

Eti Setiawati, et al. (Eds.)



PROCEEDING
iCCEL

International Conference on Advances
in Education, Humanities, and Language

2019

Mainstreaming the Influences on Higher Order of
Thinking Skills in Humanities, Education,
and Language in Industrial Revolution 4.0



Malang, 23-24 March 2019

PROCEEDING
**INTERNATIONAL CONFERENCE ON
ADVANCES IN EDUCATION, HUMANITIES,
AND LANGUAGE (ICEL)**

Mainstreaming the Influences on Higher Order of Thinking
Skills in Humanities, Education, and Language in Industrial
Revolution 4.0

Malang, 23-24 March 2019

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**INTERNATIONAL CONFERENCE ON ADVANCES IN
EDUCATION, HUMANITIES, AND LANGUAGE (ICEL)**

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Education, and Language in Industrial Revolution 4.0

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ISBN:

978-602-432-783-5

Desain Sampul:

Tim UB Press

Penata Letak:

Tim UB Press

Pracetak dan Produksi:

Tim UB Press

Penerbit:

UB Press

**Redaksi:**

Jl. Veteran 10-11 Malang 65145 Indonesia

Gedung INBIS Lt.3

Telp: 0341-5081255, WA. 0811-3653-899

E-mail: ubpress@gmail.com/ubpress@ub.ac.id

<http://www.ubpress.ub.ac.id>

Cetakan Pertama, Agustus 2019

i-xiv + 812 hlm, 21 cm x 29.7 cm

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International Conference on Advances in Education, Humanities, and Language (ICEL)

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Mainstreaming the Influences on Higher Order of Thinking Skills in Humanities, Education, and Language in Industrial Revolution 4.0

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15. Theoretical linguistics
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Hotel Aria Gajayana – Kauman, Klojen, Kota Malang, Jawa Timur 65119

23-24 March 2019

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Malang , Tanggal 23-24 Maret 2019

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Raising the Quality Standards of the English Translation of Selected Indonesian Local Insecticide Product Instructions in the Industrial Revolution 4.0

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Abstract

This paper aims to explicate and examine the English translation of selected Indonesian local insecticide product instructions based on Reiss' informative text type by scrutinizing the intralinguistic criteria of the text. These criteria comprising semantic, lexical, grammatical, and stylistic features are analyzed to assess whether the language dimension used to transmit the information in the instructions is already logical or referential. Furthermore, the researcher analyzed the translation shifts and errors found in the product instructions and propose the appropriate English translation based on Vinay and Darbelnet's translation strategies. The English translation of selected Indonesian local insecticide product instructions has not fulfilled the informative function as required by its text types as several cases of translation errors are found in the translated text. In addition, there are also some important parts in the source text have not been translated. Therefore, the researcher proposed a revised translation that it is expected that the result of this analysis can produce an improved translation quality standards of the Indonesian local product instructions that can fulfill its informative text type while maintaining the information and sense of the original text without redundancy.

Keywords: *local product instructions, translation errors, translation strategies.*

1. Introduction

In the Industrial Revolution 4.0, Indonesian local products have widely challenged foreign brands not only domestically but also globally. To compete with the others, these products must be not only high quality but also equipped with the appropriate instructions or manuals to provide a clear and informative explanation in using them. The English translation of these instructions is essential as one of the requirements of the marketing authorization regulated by the government. In addition, it also facilitates customers who do not understand Bahasa Indonesia. Therefore, this paper will focus on examining the English translation of selected Indonesian local insecticide product instructions based on Reiss' informative text type by scrutinizing the intralinguistic criteria of the text. These criteria comprising semantic, lexical, grammatical, and stylistic features are analyzed to assess whether the language dimension used to transmit the information in the instructions is already logical or referential. Furthermore, the researcher will analyze the translation shifts and errors found in the product instructions and propose the appropriate English translation based on Vinay and Darbelnet's translation strategies. It is expected that the result of this analysis can produce an improved translation quality

standards of the Indonesian local product instructions that can fulfill its informative text type while maintaining the information and sense of the original text without redundancy that will open more opportunities for Indonesian local products to reach wider customers and to compete with the other products in international trade.

