A STUDY OF TRANSLATION EQUIVALENCE AND ACCEPTABILITY ON THE SUBTITLE OF INTEL ADVERTISEMENTS

A SARJANA PENDIDIKAN THESIS

Presented as Partial Fulfilment of the Requirements to Obtain the Sarjana Pendidikan Degree in English Language Education

By

M. Angga Kurnia Herlambang
Student Number: 121214085

ENGLISH LANGUAGE EDUCATION STUDY PROGRAM
DEPARTMENT OF LANGUAGE AND ARTS EDUCATION
FACULTY OF TEACHERS TRAINING AND EDUCATION
SANATA DHARMA UNIVERSITY
YOGYAKARTA
2017
A STUDY OF TRANSLATION EQUIVALENCE AND ACCEPTABILITY ON THE SUBTITLE OF INTEL ADVERTISEMENTS

A SARJANA PENDIDIKAN THESIS

Presented as Partial Fulfilment of the Requirements to Obtain the Sarjana Pendidikan Degree in English Language Education

By
M. Angga Kurnia Herlambang
Student Number: 121214085

ENGLISH LANGUAGE EDUCATION STUDY PROGRAM
DEPARTMENT OF LANGUAGE AND ARTS EDUCATION
FACULTY OF TEACHERS TRAINING AND EDUCATION
SANATA DHARMA UNIVERSITY
YOGYAKARTA
2017
A Sarjana Pendidikan Thesis on

A STUDY OF TRANSLATION EQUIVALENCE AND ACCEPTABILITY ON THE SUBTITLE OF INTEL ADVERTISEMENTS

By
M. Angga Kurnia Herlambang
Student Number: 121214085

Approved by

Carla Sih Prabandari, S.Pd., M.Hum. 10 April 2017
A Sarjana Pendidikan Thesis on

A STUDY OF TRANSLATION EQUIVALENCE AND ACCEPTABILITY ON THE SUBTITLE OF INTEL ADVERTISEMENTS

By
M. Angga Kurnia Herlambang
Student Number: 121214085

Defended before the Board of Examiners
on May 9th, 2017
and Declared Acceptable

Board of Examiners:
Chairperson: Yohana Veniranda, M.Hum., Ph.D.
Secretary: Christina Lhaksmita Anandari, Ed.M.
Member: Carla Sih Prabandari, S.Pd., M.Hum.
Member: Concilianus Laos Mbato, M.A., Ed.D.
Member: Christina Lhaksmita Anandari, Ed.M.

Yogyakarta, May 9th, 2017
Faculty of Teachers Training and Education
Sanata Dharma University
Dean,

Rohandi, Ph.D.
STATEMENT OF WORK’S ORIGINALITY

I honestly declare that this thesis, which I have written, does not contain the work or parts of the work of other people, except those cited in the quotations and the references, as a scientific paper should.

Yogyakarta, April, 10th 2017
The Writer

M. Angga Kurnia Herlambang
121214085
LEMBAR PERNYATAAN PERSETUJUAN
PUBLIKASI KARYA ILMIAH UNTUK KEPENTINGAN AKADEMIS

Yang bertanda tangan di bawah ini, saya mahasiswa Universitas Sanata Dharma:

Nama : M. Angga Kurnia Herlambang
Nomor Mahasiswa : 121214085

Demi pengembangan ilmu pengetahuan, saya memberikan kepada Perpustakaan Universitas Sanata Dharma karya ilmiah saya yang berjudul:

A STUDY OF TRANSLATION EQUIVALENCE AND ACCEPTABILITY ON THE SUBTITLE OF INTEL ADVERTISEMENTS

beserta perangkat yang diperlukan (bila ada). Dengan demikian saya memberikan kepada Perpustakaan Universitas Sanata Dharma hak untuk menyimpan, mengalihkan dalam bentuk media lain, mengelolanya dalam bentuk pangkalan data, mendistribusikan secara terbatas, dan mempublikasikannya di internet atau media lain untuk kepentingan akademis tanpa perlu minta ijin dari saya maupun memberikan royalti kepada saya selama tetap mencantumkan nama saya sebagai penulis,

Demikian pernyataan ini saya buat dengan sebenarnya.

Dibuat di Yogyakarta
Pada tanggal: 10 April 2017
Yang menyatakan

[signature]
M. Angga Kurnia Herlambang
ABSTRACT


The researcher was interested in analyzing Intel technology product advertisements by employing content analysis to study the translation equivalence and acceptability on its subtitle. In this study, the subtitle was the translation that assists foreign viewers to understand the advertisement. Therefore, the researcher needed to assess the translation whether it was equivalent and acceptable because advertisement was not only to promote the product, but also to deliver the idea to create image. The Intel advertisements were chosen as the data source of the study as Intel was creative in creating the advertisements. The researcher provided two research questions: (1) How is the translation equivalence of the subtitle in the advertisements of Intel achieved? (2) How is the translation acceptability of the subtitle in the advertisements of Intel achieved?

The research was designed as qualitative that employs content analysis to analyze the data. There were 56 utterances and 56 subtitles as the data. The data sources were translation subtitles of Intel advertisements broadcasted on the Internet in September 2015 and September 2016. The data were analyzed through Nababan’s translation quality assessment. Alongside Nababan’s theory of translation quality assessment, the theory of translation equivalent from Nida and Catford, and theory of translation acceptability from Larson were included to build indicator of the equivalent and acceptable translation.

The Nababan’s translation quality assessment used the scoring, validating and calculating process in order to obtain the exact point of each aspect. The finding showed that the translation subtitle was equivalent and acceptable. For the equivalence aspect, the subtitle got 1.6 point meaning that it was equivalent. In addition, the analysis of translation acceptability showed that the subtitle got 1.8 meaning that it was categorized as acceptable.

Keywords: translation, subtitle, equivalence, acceptability, advertisement, Intel

Peneliti tertarik untuk meneliti iklan produk teknologi Intel dengan menerapkan analisa isi untuk mempelajari kesamaan dan keberterimaan terjemahan dalam subtitlenya. Dalam konteks ini, subtitle adalah terjemahan yang membantu penonton asing untuk memahami iklan. Untuk itu, peneliti perlu menilai terjemahan tersebut, apakah sama dan berterima, karena iklan tidak hanya dipakai untuk mempromosikan suatu produk, tetapi juga menyampaikan gagasan untuk membentuk sebuah konsep. Iklan Intel dipilih sebagai sumber data dalam penelitian ini karena Intel dinilai kreatif dalam membuat iklan. Dalam penelitian ini, terdapat dua rumusan masalah yang dianalisis oleh peneliti: (1) Bagaimana kesamaan terjemahan dalam sub judul dalam iklan Intel tercapai? (2) Bagaimana keberterimaan terjemahan dalam sub judul dalam iklan Intel tercapai?


