contents are translated without following the form' as in the source language.

7) Idiomatic Translation

In this type of translation, messages are reproduced in the target language but there is a tendency to distort the nuances of because the actual use of idioms does not exist in the source language.

8) Communicative Translation

In this type of translation, the contextual meaning of the source language is transferred in such a way that the message and language can be accepted, can be understood by the reader who is the target of the translation.

1.4 Translation Quality Assessment

Quality of a translation is a serious concern for Translation Quality Assessment (TQA) approaches. The main issue is how to measure and express this quality. There have been many attempts to find the way(s) in order to tackle these issues and evaluate the quality of a translated work. However, it seems that among these many approaches, only a few of them sound promising. One of the promising approaches was the model provided by the German scholar Juliane House. In analysing and comparing original and translation text, House proposed the Halliday a trinity dimension; they are the field, tenor, and mode. A field is referring to the nature of the social action in the text; it captures the field of activity, the content of the text and its degree of generality and specificity.⁷ Tenor refers to the participants, i.e., the author and his personal stance vis-à-vis the content as well as the relationship between author and addressees in terms of social power distance and effect. And mode captures the degrees of and writtenness (orality and literality), and the text's texture or the 'make-up' of the text. Translation quality assessment is a type of evaluation. Michael Scriven defines that evaluation was taken to mean the determination of merit, worth, or significance This definition itself

⁷ Ghafouripour, S & Eslamieh, R.A Translation Quality Assessment of Two English Translations of Rubaiyat of Omar Khayyam Based on Juliane House's Model (1997). *International Journal of English Language & Translation Studies*. 6(2). 217-226. 2018

presents a problem - how value or worth is to be defined, be it moral, aesthetic, or utilitarian?

According to House's theory, the equivalence sought should be an equivalence of function that is both source and translated texts must present the same function. The text's function can only be made explicit through a detailed analysis of the text itself. In an attempt to perform the translation quality assessment, the following questions are presented: 1) does the text read fluently? 2) Is the translation grammatically correct? 3) Is the spelling correct? 3) Are there unjustified inferences? 4) Is vocabulary adequate? 5) Is the overall result satisfying? In addition 6) Is the translation performed according to the assignment?⁸

As the non-human work, MT should have many errors that has to complete by human beings. The measurement needed to measure the quality of a translation. Larson suggests the ways of assessing translation quality are as follow:

a. Accuracy

Accuracy test means to check whether the meaning of source text (ST) is similar to the target text (TT). A translator should not ignore, add, or reduce the message contained in ST. Larson states the main objectives of Accuracy test are as follows; a) to check the equivalence of information in a text, b)

⁸ Roswani Siregar, *Assessment of "the 8th Habit: from Effectiveness to Greatness by Stephen R. Covey" into Indonesian* (American Research Institute for policy Development, 2016), p.232.

to find another problem by comparing ST and TT, after he/she is sure about the existence of the information need. It means that this test intends to ensure that the meaning and dynamic of ST are conveyed well in TT. The best technique in Accuracy test is by making a draft with two spaces and wide margin, so there is a space that can be used to edit the text.

b. Acceptability

The aim of naturalness test is to confirm whether the form of translated text is natural and equivalent with the TT. A text can be determined as natural if conforms to these criteria: 1) The meaning in ST is conveyed accurately; 2) The meaning in TT uses a standard grammatical pattern and vocabulary; 3) Translated text should represent an ordinary context in TT. Nababan argues that a translation may be accurate but can not be accepted by target reader. Acceptability has a lower grade than accuracy that is based on the idea that acceptability is connected directly with structure, norm and culture in the target language.

c. Readability

Readability test is intended to ensure whether the meaning of the translated text can be understood. A text with a higher Readability is easier to read than a lower one and vice versa. Readability test can be done by asking someone to read a part of translated text loudly. If she/he stops and reread a sentence, it means that there is a Readability problem on the

translated text. The text is readable because it is good writing, which is it has pleasing style, a good rhythm, and move along at an acceptable pace.⁹

2. Quality

In this chapter, the researcher would like to define the definition of Quality.

Quality means an investment of the best skill and effort possible to produce the finest and most admirable results possible. You do it well or you do it half-well. Quality is achieving or reaching for the highest standard as against being satisfied with the sloppy or fraudulent. It does not allow compromise with the second-rate.¹⁰

This chapter represents the description advertisement and *Colours* magazine that will support the writing of the thesis. This is a general description that explains about the main part of the research.

⁹ Roswani Siregar, *Assessment of "the 8th Habit: from Effectiveness to Greatness by Stephen R. Covey" into Indonesian* (American Research Institute for policy Development, 2016) p.232-233

¹⁰ Tuchman, B.W. *The Decline in Quality*. (New York: Times Magazine, 1980) p. 38- 47

3. Advertisement

In this chapter, the researcher would like to define the definition of advertisement, general structure, language feature and the function of advertisement.

3.1 Definition of Advertisement

Advertising is part of the promotion mix and the promotional mix is part of the marketing mix. So simply advertising is defined as a message that offers a product that is addressed to the public through a media.¹¹ Advertising also means advertising products that cover all kinds of notices, both for trading purposes and other announcements such as meeting invitations, condolences, loss of something and so on.¹² Advertising as the text is an organized sign system according to codes that reflect certain values, attitudes and beliefs. Each message in an advertisement has two meanings, namely, the meaning stated explicitly on the surface of the meaning implicitly stated behind the surface of the advertisement display. Thus, semiotics becomes an appropriate method for knowing the construction of meaning that occurs in advertisements. The emphasizes role of the sign system in the construction of reality, then through semiotics the ideologies behind the advertisement

¹¹ Rhenald Kasali, *Manajemen Periklanan : Konsep dan Aplikasinya di Indonesia* (Jakarta: Pustaka Utama Grafiti, 1995) p. 9

¹² Kustadi Suhandang, *Periklanan: Manajemen Kiat dan Strategi* (Bandung : Nuansa, 2005) p.15

can be dismantled.¹³ It's meant by consumer advertising, namely advertisements used to offer goods and services to consumers widely using mass media services? This ad is widely known as commercial advertising on television, newspapers, radio, and other media. This consumer advertising is different from inter-business advertising where inter-business advertising is an ad that only promotes non-consumer goods. This means that both the advertiser and the advertising target are both companies. The advertised product is the raw material that must be reprocessed or become an element of production. Advertising is also specifically aimed at distributors, large-scale business people, agents, exporters and importers, and general traders. This type of advertising is meant by trade advertising. While retail advertising is an advertisement made by a company that owns a product or supplier of products distributed in supermarkets, supermarkets, shops, and so on. In history, advertising has been proven to have been around 3000 years ago. Advertising was first discovered in Mesopotamia and Babylon.¹⁴

3.2 Generic Structure of Advertisement

1. Purpose

What is the purpose of the author to write ad text?

¹³ Ratna Noviani, *Jalan Tengah Memahami Iklan* (Yogyakarta: pustaka pelajar, 2002) p.79

¹⁴ Alo Liliweri, *Dasar-dasar Komunikasi Periklanan* (Bandung : Citra Aditya Bakti, 1992) p. 2

2. Name

Name of product this is about name and brand. What products, services or events to sell?

3. User

Who needs a product? Ares, what are the products and services for? ¹⁵

3.3 Language Feature of Advertisement

Advertising languages often use figurative language and other styles that are considered to be typical of poetic languages, such as metaphor, neologism, alliterations, assonance, or poetry. This proves that the high level of creativity involved in advertising and advertising contributed to a secondary function for the receiver. Because of its very interesting character, advertising language is one of the most efficient ideological vehicles. Leeches call the ad language "the language loaded".¹⁶ Hughes has called advertising "linguistic capitalism", maintaining that "advertising is, from a linguistic point of view, a dubious manifestation of free enterprise in which the language, the common property of the speech community, becomes a natural resource which is exploited by

¹⁵ <https://www.ilmubahasainggris.com/advertisement-pengertian-tujuan-jenis-ciri-generic-structure-dan-contohnya-dalam-bahasa-inggris/>
accessed on 8th January 2018 at 11:33

¹⁶ Geoffrey Leech, *English in Advertising*. (London: Longman, 1966) p.23

agencies in the sectional interests of their clients” marketing programmes.¹⁷

3.4 The Function of Advertisement

According to Robert W. Pollay, there are two advertisement functions, namely informational and transformational functions. Through informational functions, advertisements tell consumers about product characteristics, whereas transformational, advertising strives to change attitudes that consumers have for brands, shopping patterns, lifestyles, achieving techniques and so on.¹⁸

Advertising functions are reviewed in terms of communicators and communication: the first is increase the frequency of replacement of objects with the same object, add variations in usage from the same object, increase the volume of purchases from goods or services that are recommended and increase and extend the season for the use of goods and services.

The function and purpose of advertising is essentially a form of communication. This can be seen from the definition proposed by Arens as quoted in Rendra Wydyatama that

¹⁷ G. Hughes, *Words in Time*.(London, Blackwell, 1987) p. 159.

¹⁸ Ratna Noviani, *Jalan Tengah Memahami Iklan* (Yopgyakarta : Pustaka pelajar, 2002) p.25

Advertising is an information structure and non-personal communication structure that is usually financed and non-persuasive about products (goods, services, ideas) by sponsors identified, through various media. This definition explains that advertising has the main function of conveying information about the product to the mass (non-personal) advertising to be a very structured delivery of information, which uses verbal and non-verbal elements. Reviewed from the communication function, the ad function is as follows. The first is advertising has a practical service in the form of disseminating information that may be sought, the non-personal nature of advertising is more directing the attention of communicants to their needs and benefits, if the goods and services or ideas are accepted, as a practical consequence of advertisement (especially from similar goods or services by various companies), there is a price limitation, namely in the form of basic and highest price limits, advertising that introduces to the media by some communicators will result in communication as a user (consumer) demanding something as a quality for price limits and similar services from company rivals, so communicants as consumers will look for competing products and if advertising also states that where potential customers can get a product that they recommend, advertising services will save time and facilitate communicants.¹⁹

¹⁹ Rhenald Khasali, *Manajemen Periklanan: Konsep dan Aplikasinya di*

4. Colours Magazine

Garuda Indonesia is the proud airline of Indonesia, has received many certifications from various international aviation institutions, one of which is a flight that meets safety and comfort standards in the world. like other aircraft, Garuda Indonesia also provides flight entertainment services, such as TV and aeroplane magazines. name of Garuda flight magazine has been renamed *Colours*, rebranding magazines by Garuda Indonesia's team to support the growing eagle professional services and *Colours* magazine, published monthly Garuda Indonesia was also presented with design more interesting and more useful content. *Colours*, the in-flight magazine of Garuda Indonesia also often gets design awards from various institutions. So it's not surprising that many well-known brands always routinely promote their products and services in *Colours* magazine of Garuda Indonesia.²⁰ *Colours* magazine reflects the incredible wealth and diversity of Indonesia, its natural resources, art, culture and people; while promoting the corporate values and aspirations of Garuda Indonesia as one of only seven 5-star airlines in the world. In *Colours* magazine you'll discover a fresh and luxurious aesthetic across a rich selection of 5-star travel and lifestyle content and vibrant

Indonesia, (Jakarta : Gramedia, 1995) p.67

²⁰ <https://www.majalahpesawat.com/colours-garuda/> accessed on 8th January 2018 at 11:40

photography. One consideration is that consumers are interested in *colours* magazine because the magazine belongs to a trusted airline in Indonesia, namely Garuda Indonesia. the language in the Garuda Indonesia airline, the *colours* magazine uses English, so researchers are interested in making *colours* magazine as one tool research.

