AN ANALYSIS OF TRANSLATION TECHNIQUES AND QUALITY OF
INDONESIAN-ENGLISH PUBLIC SIGNS IN SOLO

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Surakarta, 22 November 2013

Nurul Intan Sari
MOTTO

Tell me and I forget. Teach me and I remember. Involve me and I learn.

(Benjamin Franklin)

Everyone has a will to win but very few have the will to prepare to win

(Vince Lombardi)
DEDICATION

This thesis is dedicated to:

My beloved parents
My beloved sisters
My big family
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ABSTRACT


The aims of this research are to find out the translation techniques and quality of public signs translation in terms of its accuracy, acceptability and readability.

The methodology applied was descriptive-qualitative. A purposive sampling technique was employed in this research. The data were Indonesian-English public signs in form of words, phrases, clauses and sentences. In this research, the other data were taken from questionnaires assessed by three raters and three respondents. The total data were 74 numbers. By analyzing the public signs translation, the researcher found the finding of translation techniques and quality.

The findings show that there are 12 types of translation techniques applied by the translator. They are: (1) established equivalence, (2) calque, (3) modulation, (4) generalization, (5) transposition, (6) amplification, (7) particularization, (8) reduction, (9) literal translation, (10) compensation, (11) linguistic amplification, (12) discursive creation. The analysis of the accuracy of Indonesian-English public signs translation showed that 63 data (85.16%) are considered as accurate translation, 9 data (12.16%) are less accurate, 2 data (2.70%) are inaccurate. The results of the acceptability translation showed that 55 data (74.32%) are acceptable, 17 data (22.97%) are less acceptable and 2 data (2.70%) are categorized into unacceptable translation. The analysis of readability translation found that there are 64 data (86.48%) considered as readable and 10 data (13.51%) categorized into less readable.

Based on the analysis, it can be drawn that the techniques applied by the translator affect the translation quality. The technique resulting the high level of translation quality is established equivalence. However, there are two techniques which result low translation quality, i.e. generalization and transposition.

Keyword: Public Signs, Translation Quality, Translation Technique.

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ABSTRAK


Tujuan penelitian ini adalah untuk menganalisa teknik penerjemahan and kualitas terjemahan public signs dalam hal keakuratan, keberterimaan dan keterbacaan.


Hasil menunjukkan bahwa ada 12 teknik penerjemahan yang digunakan penerjemah, antara lain: (1) kesepadanan lazim, (2) calque, (3) modulasi, (4) generalisasi, (5) transposisi, (6) amplifikasi, (7) particularisasi, (8) reduksi, (9) penerjemahan harafiah, (10) kompensasi, (11) amplifikasi linguistik, (12) kreasi diskursif. Analisa keakuratan menunjukkan bahwa ada 63 data (85,16%) yang dikategorikan akurat, 9 data (12,16%) dikategorikan kurang akurat dan 2 data (2,70%) tidak akurat. Hasil keberterimaan menunjukkan bahwa ada 55 data (74,32%) dikategorikan berterima, 17 data (22,97%) kurang berterima dan 2 data (2,70%) tidak berterima. Sedangkan, ada 64 data (86,48%) dikategorikan tingkat keterbacaan tinggi, 10 data (13,51%) tingkat keterbacaan sedang.

Dari hasil tersebut dapat disimpulkan bahwa penggunaan teknik penerjemahan mempengaruhi kualitas terjemahan. Teknik yang menghasilkan kualitas terjemahan tinggi adalah kesepadanan lazim sedangkan teknik yang menghasilkan kualitas terjemahan rendah adalah generalisasi dan transposisi.

Kata Kunci: Public Signs, Kualitas Terjemahan, Teknik Penerjemahan.