Penilaian kualitas terjemahan oleh Nababan menggunakan proses pemberian skor, validasi, dan penghitungan untuk memperoleh poin yang tepat untuk masing-masing aspek. Hasilnya menunjukkan bahwa subtitle terjemahan sama dan berterima. Untuk aspek kesamaan, data mendapatkan nilai 1,6 yang berarti sama. Selain itu, analisa dari keberterimaan terjemahan menunjukkan data mendapat nilai 1,8 yang berarti berterima.

Kata kunci: translation, subtitle, equivalence, acceptability, advertisement, Intel
ACKNOWLEDGEMENTS

First and foremost, I would like to express my greatest gratitude to Lord Jesus Christ for His infinite blessing which delivers me to this level.

Then, I wish to take this opportunity to express my sincere appreciation to my advisors, Drs. Y. B. Gunawan M.A. and Carla Sih Prabandari, S.Pd., M.Hum., for the advice and support for me in the process of writing this undergraduate thesis. My sincere appreciation also goes to all lecturers in English Education Study Program of Sanata Dharma University.

Moreover, I would like to acknowledge with gratitude, the love, prayers and endless support of my family, my parents Bapak Andreas Endra Dewanta and Ibuk Margareta Maria Tutik Eko Waluyaningtyas Larasati, and my younger sister, Maria Imaculata Ajeng Kurnia Dewi. They all keep me going to finish this undergraduate thesis, and it would not have been possible without them.

Finally, I want to thank any parties whose assistance is significant in finishing this undergraduate thesis.

M. Angga Kurnia Herlambang
TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>TITLE PAGE</td>
<td>i</td>
</tr>
<tr>
<td>APPROVAL PAGES</td>
<td>ii</td>
</tr>
<tr>
<td>STATEMENT OF WORK’S ORIGINALITY</td>
<td>iv</td>
</tr>
<tr>
<td>PERNYATAAN PERSETUJUAN PUBLIKASI</td>
<td>v</td>
</tr>
<tr>
<td>ABSTRACT</td>
<td>vi</td>
</tr>
<tr>
<td>ABSTRAK</td>
<td>vii</td>
</tr>
<tr>
<td>ACKNOWLEDGEMENTS</td>
<td>viii</td>
</tr>
<tr>
<td>TABLE OF CONTENTS</td>
<td>ix</td>
</tr>
<tr>
<td>LIST OF TABLES</td>
<td>xii</td>
</tr>
<tr>
<td>LIST OF FIGURES</td>
<td>xiv</td>
</tr>
<tr>
<td>LIST OF APPENDICES</td>
<td>xv</td>
</tr>
<tr>
<td>CHAPTER I INTRODUCTION</td>
<td>1</td>
</tr>
<tr>
<td>A. Research Background</td>
<td>1</td>
</tr>
<tr>
<td>B. Research Problems</td>
<td>5</td>
</tr>
<tr>
<td>C. Research Significance</td>
<td>5</td>
</tr>
<tr>
<td>1. The translator</td>
<td>5</td>
</tr>
<tr>
<td>2. The lecturers of English Language Education Study Program</td>
<td>5</td>
</tr>
<tr>
<td>3. The future researcher</td>
<td>6</td>
</tr>
<tr>
<td>D. Definition of Terms</td>
<td>6</td>
</tr>
</tbody>
</table>
1. Translation .................................................................................................................. 6
2. Equivalence .................................................................................................................. 7
3. Acceptability ................................................................................................................ 7
4. Subtitle .......................................................................................................................... 7
5. Advertisement ................................................................................................................ 7

CHAPTER II REVIEW OF RELATED LITERATURE ............................................. 9

A. Theoretical Description ................................................................................................. 9
   1. Translation .................................................................................................................. 9
   2. Translation Equivalence ............................................................................................ 11
   3. Translation Acceptability .......................................................................................... 13
   4. Translation Quality Assessment ............................................................................... 14
   5. Subtitling .................................................................................................................... 18
   6. Advertising ............................................................................................................... 19
   7. Review of Related Research .................................................................................... 21

B. Theoretical Framework ................................................................................................. 21

CHAPTER III RESEARCH METHODOLOGY .................................................. 24

A. Research Method ......................................................................................................... 24
B. Research Setting .......................................................................................................... 25
C. Research Subject .......................................................................................................... 26
D. Research Instruments and Data Gathering Technique ............................................. 26
   1. Human Instrument .................................................................................................... 27
   2. Documents ............................................................................................................... 28
E. Data Analysis Technique .............................................................................................. 29
F. Research Procedure ..................................................................................................... 34
   1. Collecting Video for the Object of the Study ......................................................... 34
   2. Transcribing the Video and Arranging the Worksheets ......................................... 35
   3. Selecting theEvaluator .......................................................................................... 35
   4. Assessing the Equivalence and the Acceptability ............................................... 35
   5. Validating the Assessment .................................................................................... 35
6. Gathering and Analyzing the Data from the Evaluator ..........35
7. Reporting the Data ................................................................36

CHAPTER IV RESEARCH RESULTS AND DISCUSSION ..............37

A. The Equivalent Translation of the Subtitle in Intel Advertisements ....38
   1. The Equivalent Translation ..............................................40
   2. Not Equivalent Translation ..............................................46
B. The Acceptable Translation of the Subtitle in Intel Advertisements ....54
   1. The Acceptable Translation ..............................................56
   2. Not Acceptable Translation ..............................................61

CHAPTER V CONCLUSIONS AND RECOMMENDATIONS .............66

A. Conclusions ........................................................................66
B. Recommendations ................................................................67
   1. The translator .................................................................67
   2. The lecturers of English Language Education Study Program ....67
   3. The future researcher ......................................................68