B. Previous study

1. A thesis by Asep Surahman. 2013. **An Analysis of Students' Translation Product in a Descriptive text Entitled Octopus Universitas Pendidikan Indonesia.**

This research focusses on the strategies of students in translating, the problems of students in translating, and the quality of the translation of students in Junior High School in Bandung. The investigation in this study applies a qualitative case study with data obtained from the documents of the translation result of the students and the interview. The results of the interviews were analyzed through descriptive text analysis to find out the problems of students in translating the English text. In data collection, this study disseminates questionnaires, conducts classroom observations, and oral tests to assess students' abilities. The students' translations were analyzed by using translation strategy theory of Vinay and Darbelnet in Fawcet (1997), Newmark (1988) and method of translation test assessment

by National Accreditation Authority for Translators and Interpreters (NAATI) concerning the quality of the translation.²¹

The previous research has similarity with my research in quality of the translation. While the difference is the previous study is the researcher used vocabulary, language, meaning, and syntactic problem. The weakness of this research is not explained in detail about the quality assessment of the translation.

This research concludes that this study focused on the quality of the translation of vocabulary problems, language problems related to the meaning of words, and syntactic problems.

2. A journal by Marisa Irma Melyani, Fatimah Tanjung, Ernati . 2014. **An Analysis of Third Year Students' Ability in Translating English Narrative Text Into Indonesia at Bung Hatta University.**

This study focuses on the ability of English department student at Bung Hatta University The research design was descriptive research design, it described the ability of third-year students' in translating English narrative

²¹ Asep Surahman,0906229, Faculty of Language and Arts Education “An Analysis of Students' Translation Product in a Descriptive text Entitled Octopus Universitas Pendidikan Indonesia.A *Thesis* (Bandung,Universitas Pendidikan Indonesia.2013)

text into Indonesian. This researcher using accidental sampling technique. Accidental sampling technique is a technique that is used to take sample who accidentally met in the classroom to get a representative sample. The instrument which was used to get the data was a translation test. The researcher found the reliability of the test by using inter-rater method.²² In conclusion, the researcher gives several suggestions for the students in translating English narrative text, the researcher suggests the students master vocabulary more, because that vocabulary has a contribution to lexical equivalence, and the students should find the appropriate meaning in translating the text. And the students should be able to translate the text to make the sentence more acceptable by the readers. The similarity of this thesis and my thesis have analysed the ability of students' translation.

3. A Thesis by Muhammad Awaluddin Kamil. 2014. **An Analysis of English-Indonesian Translation Quality on Twitter Web Pages (A Case Study)**".

The research aims to finds out the readers' responses towards the quality of the translation in Twitter Web pages. Analysis of the translation quality supported by the

²² Marisa Irma Melyani, et al . "An Analysis of Third Year Students' Ability in Translating English Narrative Text Into Indonesia at Bung Hatta University". (Padang ,Bung Hatta University) Ejournal BungHatta.

translation procedures and an interview with five English students majoring Translation. The interview is intended to get which pages which are mostly visited by them and the opinions on the translation quality supporting the translation procedures theories. This study finds out that there are 170 phrases from 22 selected Twitter Web pages which were gained from the interviewees' responses. The good characteristics of translation are achieved since the clarity and naturalness of the TL are maintained despite several improper translations.

This research has a similarity with my research is an analysis of translation by the students. The differences between this research and my research are in collecting the data. This study used interview and my research used questionnaire.

In conclusion, this research proposed in relation to the characteristics of a good translation that the translators should create and choose natural and clear translation to achieve the goals to attain the real message of the text.²³

²³ Muhammad Awaluddin Kamil,0905970, Faculty of Language and Arts Education " An Analysis of English-Indonesian Translation Quality on Twitter Web Pages (A Case Study)". *A Thesis (English Education Study Program of the Indonesia University of Education,2014)*

4. A Thesis by Hanifah Khoirun Nisak. 2017. **An Analysis of Students' Translation Quality at The Seventh Semester of English Department IAIN Surakarta in the Academic Year of 2014/2015.**

This research focusses on the translation quality from students translation class, especially about accuracy and acceptability. The first, the researcher explain the accuracy and acceptability of the students' translation work in the TTA.

In conclusion that most of the translation by the student in Translation Text Analysis Class is an accurate and acceptable translation. However, there are some text or sentence that translated less accurate and less acceptable. The similarity is used accuracy, acceptability in assessing the quality of the translation. The differences this research are analyzed strategy of translation while the researcher did not. Additionally, this research also used a different scale to determinate the accuracy and acceptability.²⁴

5. A journal by Dorsi desongpa, Amry Isyam, Don Narius. 2014. **An Analysis of The Ability of IAIN English**

²⁴ Hanifah Khoirun Nisak, 113221127, Faculty of Education and Teacher Training " An Analysis of Students' Translation Quality at The Seventh Semester of English Department IAIN Surakarta in the Academic Year of 2014/2015" A *Thesis* (Surakarta : IAIN Surakarta, 2016).

Department Students in Translating Some Islamic Terms into English.

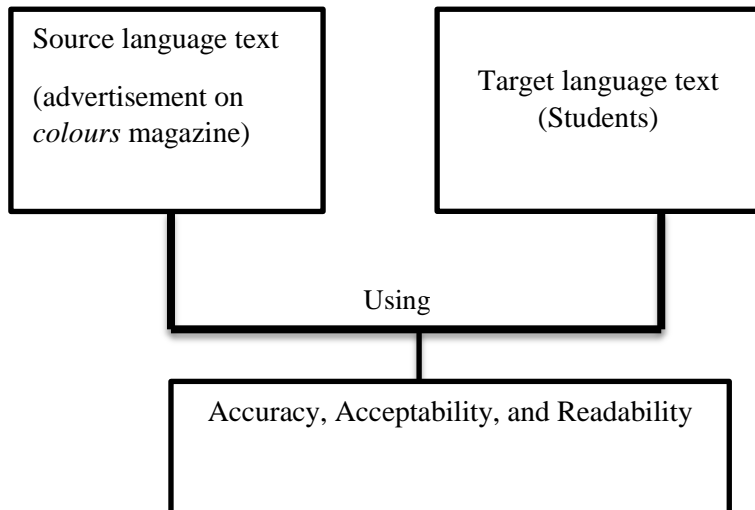
The research aims to find out the students' ability in translating Islamic terms into English. The data obtained by giving a test consisting of 50 Islamic terms. The students translate the term within 100 minutes and the data obtained from the test was assessed using an accuracy rating instrument. In conclusion, IAIN students have good ability in translating, but they need to learn so that their abilities are better. The similarity with my research is both use accuracy to assess the result of students translation and the differences is not using readability and acceptability to assess the result of students' translation.²⁵

C. Conceptual Framework

The framework of thinking is one of the lines of thought carried out by researchers from beginning to end, in this study, researchers have analyzed the quality of student translations in advertisements in magazine colours related to the accuracy, acceptability, and readability of translations. The researcher also analyzed the difficulties of students in

²⁵ Dorsi desongpa, Amry Isyam, Don Narius, " An Analysis of The Ability of IAIN English Department Students in Translating Some Islamic Terms into English" English department of Language and Arts, State University of Padang.2014. Ejournal.UNP Vol2, No2.

translating English into Indonesian. In giving an assessment of the quality of the translation the researcher gave the respondent. To provide a more accurate explanation, the researcher has described the framework as follows:



CHAPTER III

RESEARCH DESIGN

This chapter is to provide a description of the steps that are taken to conduct the study. The description involves the research design, source of data, the data collection technique, and the data analysis. This research aims to find out a reasonable answer to the research problems in the previous chapter in order to clarify the problems.

A. Research Design

According to what the researcher has described, this type of research is descriptive qualitative research, which is aimed at describing and analyzing phenomena, events, activities social, attitudes, beliefs, perceptions, thoughts of individuals individually or group.¹ Most qualitative research is descriptive, that is described, uncover, and explain events, so that the data was collected in the form of words or images, and not emphasizing numbers. These data can come from interviews, field notes, photos, videotapes, personal documents, notes or memos, and other official documents.² This study used a descriptive approach because of data sources which are examined directly in the form of natural situation systems and researchers are instruments the key to

¹ Nana Syaodih Sukmadinata, *Metode Penelitian Pendidikan*, (Bandung: Remaja Rosda karya, 2010) p. 60.

² Lexy J. Moloeng, *Metodologi Penelitian Kualitatif* (Bandung: Remaja Rosda karya, 2009) p.11

analyze inductive data, which is to uncover specific and detailed data , to find dizzy and original categories, dimensions, relationships, with open questions.³ So in the descriptive approach that becomes the aim is to make descriptive, descriptive or painting systematic, factual and accurate about facts, traits, and relationships between the phenomena investigated.⁴

B. Data Collection Technique

To get accurate data, there are many techniques which can used to collect data either primary or supporting data. The researcher collected the data by using the test, questionnaire, and document:

1. Test

Tests as instruments for collecting data are a series of questions that are used to measure the skills of knowledge, intelligence, abilities by individual or groups. This test was used to obtain data on understanding environmental knowledge. This test was filled by students of English Language Education Department at the Faculty of UIN Walisongo Semarang.⁵

³ Nana Syaodih Sukmadinata, *Metode Penelitian Pendidikan* (Bandung : Remaja Rosda Karya , 2012) p.95

⁴ Moh Nazir, *Metodologi Penelitian* (Jakarta: Ghalia Indonesia, 2009) p.54

⁵ Ridwan, *Skala Pengukuran Variabel-variabel Penelitian*, (Bandung: Alfabeta, 2007), p.30.

2. Questionnaire

The questionnaire is a list containing a series of questions about a problem or field to be studied. To obtain data, questionnaires were distributed to respondents (people who answer questions asked for research purposes), especially in survey research.⁶

In this case, the researcher makes written questions than answered by the respondent. And the questionnaire form is an open questionnaire, which is a questionnaire that questions using the main questions that can be answered by respondents freely. There are no details questions that give direction in giving answers. Respondents have the freedom to give answers according to the perceptions.⁷

Questionnaire techniques are used to find out the quality of students' translation. In conducting research students are directed to fill out the questionnaire based on their actual state of affairs. The data obtained from the questionnaire is the students' ability in translate the text.

