ANALYSIS OF TRANSLATION USED IN TRANSLATING USAGE INSTRUCTION OF BEAUTY PRODUCTS

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Abstract:
This study focus on analysis of translation used in translating usage instruction of beauty products. The purpose of this research are (1) to identify translation method which are used in translating usage instruction of beauty products. (2) to identify translation technique which are used in translating usage instruction of beauty products. (3) and to identify the shift in meaning that occurs in translating usage instructions of beauty products. Data sources used are several beauty products that use English and Indonesian translations. The method used in this study is a qualitative descriptive approach. The theoretical basis of this research is Newmark's (1988) translation method theory, Molina & Albir's (2002) translation technique theory, and Nida (1975) shift in the translation process theory. The results of this study show that there are: (1) 3 translation methods used are 40% of data using the free translation method, 40% of the semantic method, 20% of the adaptation method. (2) 4 translation techniques used are 40% using adaptation techniques, 20% transposition, 20% linguistic amplification, and 20% amplification. (3) there was a shift in translation in the translating usage instruction of beauty products, namely 40% Changing information (skewing of information), 40% Information gain, and 20% Loss of information.

INTRODUCTION

Translation is an activity that can prove clearly the role of language in social life, which is usually interpreted by copying or moving a language to another language in the context of language is often also called the transfer of meaning from the source language to the target language. S. Galibert (2008) explains that: translation is understanding the target language users so that the target language text can produce the same effect as the source language text. Nida and Taber (1969: 12) state that translating is rewriting text from the source language into the target language using the equivalent closest to the source language.

Today, English is an important language for the whole world. The field of translation itself has been widely used to fulfill the needs of the community. One of them is to fulfill their needs for beauty treatment, especially among women. Many countries in the world have begun to use English as a language to enlarge their business or project or any type of work, so the people can understand the meaning when they read novels, manual texts or usage instructions of cosmetics or beauty products. Translation in the usage instructions of beauty products is very important for the people to know whether the product to be used in sufficient or small amounts, to use cotton or tissue, to know the composition or the results of the product and others. Therefore, the translation process

and the role of a translator are very important in delivering the intended message, the translators who use translation words incorrectly on cosmetics, can cause errors and can even cause various skin problems for product users. Newmark (1988), adds that a good translation is the process of transferring the meaning of the source text to the target text in the way the author intended so that the text is understood, so the words that are often used in the usage instructions usually convey a message that can be understood by everyone who uses the product. Sometimes it is possible that the product is very good, but the quality of the translation is not good enough and makes it confused, so the message contained in the instructions for use was not delivered correctly.

According to Molina & Albir from their journal entitled Translation Techniques Revisited: *A Dynamic and Functionalist Approach in 2002* that translation techniques are a collection of several ways to translate sentences or words at the micro-level, this micro-level means the translation technique covers the smallest to smallest in reading text. In translation, certain language properties can be expressed in other languages. To produce good translations, competent translators must be able to understand ideas and thoughts, including messages expressed in the Source Language (SL) into the Target Language (TL). The translation technique will affect how the results of the delivery of the text from the results of the translation.

Related to translation, the method means a plan and systematic way of doing the translation. A translator must have a clear translation method, which is to do the translation in accordance with what has been planned. For example, when translating a text for children, the translator has planned whether to eliminate difficult terms that might cause difficulties for the target reader or not. Of course the choice of a method is accompanied by careful considerations regarding the target audience, the type of text, the desires and intentions of the author of the text, and the purpose of the translation of the text. *"While translation methods relate to whole texts, translation procedures are used for sentences and the smaller units of language.* (Newmark, 1988: 81)

In translation, the shift is a part that cannot be separated because the purpose of the translation is the transfer of the meaning of the source language (SL) into the target language (TL). The shift can certainly occur in the process of translation for each language has a different language system. Catford (1965) defines shift as a change in the form of language. He stated that the shift in translation was the transfer or shift of formal correspondence in the process of moving text from the source language to the target language so that the results of the translation were acceptable. A translator will always try to get the target language compatible with the source language. So that the message to be delivered is not far deviate. As we know that every language has its own rules and this can be the cause of a shift in meaningBased on the phenomena and explanations above, the writer is interested in analyzing the translation used in translating usage instruction of beauty products.