REFERENCES ........................................................................69

APPENDICES ........................................................................71
LIST OF TABLES

Table 2.1 Nababan’s Translation Accuracy Assessment Instrument ..........................15
Table 2.2 Nababan’s Translation Acceptability Assessment Instrument ..........................16
Table 2.3 Nababan’s Translation Readability Assessment Instrument ..........................16
Table 2.4 Example of translation quality assessment by Nababan, year 2012 ............17
Table 2.5 Category of the average score .................................................................18
Table 3.1 The indicator of equivalence .................................................................30
Table 3.2 The score category of equivalence ..........................................................31
Table 3.3 The translation equivalence assessment instrument ..................................32
Table 3.4 The indicator of acceptability .................................................................33
Table 3.5 The score category of acceptability ........................................................33
Table 3.6 The translation acceptability assessment instrument ..................................34
Table 4.1 The equivalent translations in advertisement 1 ......................................40
Table 4.2 The equivalent translations in advertisement 2 ......................................42
Table 4.3 The equivalent translations in advertisement 3 ......................................43
Table 4.4 The equivalent translations in advertisement 4 ......................................45
Table 4.5 The non-equivalent translations in advertisement 1 ..............................47
Table 4.6 The non-equivalent translations in advertisement 2 ..............................49
Table 4.7 The non-equivalent translations in advertisement 3 ..............................51
Table 4.8 The non-equivalent translations in advertisement 4 ..............................53
Table 4.9 The acceptable translations in advertisement 1 .....................................57
Table 4.10 The acceptable translations in advertisement 2 ....................................58
Table 4.11 The acceptable translations in advertisement 3 ....................................59
Table 4.12 The acceptable translations in advertisement 4 ....................................60
Table 4.13 The unacceptable translations in advertisement 1 ..............................61
Table 4.14 The unacceptable translations in advertisement 2 ..............................62
LIST OF FIGURES

<table>
<thead>
<tr>
<th>Figure</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Figure 4.1</td>
<td>38</td>
</tr>
<tr>
<td>Figure 4.2</td>
<td>55</td>
</tr>
</tbody>
</table>
LIST OF APPENDICES

Page
Appendix 1: Data of Intel Advertisements ................................................................. 71
Appendix 2: Equivalence Worksheet ........................................................................ 82
Appendix 3: Acceptability Worksheet ....................................................................... 94
Appendix 4: Data Score Recapitulation ................................................................... 100
CHAPTER I

INTRODUCTION

Chapter I of this study consists of four parts. The first part is research background that provides background information related to the study. The second part is research problem. The third part of this study, research significance, identifies the contribution of the study to the translator, the lecturers of English Language Education Study Program and the future researcher. Then the last part is definition of terms which defines the key words used in the study in order to clarify concepts and avoid misinterpretation.

A. Research Background

Along with the world’s advancement, information is essential to be used as a tool to survive, yet the need of information is very high, which is marked by the availability of the newspapers, television, radio, and Internet-based news applications. However, the information is not always well received due to the language differences. As a result, the need of translation is also increasing in conjunction with the need of information. Translation helps a lot in bridging people around the world to exchange information. For example, translation enables Indonesians to read a book of science and technology which is mostly written in English. In addition, translation is already widely used in business. Therefore, it is definitely that this world needs translators to fulfill the need of information.
Translation is a process which involves two languages where the meaning is transferred in between. According to Larson (1984), translation consists of transferring the meaning of the source language into the target language which is done by going from form to form. It is only the form that changes. The form from which the translation is made namely the source language (SL) and the form into which it is to be changed namely the target language (TL). Newmark (1981) says that translation is a craft in which the process replaces a written message in one language by the same message in another language. Therefore, the thing which is being transferred is the meaning and it must be held constant. Here, to be an acceptable and equivalent translation, a translated text is demanded to give the same information as the same meaning, sense, and mood to target text readers as well as source text readers. This study focuses on the equivalence and acceptability of the translation from SL to TL. The context is the Indonesian speakers speaking in Bahasa Indonesia with English subtitles, in the form of advertisements.

Advertisement is the method of the companies to announce their products to the communities around the world. Moreover, advertisement can also be the device that a company uses to gain its popularity. As Goddard mentions in her book entitled The Language of Advertising (1998), advertisement is not just about the commercial promotion of branded products, but can also encompass the idea to enhance the image of an individual, group, or organization. Advertisement enables the companies to show their products’ superiority off and to persuade people purchasing their products. In addition, advertisement aids the company to
be well-known among the communities. Although to make an advertisement costs a lot, the companies are able to close the expense by the income that they acquire because the advertisement does impact their success of gaining income. In conclusion, advertisement really matters for the companies in order to promote their products and to popularize themselves.

Technology is one of many aspects in life that is always needed. They come from the simple inventions that many inventors have invented since long time ago. Development of technology starts from in which the inventions invented, so that technology becomes very vary and useful at this time. One of the examples of development is the smartphone which comes from mobile phone. Technology eases people in any purposes. For example, the office workers use a desktop or laptop and use some applications within it to help them finishing a project. It would be very hard to finish a project without using a desktop or laptop, in such this period in which everything goes digital.

Due to this period that the needs of technology are increasing, the technology producer companies are vying to create attractive advertisements and competing to make their product in demand. This time, on television or the Internet, there are many advertisements that either advertise smartphone or laptop by showing their superiority to the viewers. One of the technology producer companies that advertises their products and shows their products’ superiority is Intel.

Intel provides four video advertisements on the Internet. Each of the advertisements has the different subject but the same topic about the function of
Intel processor, as the product, in order to finish their jobs or projects. The first advertisement shows a musician from Yogyakarta, namely Jogja Hip Hop Foundation, who use Intel processor to aid them finishing their songs and video clips projects. The second advertisement shows a designer whose name is Nancy Magried, who invented a technique of making a batik motive namely Batik Fractal. In this advertisement, it is shown that Nancy Magried uses Intel processor to design Batik Fractal and produce it to the communities. In the third advertisement, there is a group musicians namely Kimokal. In this advertisement, Kimokal uses Intel processor to synchronize the visual effects and music while in live performance. The fourth advertisement shows a designer whose name is Rinaldy Yunardi. He is an experienced designer and would have the 20th anniversary of his carrier. In this advertisement, he made an extraordinary designs using Intel processor and showing them in his 20th anniversary carrier exhibition.

In this study, the advertisements of Intel shows the Indonesian speakers that tell the superiority of Intel processor and its aids in making the projects successful. The advertisements are well-directed, due to the high quality of the video and the shooting which makes it aesthetic and feast for the eyes of the beholder. In addition, the advertisements provide English subtitle to support foreign viewers in understanding the content of the advertisement. However, in some cases, there are some differences between the utterances and the subtitles. According to Goddard (2002), translators understand the core of good advertising copy is not about simply translating the words, but encoding the right concepts from culture to culture. This process is called copy adaption – adapting the text to
fit the culture of its targeted group. Consequently, a translator needs to think of an appropriate language to fulfill the need of information from the foreign viewer so the target text will be equivalent and acceptable based on translation principles. This encourages the researcher to do further analysis of the equivalence and the acceptability of the translation subtitle in the Intel advertisements.