C. Research Setting

The subject of this research is the seventh-semester students of English Language Education Department of Walisongo State

⁶ Cholid Narbuko, Ahmadi, *Metodologi Penelitian*, (Jakarta: Bumi Aksara, 2010) p. 76

⁷ Nana Syaodih Sukmadinata, *Metode Penelitian Pendidikan*, (Bandung: Remaja Rosda karya, 2010) p. 219

Islamic University in the academic year 2017/2018. The reasons of the researcher choose the students' of English Language Education Department because there is a problem in translating advertisement on *Colours Magazine* by Garuda Indonesia.

D. Source of Data

The subject of this research was gained from the students in the seventh semester at English Language Education Department of Walisongo State Islamic University in the academic year of 2017/2018.

E. Data Analysis Technique

In this technique, the researcher analyzed the data that got from the result of the tests, questionnaire, and documentation which are given to the students of the seventh-semester students' English Education Department of Walisongo State Islamic University by using descriptive. Nababan's theory provided the formula to assess the translation quality that was used and counted for two samples. Then the data were analyzed using a qualitative descriptive method.

In qualitative research, the technique of data analysis was carried out in some steps. It started with preparing data analysis. In this step, the researcher tried to transcribe the data which are gotten before. Then, the researcher continued to read and look at all of the data. The third was coding. In this step, the researcher tries to organize the data based on the theory being examined. The data

coding was used to generate a description for analysis. Then the researcher has to narrate the finding of analysis. The last step is the researcher has to interpret what the finding or the result it's.⁸ The researcher used the parameter to measure Accuracy. The parameters were used in this study were three qualities by Nababan:

1. Accuracy

The terminology is used for evaluating translation to refer to whether the SL and TL text is equivalent or not.

Table 3.1 Instrument of Accuration

Criteria of translation	Parameter Quality	Score
Accurate	The meaning of words is clear, technical terms, phrases, clauses, sentences or text without any omission and addition text of SL is transferred accurately into TL, no distortion meaning.	3
Less-accurate	The meaning of words is clear but still, any omission and addition text, technical terms, phrases, clauses, sentences of SL and there	2

⁸ John W. Creswell, *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches Forth Edition*, p. 247-249.

	is any distortion of meaning.	
Inaccurate	The meaning of words is unclear, technical terms, phrases, clauses, sentences or text of SL is transferred no accurately into the TL or deleted.	1

2. Acceptability

The term of acceptance refers to whether a translation has been disclosed in accordance with the norms, culture prevailing in the TL or not, yet both on the micro and macro level.

Table 3.2 Instrument of Acceptability

Criteria of translation	Parameter Quality	Score
Acceptability	Translation is a natural to form, a technical term used are commonly used and familiar to readers, phrases, clauses, and sentences that are used in accordance with the rules of English	3

Less-acceptability	A minimum inappropriate word or unnatural word. however, there is just little problem in using the technical term or some grammatical errors.	2
Unacceptability	Translation is unnatural or feels like opus translation; a technical term used is not commonly used and are not familiar to readers; phrases, clauses and sentences used are not in accordance with the rules of English	1

3. Readability

Readability here, not only about the Readability of source text as well as the legibility of the TL.

Table 3.3 Instrument of Readability

Criteria of translation	Parameter Quality	Score
High Readability	Words, technical term, phrases, clauses, sentences or	3

	text of translation can be easily understood by readers.	
Middle readability	Most of the translation can be understood by readers; however, there is some certain part that should be read more than once to understand it.	2
Low readability	Translation is difficult for the reader to understand	1

The translation results of the students will be analyzed using the research from Nababan. After analyzing them using every parameter by each sentence, The researcher counted the score from the formula below:

Average Score

$$\frac{\text{Score of Accuracy}}{\text{Number of Sentences}}$$

$$\frac{\text{Score of Acceptance}}{\text{Number of Sentences}}$$

$$\frac{\text{Score of Readability}}{\text{Number of Sentences}}$$

After getting the result, the researcher multiplied score with the level of each quality, the level such in the table as follow:

Table 3.4 Grade Assessment Quality Aspects (GAQA)

Number	Assessed aspect	Score
1	Accuracy	3
2	Acceptability	3
3	Readability	3

Table 3.5

The final score result

Accuracy	Acceptability	Readability	Total	Average
Average of SoAyS x GAQA	Average of SoAeS x GAQA	Average of SoRS x GAQA		Total: Number of GAQA

The range of score :

2.6 – 3.0 = High

2.1 – 2.5 = Middle

1.0 – 2.0 = Low

CHAPTER IV

FINDING AND DISCUSSION

This chapter presents the analysis and the interpretation of the data obtained based on the result of students' translation. The chapter involves finding and discussion. Each finding has discussions of the data that is presented in relation to the research questions.

A. FINDING

In this chapter, the researchers described the data and research results on the problem of the quality in translating advertisement on *Colours* magazine of Garuda Indonesia by the students in the seventh semester of English Language Education Department at UIN Walisongo Semarang. This analysis is intended to observe whether or not the translation is accurate, acceptable, and readable and who has the highest rate of accuracy, readability and acceptability.

The data of this research were obtained from test and questionnaire conducted by the researcher. In this research, the questionnaire aimed to obtain data about the difficulties of students in translating advertisement from English into Indonesian language. This research uses the qualitative method to see the natural condition of a phenomenon. Qualitative research is a research procedure that produces descriptive data in the form of written or oral words based on people or observed behavior. For the analysis phase, what is done by the researcher is to make a list

of questions namely questionnaire. The translation analysis was done on sentence. The level of translation used is Textual level, that is the level of the literal translation of the SL into TL.¹ It means that the researcher did not focus on the sentence arrangement of SL, and only assessed based on the SL listed.

Table 4.1 The students' quality score in translating advertisement found on *Colours* magazine of Garuda Indonesia

Number of sentences	Score		
	Accuracy	Acceptability	Readability
1	2	3	3
2	2	2	3
3	3	3	3
4	3	2	3
5	3	2	2
6	2	3	2
7	2	3	3
8	2	3	2
9	3	2	3
10	2	2	3
11	2	3	2
Total	26	28	29
Average	2,36	2,54	2,64

¹ Newmark, 163.peter. *A Textbook of Translation*, (China: Shanghai foreign language education tion press, 1988), P.22.

Table 4.2 Average Score

Accuracy	Acceptability	Readability	Total score	average
2,36x3 7,08	2,54x3: 7,62	2,64x3: 7,92	22,62: 9	2,51

The data from the table above showed that the overall Accuracy, Acceptability, and Readability level of seventh-semester students is middle. However, they still found many mistakes in composing a sentence occurred in their translation.

The scores above are the result of the calculation from the analysis on translation quality assessment in translating advertisement used on *Colours* magazine by Garuda Indonesia that has been translated by fifteen students of the seventh semester of English Language Education Department and a few students still have a low level towards translation quality assessment in translating SL into TL.

B. DISCUSSION

In this chapter presents analysis data to answer the problem statement for objective test. The first part of this chapter discusses the accuracy found in the translation. The second part of this chapter present the analysis of acceptability of the translation and

the third part of this chapter present the readability found in the translation.

1. The Analysis of the Data Collected from the Objective Test

In this part the researcher gave test to find out the results of translation based on the parameter of translation, that is accuracy, acceptability, and readability.

A. The Analysis of Translation Accuracy

The accuracy of the translation is analyzed based on the final results of the test. Then, the researcher calculated the average accuracy score. Average points are used to classify data into the categories below:

- a. Category A: Accurate translation. It consists of the data which has the average point 2.6- 3.0
- b. Category B: Less Accurate translation. It consists of the data which has the average point from 2.0 to 2. 5
- c. Category C: Inaccurate translation. It consists of the data which has the average point ranges from 1.0-1.9

The sentence is included an inaccurate translation if meaning words, technical term, phrases, clauses, sentences or text language sources are accurately transferred into the target language; the same no distortion of meaning. Less accurate translation if most of the meaning of words, technical terms, phrases, clauses, sentences or source language text has been transferred accurately into English target, however, there are still a distortion of meaning or

translation double meaning or no meaning eliminated, which disrupt the integrity of a message. The sentence is included in inaccurate translation if the meaning of words, technical terms, phrases, clauses, sentences or text language sources are not accurately transferred into the target language or removed. The researcher classified the sentence below :

Example 1

SL: a.) Famous as one of Indonesia's premier dive sites, Wakatobi in Southeast Sulawesi also boasts a rich cultural heritage.

TL : a) *Terkenal sebagai salah satu tempat penyelaman utama Indonesia, Wakatobi di Sulawesi Tenggara juga memiliki warisan budaya yang kaya.*

The translation above is less accurate because the meaning of words is clear but there are still any omission and addition text, technical terms, phrases, clauses, sentences of SL and there is any distortion of meaning. There are words that are still not quite right. For example, Premier means not ***Utama*** but the true meaning is ***Terbaik***. (Vinsya Naila Zulfa, 1503046086)

Example 2

SL: a) Famous as one of Indonesia's premier dive sites, Wakatobi in Southeast Sulawesi also boasts a rich cultural heritage.

TL : a) *Terkenal sebagai salah satu tempat penyelaman perdana, Wakatobi di Sulawesi Tenggara juga membanggakan warisan budaya yang kaya / warisan yang kaya akan budaya.*

At the first glance, this sentence was correctly translated, each word was translated correctly, except for one phrase, one phrase was translated as *salah satu tempat penyelaman perdana*, more appropriate phrase is *salah satu situs menyelam terbaik di Indonesia*. The translator also means the word boasts to be *membanggakan*, according to the context of the sentence more appropriate meaning is *memiliki*. So the translation is still less accurate because the meaning of words is clear but still any omission and addition text, technical terms, phrases, clauses, sentences of SL and there is any distortion of meaning. (Fatimatus Sa'diyah, 1503046089)

Example 3

SL: a) Famous as one of Indonesia's premier dive sites, Wakatobi in Southeast Sulawesi also boasts a rich cultural heritage.

TL : *a) terkenal sebagai salah satu pusat diving di Indonesia, Wakatobi di Sulawesi Tenggara juga terkenal keragaman budayanya.*

The translation above is less accurate because the meaning of words is clear but still any omission and addition text, technical terms, phrases, clauses, sentences of SL and there is any distortion of meaning and less accurately conveyed into the target language. The translator does not translate the word “**diving**” into Indonesian. “***Wakatobi in Southeast Sulawesi also boasts a rich cultural heritage***” more appropriate meaning is “*Wakatobi di Sulawesi Tenggara juga memiliki warisan budaya yang kaya.*” (Agung Maulana, 1503046089)

Example 4

SL: *a) Famous as one of Indonesia’s premier dive sites, Wakatobi in Southeast Sulawesi also boasts a rich cultural heritage*

TL: *a) Terkenal sebagai salah satu situs menyelam terbaik di Indonesia, Wakatobi di Sulawesi Tenggara juga memiliki warisan budaya yang kaya.*

The translation above is accurate because The meaning of words is clear, technical terms, phrases, clauses, sentences or text without any omission and addition text of SL is

transferred accurately into TL, no distortion meaning.
(Indah Cahya Persada, 1503046121)

Example 5

SL: b) One of the islands in the regency, Kaledupa. hosts a cultural festival aimed at preserving the local heritage, such as the *Lariangi* dance and *Karia'a* coming-of-age ceremony.