2. Literature Review

Katharina Reiss' Text Type

The work of Katharina Reiss in the 1970s was built on the concept of equality but looked at text, not words or sentences, as the level at which communication was achieved and where equality must be sought (Reiss 1977/89: 113-14). Its functional approach was initially aimed at systematizing the assessment of translations. He borrowed Karl Bühler's three-way grouping of language functions.² Reiss connects the three functions with their language 'dimensions' and to the type of text or communicative situation in which they are used. This link can be seen in Table 5.1. The main characteristics of each type of text are summarized by Reiss (1977/89: 108-9) as follows:

- (1) 'Clear communication of facts': information, knowledge, opinions, etc. The language dimension used to transmit information is logical or referential, content or 'topic' is the main focus of communication, and the type of text is informative. **(1) TARGET TEXT from informative texts must send full reference or conceptual content from ST. Translation must be in 'simple prose,' without redundancy and with the use of explanations if needed.**
- (2) 'Creative composition': the author uses the language aesthetic dimension. The author or 'sender' is foregrounded, as well as the form of the message, and the type of expressive text. **(2) TARGET TEXT from expressive text must transmit aesthetic and artistic forms from ST. Translations must use the 'identifikasi identifier' method, with translators adopting the author's perspective ST.**
- (3) 'Encourages behavior response': the purpose of the appeal function is to attract or persuade the reader or 'recipient' of the text to act in a certain way. The form of language is dialogic, the focus is appellative and Reiss referring to this type of text operation. **(3) TARGET TEXT from the operation text must produce the desired response in the TEXT TARGET receiver. Translations must use the 'adaptive' method, creating an equivalent effect among TEXT TARGET readers.**
- (4) Audiomedial texts, such as films and visual and oral advertisements that complement three other functions with visual images, music, etc. **(4) The audio-medial text requires what is called Reiss as an 'additional' method, completing written words with visual images and music.**

Reiss (1971: 54-88) also lists a series of intralinguistic and extralinguistic instruction criteria (Instructionen) in which sufficiency from TARGET TEXT can be assessed. These are: (1) intralinguistic criteria: semantic, lexical, grammatical and style features; (2) extralinguistic criteria: situation, subject area, time, place, recipient, sender, and 'affective implications' (humor, irony, emotion, etc.). Although interrelated, the importance of these criteria varies according to the type of text (Reiss 1971: 69). For example, translations of texts that focus on content should aim to maintain semantic equality. For TARGET TEXT which is a news item, the second place may be occupied by grammar criteria, while popular science books may pay more attention to the individual style of ST. Likewise, Reiss (p. 62) feels that it is more important for a metaphor to be maintained in expressive text translations than in an informative TARGET TEXT, where only semantic value translations will be sufficient.

Informative Text Type

Vinay and Darbelnet's Translation Strategies

Vinay and Darbelnet conduct a comparative style analysis of French and English. They see texts in both languages, record differences between languages and identify various translation strategies and 'procedures.' Although their comparison of *Stylistique é e du fran ç ais et de l'anglais* (1958) was only based on French and English, the effect was far wider. Among other things he has formed the basis for a work in the same series of French-German translations (*Stylistique Malblanc comparant é e du fran ç ais et de l'allemand*, 1963) and two similar books about English-Spanish translations: VázquezAyora's *Introducci ó na la traductología* (1977) and *teoría y crítica de la traducci García Yebra* (1982). Ironically, at the time of writing this volume, the work of Vinay and Darbelnet is difficult to obtain in French but is available in revised form in its English translation, which was first published in 1995, thirty-seven years after the original. Because the theoretical revisions are included in the English version later, references are made to that edition unless otherwise stated. If necessary, original French terminology is also given. The two general translation strategies identified by Vinay and Darbelnet (1995: 30–42, see also 2004: 128–37) are direct translations and italics, which refer to the 'literal vs. free' division discussed in Chapter 2. Indeed, 'literal' is given by the author as a synonym for direct translation (1995: 31; 2004: 128). The two strategies consist of seven procedures, which direct translation includes three procedures:

(1) Borrowing:

The word SL is transferred directly to TL. This grouping (1995: 31-2; 2004: 129) includes words such as Russian rubles, datcha or, more recently, glasnost and perestroika, which are used in English and other languages to fill semantic gaps in TL. Sometimes loans are used to add local colors (péé tanque, armagnac and bastide in tourist brochures on southwest France, for example).