LITERATURE REVIEW

Translation is translating a particular object from the original language into a certain language. The translation is generally said to transfer messages from the source language to the target language. Some experts define translation in many ways. Newmark (1988: 5) states that the translation translates the meaning of the text into another language in the manner intended by the author. Larson (1984) explains that translation is basically a change of form. In translation, the form of the source language is replaced with the form of the target language. Regarding the above definition it can be concluded that translation is the process of transferring ideas, thoughts, and messages from the source language (SL) to the target language (TL), in writing or verbally from taking into account the accuracy of the message that transfers, accepts, forms and also the style of language.

1. **Translation Method**

    A translator must have a clear translation method, which is to do the translation in accordance with what has been planned. The translation method according to Newmark, is appropriate in his book entitled A Textbook of Translation (1988). There are eight translation methods, which are grouped into two parts, tend to refer to SL and refer to TL. The following methods are oriented towards SL: 1) Word-for-word Translation; 2) Literal Translation; 3) Faithful Translation; 4) Semantic Translation. Word-for-word Translation is the lingual unit in applying this method is at the word level. One by one the words are translated in order, without regard

to context. Literal Translation is out of context that mean the translator looks for grammatical construction of SL equivalent or close to TL. Faithful Translation is the method tries to form contextual meaning but it is still bound to grammatical structure in SL. Semantic Translation is the translator seeks to reproduce the contextual meaning of the original text precisely within the limits of the grammatical structure of the target text. The following methods are oriented towards TL: 1) Adaptation; 2) Free Translation; 3) Idiomatic Translation; 4) Communicative Translation. Adaptation is the attachment of language and culture to SL is very thin, almost non-existent, the attachment is even closer to TL. Free Translation is the method of free translation prioritizes SL content rather than the structure. Idiomatic Translation is a translation that looks like it was written directly from a native speaker. Communicative Translation is capable to translate contextual meaning in Bsu text, both linguistic aspects and aspects of its contents, so that it can be accepted and understood by readers.

2. Translation Techniques

There are 18 translation techniques according to Molina and Albir (2002: 2009), eight of them are 1) Adaptation; 2) Amplification; 3)Description; 4) Generalization; 5) Linguistic Amplification; 6) Literal Translation; 7) Transposition; 8) Variation. Adaptation is a technique that replaces the cultural elements of the source language with cultural elements known in the target language. Amplificationis is introducing / adding detailed information that is not contained in the SL namely explicit paraphrase. Description is a translation technique by replacing a term or expression with a description of its form and function. Generalization techniques are the use of more general or neutral techniques. Linguistic amplification is a technique to add linguistic elements in the target language text. This text is used in consecutive oral translation and dubbing. Literal translation is to divert a word for word expression but the structure has followed the rules in the target language. Transposition is replacing the SL grammatical structure into the TL grammatical structure, this technique is used to change the original structure of SL to achieve a commensurate effect. Variation is a technique for changing linguistic or paralinguistic elements that affect linguistic variation: textual tonal changes, language styles, social dialects, and also geographical dialects.

3. Shift in Translation

A shift is something unavoidable in translation. In his attempt to transfer the meaning from sourch language (SL) to target language (TL) by means of the universally known practice of translation, the translator faces a plethora of linguistics, stylistic and even cultural problems. Nida (1975) states three shifts in the translation process, namely 1). Information gain (gain of information) 2). Loss of information 3). Changing information (skewing of information).

METHODOLOGY

The method used to analyze the data in this research is descriptive qualitative method. Qualitative research means any kind of research procedure finding not arrived by means of statistical procedures or another mean of qualification. The researcher takes qualitative research because the researcher intends to identify trannslation methods, translation techniques, and shifts in the translating usage instruction of beauty products. The data source of this research is the Indonesian translation found in the usage instructions of beauty products that have been collected, data is collected in the form of photo in the section on how to use the product. The primary objectives of this research are to analyze and identify:

1. What translation method are used in the translating usage instruction of beauty products?
2. What translation techniques are used in the translating usage instruction of beauty products?
3. What kinds of shifting occur in the translating usage instruction of beauty products?

RESULTS AND DISCUSSION

In this chapter there are 5 data analyzed based on translation methods, translation techniques , and shift in the translation are used by translators in the translating usage instruction of beauty products. SL (Source Language); TL (Target Language).