**B. Research Problems**

There are two research questions based on the research background, that are going to be answered in this study:

1. How is the translation equivalence of the subtitle in the advertisements of Intel achieved?
2. How is the translation acceptability of the subtitle in the advertisements of Intel achieved?

**C. Research Significance**

The researcher believes that the results of this study are useful for the translator, the lecturers of English Language Education Study Program, and the future researcher who has the same interest.

1. **The translator**

   This study may be the reference for the translator to gain the knowledge so that they will understand the equivalence and the acceptability of a translation product in the form of the subtitle. Therefore, the translator may use the information given in this study to produce a high-quality translation project.

2. **The lecturers of English Language Education Study Program**
This study hopefully helps the lecturers in English Education especially the lecturers of translation course, as an academic reference, so the lecturers in that course will have further knowledge regarding the acceptability and the equivalence of the translation.

3. The future researcher

This study is expectedly going to give a contribution to the future studies which have the same topic about translation equivalence and acceptability. The content of this study can be the reference for the future study. Other researchers may adapt some theories and the method from this study.

D. Definition of Terms

There are five definitions of terms that will be described in order to avoid misinterpretation between the researcher and the readers regarding the topic. The terms are translation, equivalence, acceptability, subtitle and advertisement.

1. Translation

Nida and Taber (1974) define translation is the activity of reproducing the closest natural equivalent message from the receptor language to the source language. It means that translation is the process of changing the form of the source language into the target language without omitting the meaning. Moreover, Larson (1984) states that translation must be shown natural to the target language by reconstructing the same meaning using the grammatical structure which are appropriate in the target language. In this study, translation means the activity of changing the form of a language (source language) into another language (target language) which follows the rules of the target language but maintain the meaning
of the source language. Translation is the key term which is going to be studied deeply in this study.

2. Equivalence

Equivalence is a term for something that is equal in value, amount, or importance. In the relation with translation, according to Catford (1965), equivalence is an empirical phenomenon, discovered by comparing SL and TL texts.

3. Acceptability

Acceptability is a term which means adequate to satisfy a need, requirement, or standard. It is something which is capable or worthy of being accepted. In the relation of translation, according to Larson (1984), a target text is acceptable if it is expressed in the natural form of the target language.

4. Subtitle

Subtitle is derived from a transcript of the dialog or commentary in films, television programs, video games, and the like. It is usually placed at the bottom of the screen. It can be a form of the translation of a dialog in a foreign language, or a written text of the dialog which has the same language to help the viewers. House (1981) describes that subtitle is a type of translation that maintains the original version to receive criticism from everybody even with the slightest knowledge of the source language.

5. Advertisement
Advertisement consists of something (such as a short film or a written notice) that is shown or presented to the public to help sell a product or to make an announcement. The advertisement is usually made by the big companies in order to introduce their products to the communities. Not infrequently, some companies broadcast their advertisement globally; thus, they provide the subtitle within it due to the language difference. The aim of making advertisement is to make people simply remember about the company and its products, and to persuade them to buy the products. In this study, advertisement means the way a company offers its product to the public in order to get the product in demand and gain the profits.
CHAPTER II

REVIEW OF RELATED LITERATURE

In this part, the theories from experts are needed by the researcher to integrate them into the study. This chapter is an attempt to synthesize one theory to the others in order to obtain a theoretical framework to conduct the study. It is the base of the study. It is divided into two sections, which are theoretical description and theoretical framework. The theoretical description includes the theories that are much related to the study. It includes the theory of translation, theory of advertisement language, theory of subtitling, theory of translation equivalence, theory of translation acceptability, and theory of translation quality assessment. In the theoretical framework, the researcher summarizes and synthesizes all major relevant theories to solve the research problem.

A. Theoretical Description

In this section, the researcher reviews some theories which are much related to the study. The theories are about the translation, the advertisement language, the subtitling, the equivalent and acceptable translation, and the translation quality assessment.

1. Translation

Some experts define translation differently. According to Catford (1965) in the book entitled *A Linguistic Theory of Translation*, translation is the process of substituting a text in one language for a text in another. Therefore, this theory
explains that the translation is the process of transforming the language in the text, or in written form.

Similar to Catford’s theory (1965), Newmark (1981) has his own theory about translation. In his book entitled *Approaches to Translation*, he states that translation is an action which replaces a written message in one language by the same message in another language. Hence, translation according to Newmark (1981) is the activity of written language replacement.

On the other hand, Brislin (1976) says that translation is the general term referring to the transfer of thoughts and ideas from one language to another, whether the language is in written or oral form. This theory is so different to the first two theories that define translation as the transformation of language only in written form. According to Brislin, the transformation of a language occurs not only in the written but also in the oral form.

In addition, Larson (1984) explains more about translation. Based on his book entitled *Meaning-Based Translation*, basically, translation is a transfer of meaning from one to another form. He states that the form of source language is replaced by the form of receptor (target) language. One language has its own form of language, and it can be reformed to another language. The reformation is done by going from the form of the first language to the form of the second language. Here, the meaning which is transferred must be held constantly. He also states that meaning must have priority over form in translation. Therefore, it is meaning which is to be carried over from the source language to the target language, not the linguistic forms.
Another theory of translation defined by Kridalaksana (1985) that completes Larson’s theory. Translation, according to Kridalaksana (1985), is the transfer of a mandate from the source to the target language by firstly revealing the meaning and then the style of language. Different from Larson’s, this theory does not only accentuate the meaning, but also the style of language that fit for the target readers because these two aspects are important to achieve an insane result.

Translation is not merely the activity of replacing one language into another, but more than that, translation needs the doers to adjust the result to the appropriate language for the target readers. In conclusion, the translator must understand the form of the translation, either it is written or oral, and consider the meaning and the style of language.

2. Translation Equivalence

Nida (1964) says that there are two types of equivalence namely formal and dynamic equivalence. Formal equivalence is basically source-oriented; that is designed to reveal as much as possible of the form and content of the original message. Nida (1964) adds, a formal equivalence attempts to reproduce several elements of formal equivalence namely grammatical units, consistency in word usage, and meanings in terms of the source language.

The reproduction of grammatical units is indicated by translating the message nouns by nouns, verbs by verbs, and so on; keeping all phrases and sentences intact; and preserving all formal indicators such as marks of punctuation and paragraph breaks. Meanwhile, the reproduction of consistency in word usage is indicated by aiming at the concordance of terminology, which means rendering
a particular term in the source language by correspondent term in the target language. It may also make use of brackets, parentheses, or italics for words added to make sense. In addition, the reproduction of meanings in terms of the source language the translator normally attempts not to make adjustments in idioms, but rather to reproduce such expressions more or less literally, so that the reader may be able to perceive something of the way in which the original documents employed local cultural elements to convey meanings.