(2) Calque:

This is a 'special type of loan' (1995: 32–3; 2004: 129–30) where SL expression or structure is transferred in literal translation. For example, Calque France is 'Praise de la Saison' for English 'Praise This Season.' Vinay and Darbelnet note that both loans and calques often become fully integrated into TL, although sometimes with some semantic changes, which can turn them into fake friends.

(3) Literal translations

This is a 'word-by-word' translation, described by Vinay and Darbelnet as the most common among languages of the same family and culture. Their example is 'I left my glasses on the table below' which became 'J'ai laissé mes lunettes sur la table en bas.' Literal translation is the author's recipe for a good translation: 'literal can only be sacrificed because of structural and metalinguistic requirements and only after examining that its meaning is fully preserved' (1995: 288).² But, say Vinay and Darbelnet (1995: 34–5), the translator can judge literal translation as 'unacceptable' because: (a) gives a different meaning; (B) has no meaning; (c) impossible due to structural reasons; (d) 'does not have an appropriate expression in TL's metalinguistic experience'; (e) relating to something at a different language level.

In cases where literal translation is not possible, Vinay and Darbelnet say that the skew translation strategy must be used. This includes four further procedures:

(1) Transposition (2004: 132 and 1995: 94–9):

This is a change from one part of speech to another without changing meaning. Transposition can: mandatory: *ès dès son lever* '[dia when he rises]' in certain past contexts will be translated as 'as soon as

he gets up; optional: in the opposite direction 'as soon as he wakes up' it can be translated literally as *le levée d'est quelle* or as a transposition *in'dès son lever*. Vinay and Darbelnet (1995: 94) see transpositions as 'perhaps the most common structural changes carried out by translators.' They list at least ten different categories, such as: verb → noun: 'as soon as he wakes up' → *ès dès son lever*; adverb → verb: 'He will return soon → →'Il ne tardera right à rentrer' [lit. 'He will not remain silent in restoring']

(2) Modulation:

This changes the semantics and viewpoint of the SL. It can: must: eg 'Time when transl is translated as moment moment when o ù' [lit.] 'When where'; optional, although related to the preferred structure of two languages: e.g. the opposite from the point of view in 'it is not difficult to show' → 'il est facile de démontrer' [lit. 'Easy to display']. Modulation is a justified procedure, in English edition words, 'when, even though the translation is literal, or even changes, results in a speech that is grammatically correct, it is considered incompatible, not automatic or awkward in TL' (2004: 133).

Vinay and Darbelnet place many stores with modulation as 'good translator touchstones,' while transpositions 'only show a very good command of the target language' (1995: 246). Modulation at the message level is subdivided (p. 246–55) along the following lines:

abstract for concrete cause and effect-all other parts reverse the term negation from the active space to the passive (and vice versa) opposite for the time of rethinking intervals and limits (in space and time) changes in symbols (including fixed and new metaphors).

Therefore, this category includes various phenomena. Often there is also a modulation process that was originally free to become a permanent expression. One example given by the author (1995: 254) is 'Vous l'avez échappé belle' [lit. 'You have escaped beautifully'] → 'You have a narrow way out.'

(3) Equality:

Vinay and Darbelnet use this term (1995: 38-9; 2004: 134) to refer to cases where language describes the same situation in a different style or structural manner. Equality is very useful in translating idioms and proverbs (meaning, though not pictures, 'comme un chien dans un jeu de quilles' [lit. 'like dogs in skittles'] can be translated as 'like a bull in a Chinese shop'). The use of equivalents in this limited sense should not be confused with the more general theoretical uses discussed in Chapter 3 of this book.

(4) Adaptation (1995: 39-40; 2004: 134-6):

This involves changing cultural references when situations in source culture do not exist in the target culture. For example, Vinay and Darbelnet suggested that the cultural connotations of references to cricket games in English texts might best be translated into French with references to the Tour de France. The authors claim that the refusal to use such adaptations in 'truly perfect TT' may still be seen in an indeterminate tone, something that doesn't sound right' (1995: 53). However, while their solution might work for some limited metaphorical use, it would make sense to turn cricket into cycling in phrases like 'it's not cricket' or 'a quiet Wednesday match at Lords.'