Data (1)

Product: Garnier- sakura white pinkish glow facial foam

SL	TL
Squeeze **pea-sized** amount into cupped palm.	Pada telapak tangan yang basah keluarkan produk secukupnya **kurang lebih 2 cm**.

The translation method is the free translation method. In data (1) there is a noticeable structural change between SL and TL. The sentence "Squeeze pea-sized amount into cupped palm" interpreted as "Pada telapak tangan yang basah keluarkan produk secukupnya kurang lebih 2 cm". Translation in data (1) to a much different form in the TL, furthermore in SL it is not explained in detail that the product being exfoliated is on a wet palm, whether the translator only translates according to SL then the product cannot be used optimally, this happens because the product used is a facial product foam which certainly needs water and to produce foam products can be used in the wet hands. This method is in the form of a paraphrase that is longer than the original form, intended to make the content or message more clearly accepted by TL users. SL and TL forms are very different, thus it is clear that data (1) applies the method of free translation.

While the translation technique used in Data (1) is an adaptation. In the word "pea-sized" which means "peas" interpreted as "kurang lebih 2 cm", this translation was made because Indonesian people are accustomed to using meter units word rather than using shapes and the average size of the peas is 2 cm, accordingly the meaning of the word is can be to understood by the TL.

Based on the translation technique and translation method used in the data (1), there is a shift that occurs the shift in Information Changes (Skewing of Information), the word "pea-sized" has no meaning that is not commensurate with the TL. Therefore the meaning in the source language that should be "size of the peas" interpreted as "kurang lebih 2 cm". Significant shift in meaning is seen in the explanation of the term peas in SL which is an explanation in the form of meter units in TL. The shift in meaning occurs because in addition to being easier for TL to understand, it also produces words that are familiar to TL users. The word "kurang lebih 2 cm" which means "approximately 2 cm" has a familiar strength and peas themselves are very rarely used in daily life.

Data (2)

Product: Olay - Total effects foaming cleanser

SL	TL
Dispense **small amount** of product into hands.	Tuangkan **secukupnya** ke kedua telapak tangan.

Translation method used in data (2) is an adaptation. This method is used because the adaptation is the most free (the freest form of translation) and the closest to the TL, thus the cultural elements that exist in the translation are made closer to the target reader. All linguistic components related

to SL culture are translated equally into TL culture. The 'small amount' statement, which is the way the source language to measure the product that will be issued on the hand is translated into a single word 'secukupnya' in TL, because there is no one appropriate measure in the source text relating to SL culture not adapted to TL culture , thus data (2) applies the adaptation translation method.

While the translation technique used in Data (2) is an adaptation. In the word of 'small amount' which means 'jumlah kecil' interpreted as 'secukupnya', this translation is done to make it more easily understood by readers and also this word is often used by Indonesian people in measuring small doses, an example that is often found to occur when chefs use the word 'secukupnya' in a cooking demo.

Based on the translation technique and the translation method used in the data (2), there is a shift that occurs is a shift in loss of information. The word 'small amount' not translated as a whole but only translated as "secukupnya". In the shift in loss of information is done if the meaning shown by certain words or expressions is not important enough in the preparation of the reading and instead makes the reader have other assumptions. Therefore as to make the reader understand better with an appropriate translation, the translator can apply omissions and replace words that are more understood by the reader. Whether the translation still in commensurate, it will create ambiguous meaning to TL , TL users will think that the small amount is as small as a chiasheed seed, the size of a goldfish eyes, or the size of a corn seed. In addition, the use of foaming cleanser products in each person is different, because each person's face has a different shape and size. therefore a word that can represent a small amount of words is 'secukupnya' to mean that the product is not used excessively.

Data (3)

Product: Silkygirl – Silky white brightening 2-way powder foundation

SL	TL
For a natural finish, apply using dry sponge and wet sponge for a **fuller coverage** and long lasting finish.	Gunakan spons kering untuk hasil yang natural atau gunakan spons basah untuk **hasil yang lebih sempurna** dan tahan lama.

Translation method used in data (3) is semantic method. In the phrase 'fuller coverage' interpreted as 'hasil yang lebih sempurna' there is a modification of the syntactic level because the semantic method is more elegant and more flexible which is oriented towards the target language so that the translation results in a form of translation that is parallel to the target language. In addition, the results of the translation do not show that the 'fuller coverage' means the more complete coverage. But contextually 'full coverage' is the meaning of the results of using the product. Therefore, this indicates the application of the semantic method.