TL : b) *Salah satu pulau di kabupaten Kadelupa, menjadi tuan rumah festival budaya yang bertujuan untuk melindungi warisan lokal, seperti tari Lariangi dan perayaan Karia'a.*

The translation above is unaccurate because the meaning of words is clear but still any omission and addition text, technical terms, phrases, clauses, sentences of SL and there is any distortion of meaning. For example, “**the regency**” not always means “*kabupaten*” but the meaning is “*kawasan tersebut*”. “**Hosts a culture festival aimed at preserving the local heritage**” the translator should be used “*mengadakan festival untuk pelestarian warisan lokal*”. (Saily Rahmatika, 1503046121)

Based on the result above, the score of the students' accuracy in translating advertisement was still less, they cannot reach the maximal score. Just a

few students got the standard score from the translation test. Furthermore, from the score, the researchers conclude that the students have difficulties on it.

B. The Analysis of Translation Acceptability

The acceptability of the translation is analyzed based on the final results of the test. Then, the researcher calculated the average accuracy score. Average points are used to classify data into the categories below:

- a. Category A: Acceptable translation. It consists of the data which has the average point 2.6- 3.0
- b. Category B: Less acceptable translation. It consists of the data which has the average point from 2.0 to 2.5
- c. Category C: Unacceptable translation. It consists of the data which has the average point ranges from 1.0-1.9

A translation is acceptable when the readers feel like reading an original text which is written in the target language. It means that the target text sounds natural. Acceptability is used to see the translation result at the level of naturalness and the relevancy in the target language. The translator is required to use the flexible grammatical and diction to gain an acceptable translation. The readers would not know whether the text is translated text or an original

text if the text is considered acceptable. Weird words and sentence sounded foreign would be considered as less or unacceptable translation.

Example 1

SL: a) A premium airport hotel in Bali, the four-star Novotel Ngurah Rai has established itself as the ideal place to stay if you're catching a late-night flight or resting after an exhausting trip.

TL : a) *Hotel bandara premium di Bali, Novotel Ngurah Rai bintang empat dibangun sebagai tempat ideal untuk menginap jika kamu mendapatkan penerbangan larut malam atau istirahat setelah perjalanan yang melelahkan.*

The translation above is natural form, the technical term used are commonly used and familiar to readers, phrases, clauses, and sentences that are used in accordance with the rules of English. Because the basic meaning in this translation is not changed so the translation can be acceptable. (Erlinda Nur Hidayah, 1503046120)

Example 2

SL: b) Guests can benefit from and enjoy the direct international check-in counter, outdoor swimming pool, and spa center. Offering modern and architecture of Bali, Novotel Bali Ngurah Rai Airport has 206 soundproof

rooms in 4 categories: Superior, Executive, Junior Suite, and Suite.

TL : b) *Para pengunjung mendapatkan keuntungan dan kesenangan konter check-in international langsung , kolam renang luar, dan pusat spa. Menawarkan modern dan arsitektur Bali, Bandara Novotel Bali Ngurah Rai memiliki 206 kamar kedap suara dalam 4 kategori: perior, eksekutif, Junior suite, dan Suit.*

The translation above is included in less acceptable translation if translation generally already feels natural, but there are some problems in the use of technical terms, or grammatical errors. ***“Guests can benefit from and enjoy the direct international check-in counter, outdoor swimming pool, and spa center”*** translated into *“Para pengunjung mendapatkan keuntungan dan kesenangan konter check-in international langsung, kolam renang luar, dan pusat spa”* the translator should be used ***“Tersedia check-in counter internasional langsung, kolam renang outdoor dan pusat spa”***. (M. Chanif Irfani, 1503046117)

Example 3

SL: c) The hotel commemorated its second anniversary in June and commemorate 25 years of Accor Hotels with a series of community events,

including the release of 25 endangered turtle hatchlings, staff blood donations and a visit to a local orphanage. Impeccable lodgings plus an open and welcoming atmosphere await all guests.

TL : c) *Hotel merayakan hari jadi ke-2 di bulan Juni dan perayaan 25 tahun hotel Accor dengan beberapa rangkaian acara, termasuk peluncuran 25 bahaya lubang kura-kura, donor darah, dan kunjungan panti asuhan lokal. Penginapan tanpa cela plus terbuka dan suasana yang bersahabat yang menunngu semua tamu.*

The translation above the category is less acceptable because of Minimum inappropriate word or unnatural word. However, there are just little problem in using the technical term or some grammatical errors. ***“Including the release of 25 endangered turtle hatchlings”*** translated into *“termasuk peluncuran 25 bahaya lubang kura-kura”* so the translation feels stiff, the translator should be used *“termasuk pelepasan 25 penyu belimbing yang terancam punah.* ***“Impeccable lodgings”*** the translator translated into *“Penginapan tanpa cela”* feels natural if translated into *“Fasilitas yang lengkap”*.
(Rizal D. Syifa1503046081)

C. The Analysis of Translation Readable

The readable of the translation is analyzed based on the final results of the test. Then, the researcher calculated the average accuracy score. Average points are used to classify data into the categories below:

- a. Category A: readable translation. It consists of the data which has the average point 2.6- 3.0
- b. Category B: Less readable translation. It consists of the data which has the average point from 2.0 to 2.5
- c. Category C: Unreadable translation. It consists of the data which has the average point ranges from 1.0-1.9

Example 1

SL: a) For stunning views and world-class facilities in the capital city of Western Australia, it is hard to surpass Crown Towers.

TL : a) *untuk pemandangan yang menakjubkan dan fasilitas kelas dunia di ibu kota Australia barat, hal sulit untuk melampaui crown tower.*

The students were difficult in arranging the words in translating the sentence “***it is hard to surpass Crown Towers***”. The students know the meaning of the words, but they were difficult to arrange the words, so the translation made the reader confused to read it. (Siti Ma’rufah, 150304694)

Example 2

SL: b) In a prize location overlooking the Perth skyline and the Swan River, this lavishly designed resort boasts an exclusive 15th-floor terrace lounge for hotel guests, along with a luxury spa inspired by a traditional Roman bathhouse.

TL : b) *Sebagai hadiah, lokasi yang menghadap cakrawala Perth dan sungai swan, resor yang dirancang ini menawarkan lounge teras lantai 15 eksklusif untuk tamu hotel, dan sebuah spa yang mewah yang terinspirasi oleh rumsh dan tradisional Roman.*

The translation above is less readable because the students were difficult in translating long sentences, the students made errors in translating the sentence then made the reader confused to read the students translation. Because the students were difficult to translate long sentences, there are many words that the students did not translate, then the target language was not clear. (Eva Yulianti, 150304690)

Example 3

SL: c) The overall design reflects the tones and colours of Western Australia, complemented by works from local artists such as Jennie Nayton. The hotel is part of the Crown Perth entertainment and casino complex, which

includes high-profile restaurants such as Nobu and Rockpool Bar & Grill.

TL : c) *Desain keseluruhan mencerminkan nada dan warna dari Australia barat, yang dilengkapi dengan karya-karya seniman seperti Jennie Nayton. Hotel ini bagian dari hiburan Crown Perth dan kasino yang kompleks, yang meliputi restoran dengan profil tinggi seperti Nobu dan Rockpool Bar dan Grill*

The translation above is a readable category but the ambiguity word that made the students difficult to determine the true meaning of the word. For example **“tones”** translated into *“nada”* the translator should be used *“nuansa”*. **“which includes high-profile restaurants”** translated into *“yang meliputi restoran dengan profil tinggi”* translator should be used *“yang dihuni restoran-restoran terkenal”* so the translation more simple and clear. (Nur Chanifah, 1503046106)

2. The Analysis of the Data Collected through Questionnaire

The questionnaire was distributed to the English Education Language Department. This questionnaire consisted of 10 items and had been distributed of 15 students to English Education Language Department.

As the result of a questionnaire from the students, the researcher concluded that most of the students face a lot of problems when they study English translation activity becomes one of the difficulties that the students face. When the researcher asked the students what the students' difficulties faced in translating the text. The dominant answer (for about 10 students) was less of the vocabulary than the students feeling difficult to translate the text

The other answer was the difficulties in translating text was that the students feel difficult to translate the long sentences in a text. The students are more easily translating short sentences.

Table 4.3
The Questionnaire's item

No	The Item of Questionnaire
1.	Apa pendapat anda tentang mata kuliah translation yang pernah disampaikan oleh dosen anda?
2.	Apakah menurut anda sulit menyusun kalimat dalam menerjemahkan dari bahasa Inggris kedalam bahasa Indonesia?
3.	Apakah anda sering menggunakan alat bantu dalam menerjemahkan iklan berbahasa Inggris ke dalam bahasa Indonesia?

4.	Apa saja hambatan yang sering anda alami dalam menerjemahkan iklan bahasa Inggris ke dalam bahasa Indonesia?
5.	Apakah menurut anda penting menerjemahkan iklan yang berbahasa Inggris?
6.	Apakah anda menganalisis kata/frasa/kalimat sebelum menerjemahkan iklan bahasa Inggris ke dalam bahasa Indonesia?
7.	Apakah anda melakukan penghapusan kata atau penambahan kata dalam menerjemahkan iklan bahasa Inggris ke dalam bahasa Indonesia?
8.	Apakah anda menerjemahkan kata demi kata dalam menerjemahkan iklan bahasa Inggris ke dalam bahasa Indonesia?
9.	Apakah anda mengubah sudut pandang penulisan ketika menerjemahkan iklan bahasa Inggris kedalam bahasa Indonesia? (Contoh: kalimat aktif menjadi kalimat pasif)
10.	Apakah anda melakukan proses pengecekan setelah selesai menerjemahkan sebuah teks iklan?

Regarding the number one average of those answering the translation, the course is one of the difficult subjects. for question number second, according to them it is also difficult to arrange sentences in translating English into Indonesian. For item number 3 the majority of them use tools to translate, such as dictionaries, google translate, etc. Item number 4 is the trouble their experience in translating English into Indonesian language on average, they answer the lack of vocabulary and grammatical competence. Question number 5 that it is important to translate English into Indonesian, on average their answer is important.

The average answer for number 6 is their always analyze words/phrases/sentences before translating English into Indonesian. Question number 7 whether the deletion of words or the addition of words in translating English advertisement into Indonesian, on average, they answer sometimes they do word deletion or addition of words. Question number 8, they translate word for word in translating English advertisement into Indonesian all of them is answer yes because it is easier to translate. Question number 9, sometimes they change the writing perspective when translating English advertisement into Indonesian. Question number 10, they always check after finishing translate an advertisement text.