In contrast with the formal equivalence, the focus of dynamic equivalence is directed to the target language, not the source language. It may be described as the translation that expresses the meaning just the way the source language want to express. It is important that dynamic equivalence is not merely another message which is more or less similar to that of the source, but the translation that is really reflects the meaning of the source language.

Nida (1964) defines dynamic equivalence as the closest natural equivalent to the source language message. There are three essential terms in the definition of dynamic equivalence proposed by Nida (1964), namely equivalent, natural, and closest. Equivalent points toward the source language message, natural points toward the target language, and closest binds the two orientations together. Therefore, dynamic equivalence must fit the target language and culture as a whole, the context of the particular message, and the target language audience.

Catford (1965) states that translation equivalence as an empirical phenomenon that is discovered by comparing source language and target language
texts. This means that the source and target language must be compared, so they can be determined whether it is equivalent. One text of source language can be presented next to the target language to make ease while comparing.

3. Translation Acceptability

As has been mentioned in the previous theory, Larson (1984), translation is the action of transferring the meaning of the source language into the target language. The task of the translator is to keep the meaning constant from one to another language. The translator should discover the meaning from the source language and express it in target language naturally. Therefore, according to Larson (1984), the acceptable translation is the one which:

a. Uses the normal language forms of the target language.
b. Communicates, as much as possible, to the target language speakers the same meaning that was understood by the speakers of the source language.
c. Maintains the dynamics of the original source language text.

Specifically, Nababan (2012) adds that acceptability is an important aspect in the translation process. The term acceptability refers to whether or not the translation has been revealed according to the target language rules, norms or cultures that apply. The concept of acceptability is important because although the translation is equivalent in its content or message, the translation can be rejected by the target reader if it is contrary toward the rules, norms, and cultures of the target language.

In the culture of English native speakers, a grandchild can greet his grandfather as How are you, John. It is seen that the grandchild mentions his grandfather’s forename. This greeting is certainly regarded as impolite for the
Javanese native speakers, who always greet their ancestors with the word *Mbah* before the ancestor’s forename, for instance *Mbah Pawiro*. Moreover, a translation in Indonesian language that is revealed according to the English grammatical rules will make it unnatural and incomprehensible. Therefore, the acceptability concept is a concept which is relative, meaning that something which is considered as polite by a certain community can be impolite toward another.

4. Translation Quality Assessment

This assessment is intended to measure the quality of the translation text from Indonesia to English. This study is going to use the instruments of translation quality from Nababan which are taken from *Pengembangan Model Penilaian Kualitas Terjemahan* in *Kajian Linguistik dan Sastra* (2012). In the journal, the assessment measures three translation qualities which are the translation accuracy, the translation acceptability, and the translation readability.

The level of translation accuracy is set by how accurate or equivalent the content from source language transferred into the target language. The level of translation acceptability is set by deciding whether the content or the message from the source language text has been conveyed in accordance with the rules, norms, and the culture of the target language. The level of translation readability refers to the ease of a translation text to understand.

According to Nababan (2012), there are three instruments for translation quality assessment which includes the indicator and the score for translation
accuracy assessment, translation acceptability assessment and translation
readability assessment. Translation accuracy assessment assesses the accuracy
between the source and the target language, whether or not the target language
expresses the meaning as close as possible. The translation acceptability
assessment indicates whether the translation can be accepted in the target
language features. The translation readability assessment checks the clarity of a
translation texts.

The translation assessment instrument consists of three parts. The first part
is the translation category. The second part is the score with the scale 1 up to 3,
which is arranged according to the better quality, the bigger score. The last is the
qualitative parameters that show the description of the translation according to
each score. Table 2.1 is the table of the Nababan’s translation accuracy
assessment instrument.

Table 2.1 Nababan’s Translation Accuracy Assessment Instrument

<table>
<thead>
<tr>
<th>Translation Category</th>
<th>Score</th>
<th>Qualitative Parameters</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accurate</td>
<td>3</td>
<td>The word meanings, technical terms, phrases, clauses, sentences or source language texts accurately transferred into the target language; absolutely no meaning distortions.</td>
</tr>
<tr>
<td>Quite Accurate</td>
<td>2</td>
<td>Most of the meaning of words, technical terms, phrases, clauses, sentences or source language texts have been transferred accurately into the target language. However, there are still meaning distortions or double-meaning translation (ambiguous) or eliminated meaning, which interfere with the integrity of the message.</td>
</tr>
</tbody>
</table>
| Inaccurate           | 1     | The word meanings, technical terms, phrases, clauses, sentences or source language text are not accurately transferred into the target language. Deliberately
The table above shows the indicator for the translation accuracy according to Nababan. Table 2.2, is the Nababan’s translation acceptability assessment instrument. The use of the table is similar to the previous table, the one which differs is the aspect which is assessed, that is acceptability.

Table 2.2 Nababan’s Translation Acceptability Assessment Instrument

<table>
<thead>
<tr>
<th>Translation Category</th>
<th>Score</th>
<th>Qualitative Parameters</th>
</tr>
</thead>
<tbody>
<tr>
<td>Acceptable</td>
<td>3</td>
<td>The translations are natural; the technical terms are commonly used and familiar to the reader; phrases, clauses and sentences are in accordance with the rules of Indonesian language.</td>
</tr>
<tr>
<td>Quite acceptable</td>
<td>2</td>
<td>In general, the translation already feels natural; however, there are few problems in the use of technical terms or grammatical errors.</td>
</tr>
<tr>
<td>Inacceptable</td>
<td>1</td>
<td>The translations are not natural; the technical terms are not commonly used and not familiar to the readers; phrases, clauses and sentences are not in accordance with the rules of Indonesian language.</td>
</tr>
</tbody>
</table>

Table 2.3 is the table to show the degree of readability according to Nababan. Similar to the other aspects, there are some categories and the score and its parameters to decide the level of the aspect assessed. The level is decided by seeing the translation and match it to the parameters.

Table 2.3 Nababan’s Translation Readability Assessment Instrument

<table>
<thead>
<tr>
<th>Translation Category</th>
<th>Score</th>
<th>Qualitative Parameters</th>
</tr>
</thead>
<tbody>
<tr>
<td>High level readability</td>
<td>3</td>
<td>The readers can understand easily the words, technical terms, phrases, clauses, sentences or translation texts.</td>
</tr>
<tr>
<td>Medium level readability</td>
<td>2</td>
<td>In general, the readers can understand the translation; however, there are certain parts that require the readers to read more than once to understand.</td>
</tr>
</tbody>
</table>
Low level readability 1 The readers cannot understand the translation.