While the translation technique used in Data (3) is a transposition. The phrase 'fuller coverage' in the source language interpreted as 'hasil yang lebih sempurna' in the TL. The addition of words in the Indonesian language is done to provide an explanation of adjectives and nouns contained in the target language. This translator also turns phrase into sentence. This theory encourages translators to have the same effect in the target language therefore the readers can understand the meaning of the target language easily.

Based on the translation technique and the translation method used in the data (3), there is a shift that occurs is a shift in Information Changes (Skewing of Information), the shift occurs because the translation of words in the source language is not commensurate with the TL. The meaning in the source language should be 'more complete coverage' but it translates to 'more perfect results'. The shift occurs because the product used is a powder foundation product, where this product will produce a product that is more durable when used with a wet sponge applicator, whereas for natural results it is sufficient to use a dry sponge applicator or an ordinary sponge. Thus, with this shift in

meaning, TL readers will better know the results obtained when using a dry sponge and a wet sponge.

Data (4)

Product: Silkygirl - Gentle eye and lip makeup remover

SL	TL
Shake well, apply onto cotton pad and gently remove makeup from the eye and lip area.	**Kocok sebelum dipakai**, tuang pada kapas dan bersihkan makeup pada mata dan bibir dengan lembut.

The translation method used in data (4) is semantic method. The semantic method is a method allows for adjustments to the structure and meaning of SL when translated to TL. The first factor that indicates it is a structural modification. The verb phrase "shake well" is added after SL is translated to TL, thus the results of the translation 'kocok sebelum digunakan' try to produce a translation that is close to SL but allows for structural modifications to clarify the context of SL.

While there is one translation technique used in Data (4) is a linguistic amplification translation technique. In the word 'shake well' interpreted as 'kocok sebelum dipakai', is a word that is not commensurate. The addition of the word 'sebelum' is used to emphasize the context that the product must be shaken before use. This translation occurs because the translator adds linguistic elements in the target language therefore the translation is longer and easier for the reader to understand. The addition of 'sebelum' is classified into the linguistic amplification technique.

Based on the translation technique and the translation method used in the data (4), there is a shift that occurs is a shift of Information gain. The example above shows the gain of information that is the words "kocok sebelum digunakan" that are not found in the SL but are added to the TL. The addition of the word occurs because the product used is a liquid product that contains water, silicon and seed oil. So the addition of the word 'before' is a warning to TL users that before using the product, it must be shaken first.

Data (5)

Product: Garnier - Black serum mask pure charcoal

SL	TL
Leave it on for 15 minutes.	**Biarkan masker menutrisi kulitmu** selama 15 menit.

The translation method used in data (5), the translation method is free translation. The sentence 'leave it' is translated into 'biarkan masker menutrisi kulitmu' This method is identified as a free translation method which is the translation that prioritizes the contents of the SL text form. Usually this method is a paraphrase that is longer than the original form, intended to make the content or message more clearly accepted by TL readers.

While translation technique used in Data (5) is the amplification translation technique. This translation technique adds a little extra information in the target language, but doesn't change the

message from the source language. In the words 'biarkan masker menutrisi kulitmu' in the Indonesian sentence it serves to add information to the reader that the mask that is left on for 15 minutes can make the mask work well.

Based on the translation technique and the translation method used in the data (5), there is a shift that occurs is a shift of Information gain. The verb phrase 'leave it' shows the addition of information in the form of sentences 'biarkan masker menutrisi kulitmu' in the TL that is not found in the SL. The shift in meaning occurs also because the mask product description is explained that after 15 minutes the skin will become clean from dirt, the pores appear smoother, skin flattens and feels fresh. Therefore the addition of the word 'biarkan masker menutrisi kulitmu' becomes one of the ways to explain the usefulness and superiority of the mask product.

CONCLUSION

Based on analysis of translation techniques, there are 5 data (1) 3 translation methods used are 40% of data using the free translation method, 40% of the semantic method, 20% of the adaptation method. (2) 4 translation techniques used are 40% using adaptation techniques, 20% transposition, 20% linguistic amplification, and 20% amplification. (3) there was a shift in translation in the translating usage instruction of beauty products, namely 40% Changing information (skewing of information), 40% Information gain, and 20% Loss of information.

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