We can conclude that lack of vocabulary and grammatical error was the biggest difficulties

encountered by the students. In addition, they also have trouble in arranging words from English into Indonesian. The majority of them (for about 10 students from 15 students) know the meaning of the word but they are difficult in composing sentences.

CHAPTER V

CONCLUSION & SUGGESTION

After conducting the research and doing data analysis, the researcher drew conclusion in these two following points; the first part is aimed at giving conclusion remarked about this study on quality of translation and the difficulties of students in translating the advertisement, the second part contains suggestions for related parties and further research in the related topic.

A. Conclusion

1. The quality of students in translating English sentences to Indonesian has a different result. Average score based on the table 4.2 has the high score (2.51) that from three aspects, they are: Accuracy (2.36), Acceptability (2.54) and Readability (2.64). However, many errors occur are serious errors that change the meaning and still found many mistakes in composing a sentence occurred in their translation. So the level of translating students from English into Indonesian is middle level.
2. It was found that the students' difficulties in translating advertisement in *Colours* magazine by Garuda Indonesia was more influenced by vocabulary and grammatical factors. The difficulties of students in composing long sentences is the most prominent factor that causes students to have difficulty in translating text with a percentage of about 75%.

B. Suggestions

From the result of the study, the researcher suggests

1. For the lecturer of Translation. The researcher hoped that this thesis becomes a reference to improve knowledge about the material of English to Indonesian subject.
2. For the English-Indonesian Translation class, the readers can use this research as a reference to conduct research related to this research. The reseracher also suggests that in doing any translation, the most important thing is that keeping the meaning or the message of the source language remains the same when it is being translated into target language.
3. For further studies, the researcher gives some suggestions that can be used as consideration. The next researcher can conduct the same study using the different parameter.

As this thesis is still far from perfection, so the writer hopes the readers' correction and evaluation to make this thesis more perfect. At last, the writer hopes that this research can be useful for the readers, especially for students who are interested in translation study.

BIBLIOGRAPHY

As-Safi, A.B. 2007. *Translation Theories, Strategies and Basic Theoretical Issue*. Amman: Petra University.

Awaluddin Kamil, Muhammad " *An Analysis of English-Indonesian Translation Quality on Twitter Web Pages (A Case Study)*". English Education Study Program of the Indonesia University of Education. Vol.2No.1, Summer 2014, 27-38.

B.W, Tuchman. 1980. *The Decline of Quality*. New york: Time magazine

Asep surahman. 2013. "*An Analysis of Student's Translation Product of a Descriptive Text Entitled Octopus*". Pendidikan Bahasa Inggris, Fakultas Pendidikan Bahasa dan Seni, Universitas Pendidikan Indonesia. Bandung.

Cholid Narbuko, Ahmadi. 2010. *Metodologi Penelitian*. Jakarta: Bumi Aksara.

Colina, Sonia. 2015. *Fundamentals of Translation*. United Kingdom: Cambridge University Press

Desongpa, Dongsu, dkk 2014 " *An Analysis of the Ability of IAIN English Department Students in Translating Some Islamic Terms into English* ".English department of Language and Arts, State University of Padang.

Doni dkk. 2014. *Evaluasi Pendidikan*. Bali: Beta.

Echols, John. M and Shadly, Hasan. *Kamus Inggris Indonesia*. Jakarta : PT Gramedia.

Faisal, Sanapiah. 1992. *Format-format Penelitian Sosial:Dasar-Dasar dan Aplikasi*. Jakarta: CV. Rajawali.

Ghafouripour, S & Eslamieh, R.A Translation Quality Assessment of Two English Translations of Rubaiyat of Omar Khayyam based on Juliane House's Model (1997). *InternationalJurnal of English Language & Translation Studies*. 6(2). 217-226. 2018

House, Juliane.2009. *Translation*. Oxford: Oxford University press.

Holy book, Al-Hujurot verse: 18

Hughes, G. 1987. *Words in Time*. London: Blackweel

John W. Creswell, *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches Forth Edition*.

Kasali, Rhenal. 1995. *Manajemen Periklanan : Konsep dan Aplikasinya di Indonesia* .Jakarta: Pustaka Utama Grafiti

K.B, Leffler.1982. *Ambiguous Change in Product Quality*. America: The American Economic Review.

Khoirun Nisak, Hanifah, 2016 " *An Analysis of Students' Translation Quality at The Seventh Semester of English Department IAIN Surakarta in the Academic Year of 2014/2015*". Surakarta : IAIN Surakarta

Liliweri,Alo.1992 *Dasar-dasar Komunikasi*
Periklanan.Bandung :Citra Aditya Bakti.

Leech, Geoffrey. 1966. *English in Advertising*. London :
Longman

Moentaha, salihen.2006. *Bahasa dan Terjemahan*. Jakarta :
Kesaint Blanc.

Moleong, Lexy J. 2004. *Metodologi Penelitian Kualitatif*.
Bandung: PT Remaja Rosda Karya.

Marisa Irma Melyani ,Fatimah Tanjung, Ernati. “*An Analysis of
Third Year Students’ Ability in Translating English
Narrative Text Into Indonesia at Bung Hatta
University*”.Bung Hatta University, Padang.

Nababan, Mangatur, Nuraeni Ardiana and Sumardiono. 2012.
*Pengembangan Model Penilaian Kualitas
Penerjemahan*. Artikel Kajian Linguistik dan Sastra,
Vol, 24, No.1, Juni 2012.

Narbuko, Kholid ahmadi.2010. *Metodologi Penelitian*. Jakarta:
Bumi aksara

Nazir, Moh. 2009. *Metodologi Penelitian*, Jakarta: Ghalia
Indonesia.

Newmark, peter.1988. *A textbook of Translation*. New york:
Library of Congress Cataloging in Publication Data

Noviani, Ratna.2002. *Jalan Tengah Memahami Iklan* .
Yogyakarta: pustaka pelajar.

Proshina, Zoya. 2008. *Theory of Translation (English and
Russian)*. Vladivostok: Far Eastern University Press.

Ridwan. 2007. *Skala Pengukuran Variabel-variabel Penelitian*,.
Bandung: Alfabeta..

Siregar, Roswani. 2016.” *Assessment of “the 8th Habit: from
Effectiveness to Greatness by Stephen R. Covey” into
Indonesia*”. American Research Institute for policy
Development

Sriyanto. 2010. In [http://ian43.wordpress.com/2010/12/23/Pengertian- Kemampuan](http://ian43.wordpress.com/2010/12/23/Pengertian-Kemampuan). Accessed on 21 January 2018. 11.00 WIB

Sugiyono. 2015. *Metode Penelitian Kuantitatif Kualitatif dan R&D*. Bandung: Alfabeta

Newmark, Peter.1988. *A Textbook of Translation*. New york: Library of Congress Cataloging-in-Publication Data.

Suhandang, Kustadi .2005. *Periklanan: Manajemen Kiat dan Strategi*. Bandung : Nuansa

Suja'i. 2008. *Inovasi Pembelajaran Bahasa Arab*. Semarang: Walisongo Press.

Sukmadinata, Nana Syaodih. 2012. *Metode Penelitian Pendidikan*. Bandung : Remaja Rosda Karya.

Surahman, asep. 2011. *An Analysis of Student's Translation Product of A Descriptive Text Entitled Octopus*. Bandung: perpustakaan UPI.

Widyamartaya,A.1989. *Seni Menerjemahkan* . Yogyakarta:
Kanisius.

Yusuf LN, Syamsu. 2011. *Psikologi Perkembangan Anak dan Remaja* .Bandung: PT Remaja Rosda Karya.

<http://www.ilmubahasainggris.com/advertisement-pengertian-tujuan-jenis-ciri-generic-structure-dan-contohnya-dalam-bahasa-inggris/> accessed on 8th January 2019 at 11:33

<Http://www.majalahpesawat.com/colours-garuda/> accessed on 8th January 2019 at 11:40

APPENDIX 1

Test of Translation

1. A) Famous as one of Indonesia's premier dive sites, Wakatobi in Southeast Sulawesi also boasts a rich cultural heritage.
B) One of the islands in the regency, Kaledupa, hosts a culture festival aimed at preserving the local heritage, such as the *Lariangi* dance and *Karia'a* coming-of-age ceremony.
2. A) A premium airport hotel in Bali, the four-star Novotel Ngurah Rai has established itself as the ideal place to stay if you're catching a late-night flight or resting after an exhausting trip.
B). Guests can benefit from and enjoy the direct international check-in counter, outdoor swimming pool and spa centre. Offering modern and architecture of Bali, Novotel Bali Ngurah Rai Airport has 206 sound proof rooms in 4 categories: Superior, Executive, Junior Suite, and Suite.
C). The hotel commemorated its second anniversary in June and commemorate 25 years of Accor Hotels with a series of community events, including the release of 25 endangered turtle hatchlings, staff blood donations and a

visit to a local orphanage. Impeccable lodgings plus an open and welcoming atmosphere await all guests.

3. A). For stunning views and world-class facilities in the capital city of Western Australia, it is hard to surpass Crown Towers.

B). In a prize location overlooking the Perth skyline and the Swan River, this lavishly designed resort boasts an exclusive 15th-floor terrace lounge for hotel guests, along with a luxury spa inspired by a traditional Roman bathhouse.

C). The overall design reflects the tones and colours of Western Australia, complemented by works from local artists such as Jennie Nayton. The hotel is part of the Crown Perth entertainment and casino complex, which includes high-profile restaurants such as Nobu and Rockpool Bar & Grill.

APPENDIX 2

Result of test

1.

D). In a prime location overlooking the Perth skyline and the Swan River, this lavishly designed resort boasts an exclusive 15th-floor terrace lounge for hotel guests, along with a luxury spa inspired by a traditional Roman bathhouse.

C). The overall design reflects the tones and colours of Western Australia, complemented by works from local artists such as Jennie Nayton. The hotel is part of the Crown Perth entertainment and casino complex, which includes high-profile restaurants such as Nobu and Rockpool Bar & Grill.

- ① A. Pertonal sebagai salah satu tempat pengalaman pertama, Walembor & Sulawesi Selatan juga mengembangkan sebuah warisan budaya yang kaya / warisan yg kaya akan budaya
- B. Salah satu pulau & kabupaten Kalesupa, ~~pengembangan~~ sebuah festival budaya yang bertujuan sebagai pemeliharaan warisan lokal seperti tari Lantang, dan upacara kemantangan Karia

- ② A. Hotel bandara premi di Bali, sebuah Novotel Nyurah Rai ber bintang 4 telah didirikan sebagai tempat yang ditambakan untuk tinggal jika Anda menggar keterlambatan penerbangan malam atau untuk beristirahat setelah melalui perjalanan yang ~~panjang~~ melelahkan

2.