Table 2.4, is the example of translation quality assessment taken from *Pengembangan Model Penilaian Kualitas Terjemahan* in *Kajian Linguistik dan Sastra*. The aim is to describe clearly how the assessment is applied. This example uses an assessor for each level of accuracy, acceptability, and readability.

**Table 2.4 Example of translation quality assessment by Nababan (2012)**

<table>
<thead>
<tr>
<th>No</th>
<th>Source Language</th>
<th>Target Language</th>
<th>Score</th>
<th>Accuracy</th>
<th>Acceptability</th>
<th>Readability</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Almost 100% of middle-aged people need eyeglasses.</td>
<td>Hampir 100% manusia setengah baya memerlukan kaca mata.</td>
<td>3</td>
<td>3</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>The eye has been referred to as “the most important square inch of the body surface” (Havener 1979, p.1)</td>
<td>Mata dikatakan sebagai “bagian ukuran permukaan tubuh yang paling penting” (Havener 1979, h.1).</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Therefore, changes must be made to improve lighting in homes, offices, restaurants, and geriatric centers.</td>
<td>Dengan demikian, perubahan harus dilakukan dengan pencahayaan di rumah, perkantoran, restoran, dan pusat geriatri (panti wreda).</td>
<td>1</td>
<td>3</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td></td>
<td><strong>6</strong></td>
<td><strong>8</strong></td>
<td><strong>8</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Average</strong></td>
<td></td>
<td><strong>2.0</strong></td>
<td><strong>2.67</strong></td>
<td><strong>2.67</strong></td>
<td></td>
</tr>
</tbody>
</table>

From the example above, there are numbers in the average line. These numbers are the average value of each aspect. The numbers are found by dividing
the total score with the total of the data. The average value of each aspect is used to decide the category of the translation. The category of the average score is in the table 2.5.

*Table 2.5 Category of the average score*

<table>
<thead>
<tr>
<th>Scale</th>
<th>Translation Quality Assessment Category</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 – 2.1</td>
<td>Accurate/Acceptable/high level readability</td>
</tr>
<tr>
<td>2 – 1.1</td>
<td>Quite accurate/quite acceptable/medium level readability</td>
</tr>
<tr>
<td>1</td>
<td>Inaccurate/inacceptable/low level readability</td>
</tr>
</tbody>
</table>

5. Subtitling

Cintas and Remael, in their book entitled *Audiovisual Translation: Subtitling* (2014), defines that subtitling is a translation practice which consists of presenting a written text, generally on the lower part of the screen, that recounts the original dialogue of the speakers. It aims to aid the viewers to understand the story and the meaning of a movie or advertisement.

It is also described, the subtitling process in Cintas and Remael’s *Audiovisual Translation: Subtitling* (2014). It is done firstly from the client that contacts the subtitling company. After the two heads deal about the collaboration, somebody in the company watches the film to make sure that the copy is not damaged, to verify that the dialogue list is complete and accurate, and to check if there is any other information that needs to be translated.

The next process is spotting. Spotting or timing consists of determining the precise moments when a subtitle should appear and when it should leave the screen according to a set of space and time limitations. After spotting, the translator can start with the translation from the source to the target language.
Once the translation is finished, the translator sends the translation to the subtitling company or to the person who commissioned the job. Next, revision and proofreading of the subtitles are done to detect any possible mistakes and guarantee a high-quality final product. Ideally, a different person should be responsible for this task to correct any mistranslations or typos.

A simulation of what the film is going to look like with the subtitles on it is carried out in the presence of the client. If needed, amendments or changes are incorporated at this stage. When the simulation is right to the taste of the client, the subtitling company can proceed to the next stage, which consists in laser engraving the subtitles on the celluloid. Once the subtitles have been laser engraved on the film copy, a final viewing takes place to make sure that both the engraving and the washing of the celluloid are satisfactory. The film is then sent to the client who will screen it in the cinema, broadcast it on television or sell it on DVD.

Morgan (2001) adds some considerations regarding the subtitling process to achieve the good result of subtitle. The first is the number of characters per line available for subtitling. It allows 42 characters per line for television and documentaries subtitling. Meanwhile, for arts programs and films subtitling, it allows only 38 characters per line. The second consideration is the reading speed. It takes only two seconds per line as an average time. These considerations aim to make the viewers still able to look forward to the scene beside reading the subtitle.

6. Advertising
The advertisement is truly familiar toward modern people these days. Although advertisement exists among people, they do not often think about its meaning. According to Goddard, in her book entitled *The Language of Advertising* (2002), advertising is not just about the commercial promotion of branded products, but can also encompass the idea to enhance the image of an individual, group or organization. Advertising is about marketing strategy.

Advertising basically is the act of communication. The form of communication of advertisement ordinarily comes from one side (e.g., company/advertisement copywriter) to a certain community in order to offer the products or services. As it has mentioned before, that the aim of advertising is to make people engaged or at least always remember the product or service from a company. Many companies make their advertisement as interesting as possible using unique taglines, sentences, or even conversations with a particular language. However, advertising can be globally broadcasted. As it is globally broadcasted, many cultures or languages are involved. This condition is obviously having different structural rules about how texts work; different cultures bring different attitudes and values to the reading of any texts. Translators know that the essence of good advertising copy is not about simply translating the words, but encoding the right concepts from culture to culture. This process is called copy adaption.

In conclusion, as advertising is a way to offer products or services and delivering the ideas from the companies, they tend to make unique and worth-to-remember taglines, sentences or conversation. Moreover, a company especially a
multinational company needs copy adaption, a process of adapting the text to fit the culture of its targeted group.

7. Review of Related Research

The research that becomes the aide for the researcher to aid him in completing this study is entitled *The Acceptability of the English Translations of the Zoo Plaque Displayed in the Gembira Loka Zoo Yogyakarta Based on Larson’s Theory* written by Narima Hapsari in Yogyakarta in 2014.

Hapsari’s research was a qualitative research that uses a content analysis method. It analyzes the zoo plaque translations which were expected to provide acceptable translations. To ensure the translations, the researcher conducted the study. It mostly uses Larson’s theory to find the answer of the research problem. The researcher checked the three aspects: clarity, naturalness, and accuracy using Larson’s translation evaluation theory. She also classified the translations into four acceptability levels; perfect, good, bad, poor.