The seven main translation categories described (1995: 27–30) operate at three levels; these three levels reflect the main structural elements of this book. They: (1) lexicon; (2) syntactic structure; (3) the message.

In this case, the 'message' is used to interpret the words and situations or the metalinguistic context. Two further terms are introduced which appear above the word level; This is: (1) word order and thematic structure (pp. 211–31, called *d é marche* in original French); (2) connectors (p. 231–46, called *charni è res* in the original), which are cohesive links, discourse markers (but, first, etc.), Deixis (pronouns and demonstrative pronouns like this, that) and signs read it.

This level of analysis to some extent displays higher-level texts and discourse-based analysis discussed in Chapters 5 and 6 of this book. The next important parameters calculated by Vinay and Darbelnet are slavery parameters and options:

slavery refers to transposition and obligatory modulation because of the differences between the two language systems; options refer to non-compulsory changes caused by the style and preferences of the translator themselves.

Obviously, this is a crucial difference. Vinay and Darbelnet emphasize (p. 16) that it is a choice, the field of language style, which must be the main concern of the translator. The translator's role is 'to choose between the available options to express the nuances of the message.' The author continues by giving (pp. 30–1) a list of five steps for the translator to follow when moving from ST to TT; This is: Identification of the translation unit. (2) Check the SL text, evaluate the descriptive, affective and intellectual content of the unit. (3) Reconstructing the metalinguistic context of the message. (4) Evaluating style effects. (5) Produce and revise the TT.

The first four steps were also followed by Vinay and Darbelnet in the analysis of published translations. As far as the key questions related to the 'translation unit', the author rejects the word. They regard the unit of translation as a combination of the 'lexicological unit' and 'unit of thought' and define it (1995: 21) as: 'the smallest segment of speech whose signs are connected in such a way that they should not be translated individually'. In the original French version (1958: 275–7), an example is given from the division, or *d é coupage*, from the ST and short TT into the translation unit. The proposed division includes examples of individual words (eg Him, but), groups that are grammatically connected (eg watches, to see), fixed expressions (eg from time to time) and groups that are semantically connected (eg for look away). In the new analysis in the English version, later on from the book, the units are somewhat longer: for example, the second grouping of 'si nous songeons'/'if we talk about' and 'en Grande Bretagne, au Japon'/in Great Britain, Japan is each given as a unit (p. 321). To facilitate the analysis where tilt translations are used, Vinay and Darbelnet suggest numbering translation units in ST and TT.

3. Method

This study uses the analysis of translation texts that involve comparison of text translations with the originals (Williams & Chesterman, 2002: 6). The main focus of this paper is the type of shift and translation errors between source and target texts with the aim of finding patterns of correspondence between texts. The correspondence in this study is the formal and functional equality relationship between the translation elements and the source text. The source text is taken from selected Indonesian local products. To assess the quality of translations, researchers used a source-oriented approach. This approach uses text analysis to assess differences or shifts and to classify various types of deviations between translation and source texts (Williams & Chesterman, 2002: 8).

Next, the researcher used the Reiss method which observed the shift in translation, specifically changes in expression in the target text. In addition, the intralinguistic instruction criteria consisting of

linguistic components such as semantic equality, lexical equality, and grammar and style features were also examined in the analysis. To find answers to the research questions about the function and the occurrence of translation errors, the manual errors of Dagneaux *et al.* (1996), was applied. The types of errors identified, along with the code, are shown in the table below:

Table 1. Translation Error Codes

NO	ERROR CODE	TYPE OF ERROR
1	GSO	grammar-subject omission
2	GCA	grammar-continuous aspect
3	GVT	grammar-verb tense
4	GST	grammar-sequence of tenses
5	GIF	grammar-conditional clauses
6	WO	word order
7	GUN	grammar-uncountable nouns
8	GP	grammar-propositions
9	GNEG	grammar-double negation
10	GIA	grammar-indefinite articles
11	GDA	grammar-definite articles
12	WOM	word omissions
13	VLC	vocabulary-lexical confusion

Source: adapted from Dagneaux *et al.*, 1996

After analyzing the translation errors, the researcher composed the translation to make a more natural and clearer translated text and analyze the translation strategies employed in the proposed translation.