- B. Para tamu dapat memanfaatkan dan menikmati fasilitas langsung (International) counter check-in, kolam renang, pusat spa, Restoran secara modern & arsitektur Sate Bali, busbar Novotel Bali Ngurah Rai memiliki 206 kamar ~~double~~ ~~room~~ yang terbagi dalam 4 golongan: Kamar superior, eksklusif, junior suite & suite.
- C. Hotel mengorganisir ulang tahun kedua pada bulan Juni & mengorganisir ke-25 tahun Hotel Accor dengan serangkaian acara komunitas, perayaan pelepasan 25 tahun pengusutan, donor darah dan staf & kunjungan ke pusat kesehatan lokal, pengorganisasian sempurna sambutan 25 suasana yang terbelah ~~dan mengorganisir~~ untuk menyambut semua tamu.
3. A. Untuk pemasaran yang menyeluruh dan fasilitas kelas dunia & ibukota Australia Barat hal itu sulit untuk melampaui Crown Perth.
- B. ~~500~~ 500 hotel - lokasi yg menginspirasi calanama Perth dan Sungai Swan, resor yang telah dirancang ini menawarkan sebuah landscape Texas lambat 15 eksklusif untuk tamu hotel, dan sebuah spa yang mewah yang terinspirasi oleh pemandangan tradisional Romawi.
- C. Desain keseluruhan mencerminkan nada dan warna dari Australia Barat. Yang dilengkapi dengan karya-karya seni seremonial lokal seperti Jennie Nuyton. Hotel ini merupakan bagian dari hiburan Crown Perth dan Casino yang kompleks yang meliputi restoran dengan profil tinggi seperti Nobu dan Roka dan Grill.

3.

of the Crown Perth entertainment and casino complex, which includes high-profile restaurants such as Nobu and Rockpool Bar & Grill.

- 1) A) Torontol sebagai salah satu pusat diving di Indonesia, Wakatobi di Sulawesi Tenggara juga torontol dan keragaman budayanya.
B) Kaledupa adalah salah satu kecamatan yang menjadi tuan rumah di Festival budaya, tujuannya adalah untuk mempromosikan kebudayaan lokal seperti tarian lariaangi dan upacara penyambutan tamu yg disebut Karia'a.
- 2) A) Premium Airport hotel di Bali, Hotel bintang 4 Ngurah Rai memiliki bangunan yg ideal dan pemandangan indah di

4.

malam hari dan sangat cocok untuk tempat beristirahat.

B) Para tamu dapat melakukan direct-check in - kolam renang outdoor dan spa center di desain sesuai dgn arsitektur bali, Thevotel Bali Ngurah Rai mempunyai 206 kamar dgn 4 kategori: superior, executive, junior suite, dan suite.

3) A) pemandangan yang indah dgn fasilitas dunia di kota W/A, dan pemandangan Crown Tower

B) Lokasi yg strategis di Perth dekat dengan sungai Swan di desain sebuah resort kapal yang eksklusif, dan 15 lantai dan disediakan spa mewah di desain tradisional menyempai suku Roman.

C) Desain hotel serta warnanya sangat cocok setali di kota W/A. ~~di desain~~ di desain oleh peserta seni seperti Jennie Mayton. Hotel ini termasuk dalam jajaran Crown Perth dan Complek Canono ada juga restoran seperti Nobu dan Rotekpool bar juga grill.

2) C) Thevotel akan merayakan anniversary yg ke 2 pada bulan Juni juga 25 tahun Partayan komunitas, termasuk polepasan 25 penyu yg hampir punah, kegiatan donor darah, dan kegiatan menginjuri Panti Asuhan, semua tamu disambut dgn hangat.

5.

B). In a prime location overlooking the Perth skyline and the Swan River, this lavishly designed resort boasts an exclusive 15th-floor terrace lounge for hotel guests, along with a luxury spa inspired by a traditional Roman bathhouse.

C). The overall design reflects the tones and colours of Western Australia, complemented by works from local artists such as Jennie Nayton. The hotel is part of the Crown Perth entertainment and casino complex, which includes high-profile restaurants such as Nobu and Rockpool Bar & Grill.

Terjemahan

1. A) Sebagai salah satu perdana menteri yang terkenal dalam situs menyelam, ~~ada~~ di bagian Sulawesi Tenggara Wakatobi juga sebuah warisan Kebudayaan yang megah.
B) Penyelenggara sebuah festival budaya di salah satu pulau di Kabupaten Kotagede bertujuan untuk memelihara warisan setempat seperti tari Lariangi dan upacara Kebururan umur Karia.
Novotel.
2. A) Sebuah hotel premium bandara di Bali, bintang empat Ngurah Rai didirikan sebagai tempat ~~istirahat~~ ^{tinggal} yang ideal jika kamu sedang mengalami sebuah keterlambatan penerbangan malam hari atau istirahat setelah perjalanan yang melelahkan.

6.

- B) Tamu langsung dapat keuntungan dan ~~keuntungan~~ menikmati Kontor pendaftaran Pesawat terbang Internasional, Kolam renang luar, dan pusat spa. Tawaran modern dan arsitektur di Bali. Bandara Ngurah Rai mempunyai 206 ruang bukti suara dalam 4 kategori. Superior, eksekutif, Junior suite dan suite.
- C) Hotel memperingati hari jadinya yang kedua di bulan Juni dan memperingati 25 tahun persekutuan hotel dengan serangkaian acara komunitas, termasuk pelepasan 25 titik pengu yang terancam punah, sumbangan darah staf dan kunjungan ke Panti asuhan se Kempak. Penginapan sempurna ditambah suasana terbuka dan ramah menunggu semua tamu.
3. A) Untuk pemandangan yang menakjubkan dan fasilitas kelas dunia di Ibu Kota Australia barat, sulit untuk melampaui menara mahkota.
- B) Di lokasi hadiah yang menghadap cakrawala perth dan sungai angsa, resort yang dirancang mewah ini menawarkan kelas lantai 15 yang eksklusif untuk para tamu hotel, bersama dengan spa mewah yang ~~terinspirasi~~ terinspirasi oleh pemandian tradisional Romawi.
- C) Desain keseluruhan mencerminkan nada dan warna Australia barat, dilengkapi dengan karya-karya seniman lokal seperti Jennie Naylor. Hotel ini merupakan bagian dari kompleks hiburan dan kasino perth mahkota, yang mencakup profil tinggi restoran seperti Nobu dan Rockpool Bar dan Grill.

7.

- 1) A) Terkenal sebagai salah satu situs Menjelam Utama di Indonesia. Wakatobi di Sulawesi Tenggara juga membanggakan karena warisan budaya yang kaya.
B) Salah satu Pulau di kabupaten ini, Kuladupa. Menyelenggarakan Festival budaya yang bertujuan untuk melindungi warisan lokal seperti Tari Lariangi dan upacara Perayaan Karia'a.
- 2) A) Sebuah hotel premium di bandara baru Novotel Ngurah Rai bintang empat telah menempatkan dirinya sebagai tempat yang ideal untuk mengatakan jika anda mengejar Penerbangan tengah malam atau beristirahat setelah perjalanan yang melelahkan.
B) Para tamu dapat memanfaatkan Fm dan menikmati kontor check-in Internasional langsung, kolam renang out door, dan pusat spa. offering modern dan arsitek Bali. Novotel Bali Ngurah Rai Airport memiliki 206 kamar dengan 4 Perawatan: Superior, eksekutif, Junior Suite dan suite.
C) Hotel Menyerahkan ulang tahun ke-2 di bulan Juni dan Merayakan 25 tahun Accor Hotel dengan beberapa komunitas acara termasuk meluncurkan 25 lubang kurus, donor darah dan kunjungan Pantai asuhan, Penghapusan tanpa cela dan terbuka suasana yang bersahabat yang menunggu semua tamu.
- 3) A) Untuk Pemandangan yang menakutkan dan fasilitas dunia di Ibu kota Australia baru, sulit untuk melampaui negara maktota.
B) Di lokasi indah yang menghadap carrawala Perth dan Sungai anysa, resor yang dirancang mewah ini menawarkan teras lantai 15 yang eksklusif untuk Para tamu hotel, bersama dengan spa mewah yang terinspirasi oleh Pemandian tradisional Pomaui.
C) Desain keseluruhan mencerminkan nuansa dan Warna Australia baru di lengkapi dengan kurya-kurya seruan lokal seperti Janie Mayton. Hotel ini merupakan bagian dari kompleks hiburan dan kasino Perth maktota, yang mencakup profil tinggi restoran seperti Nobu dan Rock Pool Bar dan Grill.

8.

- 1 A) Salah satu tempat pengalaman terkenal di Indonesia, Wakatobi di Sulawesi Tenggara juga memiliki kelebihan warisan budaya yang kaya.
- B) Salah satu pulau di kabupaten Kaledupa. Menjadi tuan rumah Festival Gudaga yang bertujuan untuk melindungi warisan lokal seperti Tari Lariangi dan Peragaan Karia'a
- 2 A) Sebuah Hotel Bandara bergintang di Bali. Bintang 4 Novotel Ngurah Rai telah dibangun sebagai tempat ideal untuk menginap jika kamu mendapatkan penerbangan larut malam / ~~ketat~~ istirahat setelah perjalanan yang melelahkan.
- B) Pengunjung mendapatkan manfaat dari kesenangan konsep check-in internasional langsung, kolam renang laut, dan pusat spa. Menawarkan modern dan arsitektur Bali, suara dalam 4 kategori Superior, eksekutif, Junior Suite dan Suite.
- 3 C) Hotel mengadakan ulang tahun ke-25 di bulan Juni dan merayakan 25 tahun Alcor Hotel dengan beberapa komunitas acara, termasuk meluncurkan 25 lubang kursi, donor darah dan kunjungan pameran. penginapan tanpa cela dan terbuka luasnya yang bersahabat yang menunggu semua tamu.
- 3 A) untuk pemandangan megapersona dan fasilitas mewah di ibu kota Western Australia, ini sulit untuk melampaui Crown Towers
- B) Hadiah pemandangan lokasi di pert skyline dan sungai Swan. Desain tempat istirahat yang mewah yang memiliki teras kamar 15 lantai eksklusif untuk pengunjung hotel, bersama dengan spa mewah yang terinspirasi oleh rumah tradisional Roma.
- C) Keseluruhan desain menggambarkan gaya dan warna western Australia, diimbangi dengan artis lokal seperti Jennie Naylor. Hotel adalah bagian dari Crown Perth entertainment dan casino complex, termasuk restoran terkenal seperti Nobu dan Rockpool Bar dan Grill

9.