The finding showed that all the translations are unacceptable (78.26% of the translation texts are poor and the rests are very poor). This occurred in the translations because the translator still translates literally. Therefore, all translations texts failed in the naturalness test.

Some aspects of Hapsari’s research are adapted to this study. The approach research of this study is similar to Hapsari’s research, which is qualitative research. This study measures the quality of a translation product.
through equivalent and acceptability assessment and classifies into some categories.

**B. Theoretical Framework**

In doing this study, the researcher needs some theories to answer the research questions about the translation equivalence and acceptability in the subtitle of several advertisements. In this part, the researcher summarizes and synthesizes the theories used in this study. The whole theories expectedly will result high validity results of translation quality assessment.

As this study aims to seek the quality of the translation subtitle, the researcher provides two research questions according to each aspect. The first research question seeks the level of translation equivalence of the subtitle in the Intel advertisement. Therefore, the theories that are used to answer the first research question are the translation in general, the translation equivalence, and the translation quality assessment for measuring the equivalence of a translation product. Translation theory becomes the central understanding for the researcher to analyze the translation product. The translation equivalence theory aids the researcher to decide whether or not the translation equivalent. The translation quality assessment theory absolutely illuminates the researcher to conduct the right translation equivalence assessment.

The researcher also needs some theories to find out the answer to the second research question. The second question, questions about the quality of translation acceptability of the subtitle in the Intel advertisement. The theories are the translation in general, the translation acceptability, and the translation quality
assessment especially the instruction of a translation acceptability assessment. Similar to the first research question, the researcher is obligatory to hold the general overview of translation theory in order to understand the basic knowledge of the translation and to distinguish the quality of the translation. The translation acceptability theory helps the researcher find out the translation which is acceptable. For the last, the translation quality assessment theory aids the researcher to conduct the right translation acceptability assessment.
CHAPTER III
RESEARCH METHODOLOGY

In this chapter, the researcher explains how the study is conducted through five parts. The first part is research method which explains the types of the study that has been done. The second part is research setting which shows where and when the study is conducted. The third part explains the instruments in the study and how the researcher gathered the data for the study namely instrument and data gathering technique. The explanation of how the data were analyzed is in the fourth part whose name is data analysis technique. The very last part of this chapter contains the summary of the steps taken in conducting the study which is called research procedure.

A. Research Method

This study employed a qualitative research approach. Patton (1985) explains qualitative research is an effort to understand situations in their uniqueness as part of a particular context and the interactions there. The researcher wanted to explain the quality of a translation product through some checking processes, which are equivalence and acceptability assessment. The focus of this study was the translation subtitles, whether or not the translation was understandable. Moreover, the process of this study is inductive, meaning that the researcher gathered data to build concepts through categorization. This study produced findings that were conveyed descriptively according to the equivalence and acceptability assessment. According to Merriam (2009), there are four
important characteristics describing the nature of qualitative research. The first one is qualitative research mainly focuses on meaning and understanding. Second, the researcher is the primary instrument of data collection and analysis in qualitative research. Third, the process of qualitative research is inductive. The last is the product of qualitative research is descriptive, meaning that the researcher convey the learned phenomenon using the words and pictures rather than numbers.

This study used content analysis to analyze the data. Fraenkel (2012) says that human behavior can be studied through an analysis of their communications using content analysis. The form of communications in content analysis technique was usually in the written form. In order to analyze the message, the researcher was needed to develop appropriate scoring or categorization due to the large amount of the data. In this study, the researcher provided scoring and categorization to aid him in discovering the findings. With this technique, the researcher would know how human beings lived.

B. Research Setting

The researcher collected the data from the Internet in September 2015 and September 2016. At that moment, there were four advertisements within the provided subtitles in English. The advertisements were broadcasted on the Internet rather than in the television because the length of the advertisements was quite long. As the focus of the study was about the translation acceptability and equivalence of the subtitle in the advertisements, so the data were gathered from
the Internet which everyone in the world had access to watch the video and read the subtitles.

C. Research Subject

A researcher could act as the observer or the addressee in a study, as Merriam (2009) says, “The researcher can assume one of the several stances while collecting information as an observer; stances range from being a full participant to being a spectator.”. Gold’s (1958) classic typology offers a spectrum of four possible stances, which are complete participant, participant as observer, observer as participant, and complete observer.

In this study, the subjects were the researcher and the evaluator. The researcher included as a complete participant, as the researcher assess the data by himself. The task of the researcher was to assess by scoring whether the translation subtitles were equivalent and acceptable or not. Another research subject was the evaluator, that was included as a participant as observer. The task of the evaluator was to validate the scoring result. In addition, improving the scoring system and giving comments about the translation based on the evaluator’s knowledge of translation principles of equivalence and acceptability was mandatory. Therefore, the method of sampling that the researcher used was purposive sampling. Purposive sampling, as mentioned by Sutopo (2002), is seen as more capable to obtain the completeness and the depth of the data.

D. Research Instruments and Data Gathering Technique
In this study, the researcher involved some research instruments. According to Ary et al. (2010), instrument is a device for operationally defining a variable. The instruments in this study were human and the document.

1. Human Instrument

Human was employed as the primary instrument in this study. According to Ary et al. (2010), human is the primary instrument for a qualitative research to gather and analyze data as its nature which is flexible to obtain the data. The meaning of human here was the researcher and the evaluator.

In this study, the researcher took the role as the assessor. The assessor was the person who assesses or score the translation equivalence and acceptability. Another human instrument was the evaluator. The evaluator here was a translation lecturer of English Language Education. In this study, the researcher and the evaluator were called the reviewers. Nababan (2012) describes the criteria of the reviewers for each aspect of the translation product. It was described that the reviewers for the equivalence aspect, were the professional and experienced translators in the field of textual translation from Bahasa Indonesia to English and vice versa. Ary et al. (2010) add that it is important that the writer gives some personal and professional information about him-or-herself that might be relevant to the inquiry. In this study, the researcher was qualified since the researcher had attended a translation course and trained to translate some documents, and the evaluator was also qualified towards this criterion since the evaluator was a translation lecturer of English Language Education. Nababan (2012) also states
that the reviewers of the translation who conducted translation testing for the acceptability aspect should be mastering the use of standard Indonesian grammar, or it could be concluded as bilinguals in both languages: source and target language. Understanding this criterion, the researcher and the evaluator was qualified since Bahasa Indonesia was their first language, and the English language was the language which the researcher and the evaluator used often and had been learning for years. For those circumstances, the researcher and the evaluator were enough to fulfil the requirements of a qualified reviewers of the translations.