4. Findings and Discussion

Some of the data found in the **Selected English Translation of Indonesian Local Product Instructions vary in may types of product and goods. Some of them are insectices products which should garner more attention in using them.** The first data found in the mosquito coil or a mosquito repelling incense. Burning mosquito coils indoors generates smoke that can control mosquitoes effectively. This practice is currently used in numerous households in Asia, Africa, and South America. However, the smoke may contain pollutants of health concern. Therefore, the clear instruction and direction of use for this product must help the cutomer to avoid the drawback and guide them to use it effectively (Liu *et al.*, 2003).

Also known as “Miraculous Chalk” or kapur bagus is claimed by the manufacturer that the chalk is “harmless to human beings and animals” and “safe to use.” However, children can easily mistake insecticide chalk for blackboard chalk or put it in their mouths. Some insecticide chinks can cause serious health problems, including vomiting, stomach pains, convulsions, tremors, loss of consciousness, and serious allergic reactions. Due to the fact that this chalk may cause some serious health problems, therefore, the proper direction of use is urgently needed and also its translation in English to make the woder customer understand how to use the product.

Selected English Translation Of Indonesian Local Product Instructions As The Informative Texts

The product instruction are not translated as a whole. There are some parts that are not translated as in the following datum.

PETUNJUK PENGGUNAAN

→ Pisahkan lingkaran hingga menjadi dua keping.

Caranya: Bagian tengah lingkaran diangkat dengan ibu jari dan telunjuk sambil digoyangkan perlahan-lahan.

- Bakarlah dan letakkan di atas penyangga.
- Bila lingkaran patah dapat dijepit pada lubang di atas kaki penyangga.

DIRECTION FOR USE

- Split the couple of mosquito by pressing the center of it with the tip of your middle finger gently. Then hold the circle by all of your five fingers.
- Light the edge of the mosquito coil according to the picture below.
- Place the burning mosquito coil with metal stand on a metal or ceramic plate to avoid the danger of fire.

The sentence Bila lingkaran patah dapat dijepit pada lubang di atas kaki penyangga. In the ST is not translated in the TT.

Furthermore, the source text contains more information that is not translated in the TT such as:

GEJALA DINI KERACUNAN

- Pernafasan tidak teratur dan bersin-bersin.

PERTOLONGAN PERTAMA PADA KERACUNAN

- Bila kena kulit, cuci dengan air dan sabun.
 - Bila tertelan, usahakan agar penderita muntah kemudian bawa ke dokter yang terdekat.
- Antidot: Belum diketahui, perawatan menurut gejala yang timbul.

Thus, by analyzing the structure of the TT, it can be inferred that the translation has not fulfilled its informative text function as it contains ambiguous message. The problems come from both the source text that uses ambiguous expressions in Bahasa Indonesia and they are translated literally to English and even produce a more ambiguous translated text. Moreover, the omission of some parts of the source text that are left untranslated is unfortunate.

Translation Errors Found in the Selected English Translation of Indonesian Local Product Instructions

From the previous discussion, it can be seen that that the translation has not fulfilled its informative text function. This occurrence is caused by translation errors found in the target text. One of the errors is in the form of vocabulary employed in the target text as shown in the following datum.

PETUNJUK PENGGUNAAN

- Pisahkan lingkaran hingga menjadi dua keping.
Caranya: Bagian tengah lingkaran diangkat dengan ibu jari dan telunjuk sambil digoyangkan perlahan-lahan.
- Bakarlah dan letakkan di atas penyangga.
- Bila lingkaran patah dapat dijepit pada lubang di atas kaki penyangga.

DIRECTION FOR USE

- Split the couple of mosquito by pressing the center of it with the tip of your middle finger gently. Then hold the circle by all of your five fingers.
- Light the edge of the mosquito coil according to the picture below.
- Place the burning mosquito coil with metal stand on a metal or ceramic plate to avoid the danger of fire.