- 1.) A) Terkenal sebagai salah satu situs menyelam utama di Indonesia. Wakatobi di Sulawesi Tenggara juga membanggakan karena warisan budaya yg kaya.
B) Salah satu pulau di Kabupaten ini, Kaledupa, menyelenggarakan Festival budaya yg bertujuan untuk melindungi warisan lokal seperti tari Lariang; dan upacara ~~wa~~ Perayaan karia'a.
- 2.) A) Sebuah hotel bandara berbintang di Bali. ~~Ba~~ Bintang 4 Novotel Ngurah Rai telah dibangun sebagai tempat ideal untuk menginap jika kamu mendapatkan penerbangan larut malam / istirahat setelah perjalanan yg melelahkan.
B) Para pengunjung mendapatkan keuntungan dan kesenangan konter check-in internasional langsung, kolam renang luar, dan pusat spa. menawarkan modern & arsitektur Bali. Bandara Novotel Ngurah Rai Bali memiliki kamar dengan suara dalam 9 kategori : superior, 206 eksekutif, junior suite, dan suite.
- ~~Ba~~ ~~Am~~ c) Hotel merayakan ulang tahun ke-25 dibulan Juni dan merayakan 25th Accor Hotel dg beberapa komunitas acara termasuk meluncurkan 25 lubang kura², donor darah dan kunjungan pantai asuhan penginapan tanpa cela dan terbuka suasana yg bersahabat yg menunggu semua tamu.
- 3.) A) untuk pemandangan mempesona & fasilitas berkelar dunia di Ibu kota Australia barat ini sulit untuk melampaui crown towers.
B) Hadiah pemandangan di lokasi pert skyline dan sungai swan. Design tempat istirahat yg ~~new~~ mewah yg memiliki teras kamar 15 lantai eksklusif untuk pengunjung hotel, bersama dg spa mewah yg terinspirasi oleh rumah tradisional roma.
c) keseluruhan Design menggambarkan gaya dan warna western Australia, diimbangi dengan artis lokal seperti Jennie Hayton. Hotel adalah bagian dari crown perth entertainment dan casino complex, termasuk restoran terkenal seperti Hobu & Rockpool Bar dan Grill.

10.

- 1.)
 - A. Terkenal sebagai salah satu tempat penyelaman utama Indonesia, Wakatobi di Sulawesi Tenggara juga memiliki warisan budaya yang kaya.
 - B. Salah satu pulau di kabupaten Selayar, menjadi tuan rumah Festival budaya yang bertujuan untuk melindungi warisan lokal, seperti tari Lanting dan perayaan Karia'a
- 2.)
 - A. Hotel bandara premium di Bali, Novotel Ngurah Rai bintang 4 dibangun sebagai tempat ideal untuk menginap jika kamu menda-
perakan penerbangan laut dalam atau istirahat setelah perjalanan yang melelahkan
 - B. Para pengunjung mendapatkan keuntungan dan kenyamanan kon-
ter Check-in Internasional langsung, kolam renang luar, dan pusat
spa. menawarkan modern dan arsitektur Bali, Bandara Novotel
Bali Ngurah Rai memiliki 206 kamar tetap suara dalam
4 kategori : Superior, eksekutif, Junior suite, dan suite
 - C. Hotel merayakan hari jadi ke-2 di bulan Juni dan perayaan
25 tahun Hotel Accor dengan beberapa rangkaian acara termasuk
peluncuran 25 bahu lubang keur-tura, donor darah, dan
kunjungan panti asuhan lokal. penginapan tanpa cela plus
terbuka dan suasana yang bersahabat yang mennggu semua tamu
- 3.)
 - A. Untuk pemandangan mempesona dan fasilitas kelas dunia di ibukota
western Australia, ini sulit untuk melampaui Crown Towers
 - B. Hadiah pemandangan di Lorasi di perth skyline dan Sungai Swan,
desain tempat istirahat ini memiliki teras kamar 15 lantai eksklusif
untuk pengunjung hotel, bersama dengan spa mewah yg terinspirasi
oleh rumah tradisional roman
 - C. Kelembutan design menggambarkan gaya dan warna western
Australia, diimbangi dg artis lokal seperti Jennie Walton
Hotel adalah bagian dari Crown perth entertainment dan
Kasino Komplex, termasuk restoran terkenal spt Tlohu dan
Rooftop Bar dan Grill

11.

- 1) A) Terkenal sebagai salah satu tempat penyelaman utama Indonesia, Wakatobi di Sulawesi Tenggara juga memiliki warisan budaya yang kaya.
B) Salah satu pulau di Kabupaten Kaledupa. Menjadi tuan rumah festival budaya yg bertujuan untuk melindungi warisan lokal, seperti tari Lariangi dan ~~Karia~~ Perayaan Karia'a.
2. A) Hotel bandara Premium di Bali, Novotel Ngurah Rai bintang 4 dibangun sebagai tempat ideal untuk menginap jika kamu mendapatkan penerbangan ~~malam hari~~ larut malam atau istirahat stlh perjalanan yang melelahkan.
B) ~~Pengunjung~~ Para pengunjung mendapatkan keuntungan dan kesenangan ~~check~~ check-in internasional langsung, kolam renang luar, dan pusat spa. Menawarkan ~~Ba~~ modern dan arsitektur Bali, ~~Bandara~~ Bandara Novotel Bali Ngurah Rai memiliki 206 kamar kedap suara dalam 4 kategori : Superior, Eksekutif, Junior Suite, dan Suite.
C) Hotel merayakan hari jadi ke-2 di bulan Juni dan perayaan 25 tahun Hotel Accor dengan beberapa rangkaian acara, termasuk peluncuran 25 bahaya lubang kara ~~es~~ kara, donor darah, dan kunjungan panti asuhan lokal. Penginapan tanpa cela plus terbuka dan suasana yg bersahabat yg menunggu semua tamu.
3. A) Untuk pemandangan mempesona dan fasilitas berkelas dunia di ibu kota Western Australia, ini sulit untuk melampaui Crown Towers.
B) Hadiah Pemandangan dilokasi di Perth skyline dan Sungai Swan, desain tempat istirahat ini memiliki teras kamar 15 lantai eksklusif untuk pengunjung hotel, bersama dengan spa mewah yg terinspirasi oleh rumah tradisional Roman.
C) Keseluruhan desain menggambarkan gaya dan warna Western Australia, dimbangi dengan artis lokal seperti Jennie Naylor. Hotel adalah bagian dari Crown Perth entertainment dan Casino complex, termasuk restoran terkenal seperti Nobu dan Rock pool Bar dan Grill.

12.

- ① A. Terkenal sebagai salah satu tempat penyelaman perdana, Wakatobi di Sulawesi Selatan juga membanggakan sebuah warisan budaya yang kaya. Warisan budaya kaya akan budaya.
- B. Salah satu pulau di Kabupaten Bleduga, sebuah festival budaya yang berfungsi sebagai pemertahanan warisan lokal, seperti tarian Lantang dan upacara Kematangan Kaya.
- ② A. Hotel Bandara Premi di Bali, sebuah hotel mewah Rai berbintang 4 telah didirikan sebagai tempat ideal untuk menginap jika kamu mendapatkan penerbangan lanjut malam atau istirahat setelah perjalanan yang melelahkan.
- B. Para pengunjung mendapatkan keuntungan dan kenyamanan check-in internasional secara langsung, kolam renang luar dan pusat spa. Penawaran modern dan arsitektur Bali, Bandara Hotel Bali Rai memiliki 206 Kamar dengan 4 kategori: Superior, eksekutif, Junior Suite dan Suite.
- C. Hotel merayakan hari jadi ke-2 di bulan Juni dan perayaan 25 tahun Hotel Accor dengan beberapa rangkaian acara, termasuk peluncuran 25 budaya lubang Fura, Senior Dancer & Kunyungan panti asuhan lokal. Penginapan tanpa cela plus terbuka dengan suasana yang berkelas dan menyenangkan untuk semua.
- ③ A. Untuk pemandangan mempesona dan fasilitas berkelas dunia di kota western Australia, ini suite untuk melampaui Crown Towers.
- B. Hadiah pemandangan di lokasi di Perth Skyline dan Sungai Swan, desain tempat istirahat ini memiliki teras kamar 15 lantai eksklusif untuk pengunjung hotel, bersama dengan spa mewah yang terinspirasi oleh rumah tradisional Roman.
- C. Keeluruhan desain menggambarkan gaya & warna western Australia, diimbangi dengan artis lokal seperti Jennie Hayton hotel adalah bagian dari Crown Perth entertainment dan Kasino Kompleks, termasuk restoran terkenal seperti Nobu dan Rockpool Bar dan Grill.

APPENDIX 3

Nama : _____

NIM : _____

Jurusan: _____

QUESTIONNAIRE

1. Apa pendapat anda tentang mata kuliah translation yang pernah disampaikan oleh dosen anda?

2. Apakah menurut anda sulit menyusun kalimat dalam menerjemahkan dari bahasa Inggris kedalam bahasa Indonesia?

3. Apakah anda sering menggunakan alat bantu dalam menerjemahkan iklan berbahasa Inggris kedalam bahasa Indonesia?

4. Apa saja hambatan yang sering anda alami dalam menerjemahkan iklan bahasa Inggris ke dalam bahasa Indonesia?

5. Apakah menurut anda penting menerjemahkan iklan yang berbahasa Inggris?

6. Apakah anda menganalisis kata/prasa/kalimat sebelum menerjemahkan iklan bahasa Inggris ke dalam bahasa Indonesia?

7. Apakah anda melakukan penghapusan kata atau penambahan kata dalam menerjemahkan iklan bahasa Inggris ke dalam bahasa Indonesia?

8. Apakah anda menerjemahkan kata demi kata dalam menerjemahkan iklan bahasa Inggris ke dalam bahasa Indonesia?

9. Apakah anda mengubah sudut pandang penulisan ketika menerjemahkan iklan bahasa Inggris kedalam Bahasa Indonesia? (Contoh: kalimat aktif menjadi kalimat pasif)

10. Apakah anda melakukan proses pengecekan setelah selesai menerjemahkan sebuah teks iklan?

The result of Questionnaire

1. Students 1

Nama : Eka Khoiriyah

NIM : 1503046109

Jurusan: PBI

QUESTIONNAIRE

1. Apa pendapat anda tentang mata kuliah translation yang pernah disampaikan oleh dosen anda?

Pendapat saya tentang mata kuliah translation adalah penting karena dengan adanya mata kuliah translation, saya bisa mengetahui teknik/cara bagaimana menerjemahkan sebuah kalimat.

2. Apakah menurut anda sulit menyusun kalimat dalam menerjemahkan dari bahasa Inggris kedalam bahasa Indonesia?

Kadang-kadang.

3. Apakah anda sering menggunakan alat bantu dalam menerjemahkan iklan berbahasa Inggris kedalam bahasa Indonesia?

Kadang-kadang jika tidak mengetahui arti dari vocabulary tersebut.

4. Apa saja hambatan yang sering anda alami dalam menerjemahkan iklan bahasa Inggris ke dalam bahasa Indonesia?

Arti asli vocabulary berbeda makna dengan yang diharapkan.

5. Apakah menurut anda penting menerjemahkan iklan yang berbahasa Inggris?

Ya.

6. Apakah anda menganalisis kata/prasa/kalimat sebelum menerjemahkan iklan bahasa Inggris ke dalam bahasa Indonesia?

Ya.

7. Apakah anda melakukan penghapusan kata atau penambahan kata dalam menerjemahkan iklan bahasa Inggris ke dalam bahasa Indonesia?

Ya, kadang-kadang.

8. Apakah anda menerjemahkan kata demi kata dalam menerjemahkan iklan bahasa Inggris ke dalam bahasa Indonesia?

Ya, kadang-kadang.

9. Apakah anda mengubah sudut pandang penulisan ketika menerjemahkan iklan bahasa Inggris kedalam Bahasa Indonesia? (Contoh: kalimat aktif menjadi kalimat pasif)

Tidak

10. Apakah anda melakukan proses pengecekan setelah selesai menerjemahkan sebuah teks iklan?

Ya.

2. Students 2

Nama : Sely Rahmatika

NIM : 15 030 4636

Jurusan: _____

QUESTIONNAIRE

1. Apa pendapat anda tentang mata kuliah translation yang pernah disampaikan oleh dosen anda?

menurut saya, translation adalah mata kuliah yang lumayan sulit, karena banyak metode & teknik dim menerjemahkan.

2. Apakah menurut anda sulit menyusun kalimat dalam menerjemahkan dari bahasa Inggris kedalam bahasa Indonesia?

Tidak. menurut saya, lebih sulit menerjemahkan dari bahasa Indonesia ke b. Inggris.

3. Apakah anda sering menggunakan alat bantu dalam menerjemahkan iklan berbahasa Inggris kedalam bahasa Indonesia?

Iya, saya sering bahkan selalu menggunakan kamus sebagai alat bantu dalam menerjemahkan.

4. Apa saja hambatan yang sering anda alami dalam menerjemahkan iklan bahasa Inggris ke dalam bahasa Indonesia?

- Grammar use

5. Apakah menurut anda penting menerjemahkan iklan yang berbahasa Inggris?

Ya, menurut saya itu penting.

6. Apakah anda menganalisis kata/prasa/kalimat sebelum menerjemahkan iklan bahasa Inggris ke dalam bahasa Indonesia?

Ya, saya menganalisis terlebih dahulu sebelum menerjemahkan.

7. Apakah anda melakukan penghapusan kata atau penambahan kata dalam menerjemahkan iklan bahasa Inggris ke dalam bahasa Indonesia?

Ya, terkadang.

8. Apakah anda menerjemahkan kata demi kata dalam menerjemahkan iklan bahasa Inggris ke dalam bahasa Indonesia?

Tidak, karena terkadang kalimat di dalam iklan itu tidak selalu jeterlek.

9. Apakah anda mengubah sudut pandang penulisan ketika menerjemahkan iklan bahasa Inggris kedalam Bahasa Indonesia? (Contoh: kalimat aktif menjadi kalimat pasif)

Tidak.

10. Apakah anda melakukan proses pengecekan setelah selesai menerjemahkan sebuah teks iklan?

Ya. Demi memantapkan diri apakah terjemahan kita sudah sesuai / belum.

3. Students 3

Nama : Fatmatur Sa'diyah
NIM : 150304689
Jurusan: _____

QUESTIONNAIRE

1. Apa pendapat anda tentang mata kuliah translation yang pernah disampaikan oleh dosen anda?

Kuliah Translation yang saya ikuti hanya ada presentasi tiap
Pertemuan. Dosen tidak terlalu fokus pada Praktek translation
itu sendiri.

2. Apakah menurut anda sulit menyusun kalimat dalam menerjemahkan dari bahasa Inggris kedalam bahasa Indonesia?

Bahasa Inggris ke Indonesia tidak terlalu sulit. Karena saya
dapat menggunakan aplikasi Pembantu Menerjemahkan.

3. Apakah anda sering menggunakan alat bantu dalam menerjemahkan iklan berbahasa Inggris kedalam bahasa Indonesia?

Ya. Seperti google translate, Kamus Online, etc.

4. Apa saja hambatan yang sering anda alami dalam menerjemahkan iklan bahasa Inggris ke dalam bahasa Indonesia?

Hambatan ya saya temui adalah minimnya Vocabulary.

5. Apakah menurut anda penting menerjemahkan iklan yang berbahasa Inggris?

Penting Karena Iklan merupakan sumber informasi. jadi, menerjemahkan dan mengetahui artinya sangat penting.

6. Apakah anda menganalisis kata/prasa/kalimat sebelum menerjemahkan iklan bahasa Inggris ke dalam bahasa Indonesia?

Ya. Analisis merupakan langkah awal dalam menerjemah.

7. Apakah anda melakukan penghapusan kata atau penambahan kata dalam menerjemahkan iklan bahasa Inggris ke dalam bahasa Indonesia?

Ya. Karena dalam menerjemahkan kita harus menyesuaikan dgn bahasa tujuan.

8. Apakah anda menerjemahkan kata demi kata dalam menerjemahkan iklan bahasa Inggris ke dalam bahasa Indonesia?

Ya. Karena saya rasa arti pertata harus diketahui

9. Apakah anda mengubah sudut pandang penulisan ketika menerjemahkan iklan bahasa Inggris kedalam Bahasa Indonesia? (Contoh: kalimat aktif menjadi kalimat pasif)

Dalam Mengubah saya harus menyesuaikan dgn bahasa tujuan sehingga terjemahan iklan tsbt akan mudah dimengerti.

10. Apakah anda melakukan proses pengecekan setelah selesai menerjemahkan sebuah teks iklan?

Ya. Saya rasa Mengecek itu perlu sekali.

4. Students 4

Nama : Dedy Aprilyantri

NIM : 1503046110

Jurusan: PBI 7-C

QUESTIONNAIRE

1. Apa pendapat anda tentang mata kuliah translation yang pernah disampaikan oleh dosen anda?

Pendapat saya cukup menarik, karena dalam makul
tersebut saya mendapatkan beberapa strategi untuk menterjemahkan
teks

2. Apakah menurut anda sulit menyusun kalimat dalam menerjemahkan dari bahasa Inggris kedalam bahasa Indonesia?

Sulit, karena dalam menterjemahkan kita perlu mempertimbangkan
konteks Pengis.

3. Apakah anda sering menggunakan alat bantu dalam menerjemahkan iklan berbahasa Inggris kedalam bahasa Indonesia?

Iya, hal itu untuk mengecek grammatikal dalam menterjemahkan

4. Apa saja hambatan yang sering anda alami dalam menerjemahkan iklan bahasa Inggris ke dalam bahasa Indonesia?

Kendala yang saya dapatkan yaitu dalam hal bahasa
Idiom

5. Apakah menurut anda penting menerjemahkan iklan yang berbahasa Inggris?

Penting untuk pengetahuan umum

6. Apakah anda menganalisis kata/prasa/kalimat sebelum menerjemahkan iklan bahasa Inggris ke dalam bahasa Indonesia?

Iya, untuk memastikan arti asli dari kata.

7. Apakah anda melakukan penghapusan kata atau penambahan kata dalam menerjemahkan iklan bahasa Inggris ke dalam bahasa Indonesia?

Iya

8. Apakah anda menerjemahkan kata demi kata dalam menerjemahkan iklan bahasa Inggris ke dalam bahasa Indonesia?

Iya

9. Apakah anda mengubah sudut pandang penulisan ketika menerjemahkan iklan bahasa Inggris kedalam Bahasa Indonesia? (Contoh: kalimat aktif menjadi kalimat pasif)

Tidak

10. Apakah anda melakukan proses pengecekan setelah selesai menerjemahkan sebuah teks iklan?

Iya

5. Students 5

Nama : Indah CP
NIM : 1503046121
Jurusan: PBI 7- C

QUESTIONNAIRE

1. Apa pendapat anda tentang mata kuliah translation yang pernah disampaikan oleh dosen anda?

it seems to be usual, slow, and not impressed

2. Apakah menurut anda sulit menyusun kalimat dalam menerjemahkan dari bahasa Inggris kedalam bahasa Indonesia?

a little bit difficult

3. Apakah anda sering menggunakan alat bantu dalam menerjemahkan iklan berbahasa Inggris kedalam bahasa Indonesia?

seldom

4. Apa saja hambatan yang sering anda alami dalam menerjemahkan iklan bahasa Inggris ke dalam bahasa Indonesia?

the vocabulary which is stranger

5. Apakah menurut anda penting menerjemahkan iklan yang berbahasa Inggris?

*It depends on the purpose of the banner.
For me it's not too important.*

6. Apakah anda menganalisis kata/prasa/kalimat sebelum menerjemahkan iklan bahasa Inggris ke dalam bahasa Indonesia?

Of course yes

7. Apakah anda melakukan penghapusan kata atau penambahan kata dalam menerjemahkan iklan bahasa Inggris ke dalam bahasa Indonesia?

When it is needed why not?

8. Apakah anda menerjemahkan kata demi kata dalam menerjemahkan iklan bahasa Inggris ke dalam bahasa Indonesia?

definitely yes

9. Apakah anda mengubah sudut pandang penulisan ketika menerjemahkan iklan bahasa Inggris kedalam Bahasa Indonesia? (Contoh: kalimat aktif menjadi kalimat pasif)

Sometimes when it is needed.

10. Apakah anda melakukan proses pengecekan setelah selesai menerjemahkan sebuah teks iklan?

Sometimes, not really.

Name of Students

No	Name	Students' number
1.	Vinsya Naila Zulfa	150304686
2.	Fatimatus Sa'diyah	150304689
3.	Agung Maulana	150304693
4.	Indah Cahya Persada	1503046121
5.	Saily Rahmatika	150304696
6.	Erlinda Nur Hidayah	1503046120
7.	M. Chanif Irfani	1503046117
8.	Rizal D. Syifa	1503046115
9.	Siti Ma'rufah	150304694
10.	Eva Yulianti	150304690
11.	Nur Chanifah	1503046106
12.	Ahmad Shohihul Ibad	1503046107
13.	Lailatul khusna	1503046108
14.	Dedy Apriliyanto	1503046110
15.	Moh. Hakim Lutfi	1503046119

CURRICULUM VITAE

Name : Faiqotul Muna
Place, Date of Birth : Rembang, February 18th 1996
Home Address : Bangunrejo RT 04/ RW 02 Pamotan
- Rembang
Phone Number : 089656298403
Email Address : munafaiqotul@yahoo.co.id

Formal Educational Background :

1. TK Bangun Jaya (2001 – 2002)
2. SD N 1 Bangunrejo (2002 – 2008)
3. SMP N 3 Pamotan (2008 – 2011)
4. MA As-salamah Pati (2011 – 2014)
5. UIN Walisongo Semarang (2014-2019)

Informal Educational Background :

1. Madrasah Diniyah Manbaul Arif (2002 - 2008)
2. Madrasah Tsanawiyah Manbaul Arif (2008-2011)
3. Pondok Pesantren Al-Ikhlas Pati (2011 – 2014)
4. PEACE Course Pare-Kediri (2015)
5. KRESNA Course Pare-Kediri (2015)
6. The Onthel Course Pare-Kediri (2015)

Semarang, July 15th 2019

The Researcher,

Faiqotul Muna
1403046081