The dictions used in one of the phrases in the target text, “the couple of mosquito” is incorrect as the actual meaning referred in the source text is the mosquito coil. The couple of mosquito has the sense that it refers to the animal, not the insecticide. Furthermore the use of phrase according to is better replaced by the phrase as shown in to make the meaning clearer.

In addition, there are also several word omissions found in the target text that can be observed as in the following.

- Jauhkan dari makanan dan jangkauan anak-anak.
- Simpan di tempat yang kering dan aman.
- Keep out of the reach of children.
- Store in a dry place.

It can be seen that the ‘makanan;’ and ‘aman’ in the source text are not translated in the target text although the information that is being omitted is actually very important. Therefore, the proper translation should also state this information, for example:

- Keep away from food and out of reach of children.
- Store in a dry and safe place.

In brief, a revised translation for this Selected English Translation of Indonesian Local Product Instructions is needed for the sake of customer’s safety.

Proposed Translation for the Selected English Translation of Indonesian Local Product Instructions

In raising the translation quality standards of the Indonesian local product instructions so that they can fulfill its informative text type while maintaining the information and sense of the original text without redundancy is one way to open more opportunities for Indonesian local products to reach wider customers and to compete with the other products in international trade. Therefore, the researcher proposed revised translation as in the following.

PETUNJUK PENGGUNAAN

- Pisahkan lingkaran hingga menjadi dua keping.
Caranya: Bagian tengah lingkaran diangkat dengan ibu jari dan telunjuk sambil digoyangkan perlahan-lahan.
- Bakarlah dan letakkan di atas penyangga.
- Bila lingkaran patah dapat dijepit pada lubang di atas kaki penyangga.

DIRECTION FOR USE

- Split the mosquito coil circle into two pieces by lifting the center of the circle by using your thumb and forefinger gently while slowly shaking the coil. Then hold the circle by all of your five fingers.
- Lit the coil and place it on the support leg as shown in the picture below.
- Place the burning mosquito coil with metal stand on a metal or ceramic plate to avoid the danger of fire.
- If the mosquito coil circle is broken, it can be clamped on the hole above the support leg.

Therefore the cautions for the product is also very salient to be translated as follows.

PETUNJUK KEAMANAN

- Jauhkan dari makanan dan jangkauan anak-anak.
- Simpan ditempat yang kering dan aman.
- Gunakan pada ruangan yang baik peredaran udaranya, untuk mencegah pencemaran udara.

- Gunakan berhati-hati untuk menghindari kebakaran.
- Saat dibakar jangan diletakkan diatas tatakan plastik atau kertas dan jauhkan dari benda-benda yang mudah terbakar.

CAUTION

- Keep away from food and out of reach of children.
- Store in a dry and safe place.
- Use in a well-ventilated room to prevent air pollution.
- Use with care to avoid fire.
- When burned, do not place it on a plastic or paper mat and keep it away from flammable objects.

Meanwhile, the symptoms and the first aid of poisoning is translated as in the following.

GEJALA DINI KERACUNAN

- Pernafasan tidak teratur dan bersin-bersin.

PERTOLONGAN PERTAMA PADA KERACUNAN

- Bila kena kulit, cuci dengan air dan sabun.
- Bila tertelan, usahakan agar penderita muntah kemudian bawalah kedokter yang terdekat.

Antidot: Belum diketahui, perawatan menurut gejala yang timbul.

SYMPTOM OF POISONING

- Irregular breathing and sneezing.

FIRST AID OF POISONING

- In case of skin contact, wash immediately with water and soap.
- If it is swallowed, try to get the patient to vomit it then take to the nearest physician.

Antidotes: Not yet known, treatment according to symptoms that arise.

5. Conclusion

By examining the English translation of selected Indonesian local product instructions based on Reiss' informative text type by scrutinizing the intralinguistic criteria of the text comprising semantic, lexical, grammatical, and stylistic features, it is analyzed that the language dimension used in the selected products to transmit the information in the instructions is not fulfilling the logical or referential function. However, for the customer's safety and to open more opportunities for Indonesian local products to reach wider customers and to compete with the other products in international trade, the higher quality standars of the Indonesian local product instructions is needed. It is expected that the result of the proposed revised translation can produce an improved translation quality standards of the Indonesian local product instructions that can fulfill its informative text type while maintaining the information and sense of the original text without redundancy.

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