Therefore, it was advantageous if the researcher obtained the data from the researcher himself and validated by an evaluator by using the worksheets. These human instruments expectedly would provide a high validity of the data due to their advance knowledge of translation principles of equivalence and acceptability.

2. Documents

Documents were the data source in this study, According to Merriam (2009), documents are ready-made sources that easily accessible to the investigator. Documents, however, are usually produced for the other reasons than the research and therefore are not the subject to the same limitations.

The document of this study was the transcript of the translation subtitles within the advertisements of Intel. It was in the form of transcript from the subtitles which obtained from the Internet. There were four video advertisements
containing the subtitle in English that showed the translation from Bahasa Indonesia by the native speakers. Merriam (2009) states that common documents include official records, letters, newspaper accounts, poems, songs, corporate records, government documents, historical accounts, diaries, autobiographies, and so on. Lee et al. (2000) add that photographs, film and video can also be used as data sources, as can physical evidence. Understanding the circumstances, the researcher concluded that the advertisements were public documents that public could use them without any permission from the company as the advertisement maker, therefore, it did not break the copyrights. The document, which was the transcript of the subtitle translation, was used as the objects of the worksheets.

The worksheets were made by the researcher to obtain the data. It contained the code, the transcript of the subtitles and the utterances, the columns for the score, and the column for the comments from the evaluator. The code contained the number of the data, the time when the subtitle appeared, the number of the advertisement, and the acronym of the advertisement version. The code helped the researcher to differentiate the data. The transcript of the subtitles and the utterances contained the transcription that later to be assessed. The column for the score was the column where the researcher assessed the data, whether subtitle translation had one or two points by checking the score. In addition, column for comments from the evaluator was provided to collect the opinion or further consideration from the evaluator.

E. Data Analysis Technique
The data of translation collected by the researcher was processed in a qualitative way to find out the quality of the subtitle translation. The transcript of the subtitle and the utterances of the advertisements were retyped and put in the tables as the worksheets. Then, the analysis technique was done by organizing the data which were obtained from the researcher scoring and the evaluator validation.

Based on the theories of equivalence by Nida (1964) and Catford (1965) and the theories of acceptability by Larson (1984) and Nababan (2012), the researcher arranges the categories that fit to this study using Nababan’s translation quality assessment from *Kajian Linguistik dan Sastra* (2012), to test the quality of subtitle translation on the advertisement of Intel with some modifications. The modification includes the simplification of the scale of the average score from 1 up to 2, which 1 indicates not an equivalent or acceptable translation and 2 indicates an equivalent or acceptable translation.

The very first step was to check the equivalence of the translation. To check the translation equivalence, the researcher made the indicator of translation equivalence according to the theories from Nida (1964), Catford (1965), and Nababan (2012) in the form of the table. In the table, only two categories that were used: equivalent and not equivalent. In order to make ease, the indicators of equivalence were allocated to decide whether or not it is equivalent. Table 3.1 showed the indicator of translation equivalence.

**Table 3.1 The indicator of equivalence**
The researcher, who was the assessor in this study, should give their assessment about the translation equivalence from Bahasa Indonesia utterances into English subtitle in the Intel advertisements according to the indicator of equivalence in the table 3.1. According to the theories, equivalence meant to deliver the same message between SL and TL. This became the foundation that the researcher arranged the worksheets which consisted of SL and TL to compare them and give score in the column to find out whether the SL and TL were equivalent or non-equivalent.

The researcher also made the score category of equivalence to categorize the final result of the average score calculation. The average score was found by totaling up the score for each subtitle translation and dividing it by the number of the subtitle translation. This score category helped the researcher to decide whether or not the subtitle translations were equivalent. The score category of equivalence was shown in the table 3.2.

**Table 3.2 The score category of equivalence**

<table>
<thead>
<tr>
<th>Average score</th>
<th>Equivalence Category</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 – 1.5</td>
<td>Non-equivalent translation</td>
</tr>
<tr>
<td>1.6 – 2</td>
<td>Equivalent translation</td>
</tr>
</tbody>
</table>
The researcher also made the equivalence assessment instrument in the worksheets as shown in the table 3.3. The table was used to assess each of the subtitle translation. It contained some columns which were the code, the transcription from source language and target language, and the score.

### Table 3.3 The translation equivalence assessment instrument

<table>
<thead>
<tr>
<th>Code</th>
<th>SL</th>
<th>TL</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>14/t.0:41/2/NM</td>
<td>Batik buat orang Indonesia pada umumnya adalah sebuah simbol budaya.</td>
<td>Batik is a cultural symbol of Indonesia.</td>
<td></td>
</tr>
</tbody>
</table>

The assessment instrument followed the scale 1 up to 2, in which the higher the given score, the higher the level of translation equivalence. On the contrary, the lower the given score, the lower the level of translation equivalence.

The second step was to check the acceptability of the translation result. In order to reach the high level of acceptability, the translator should discover the meaning from the source language and express it in target language naturally. Having the aim to find out the translation acceptability from Bahasa Indonesia utterances into English subtitle in the advertisement of Intel, the researcher was to seek the result from analyzing the subtitle whether the language features was appropriate. The researcher made the category indicator to describe the translation
acceptability level based on the theories of acceptability by Larson (1984) and Nababan (2012). The indicator of acceptability was in the table 3.4.

<table>
<thead>
<tr>
<th>Category</th>
<th>The Indicator of Acceptability</th>
</tr>
</thead>
<tbody>
<tr>
<td>Acceptable</td>
<td>The message is conveyed and can be understood clearly. The translations are natural; the technical terms are commonly used and familiar to the reader; phrases, clauses and sentences are in accordance with the rules of English language.</td>
</tr>
<tr>
<td>Not Acceptable</td>
<td>The message is not conveyed and cannot be understood clearly. The translations are not natural; the technical terms are not commonly used and not familiar to the readers; phrases, clauses and sentences are not in accordance with the rules of English language.</td>
</tr>
</tbody>
</table>

In this indicator of acceptability, any translation that was natural and familiar to the English language belonged to the acceptable translation. The grammatical rules of English language were used to measure the acceptability because the target language was the English language.

Similar to the equivalence score category, the researcher also made the score category of acceptability to categorize the final result of the average score calculation. The average score was found by totaling up the score for each subtitle
translation and dividing it by the number of the subtitle translation. The score category was shown in the table 3.5.

**Table 3.5 The score category of acceptability**

<table>
<thead>
<tr>
<th>Average Score</th>
<th>Acceptability Category</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 – 1.5</td>
<td>Non-acceptable translation</td>
</tr>
<tr>
<td>1.6 – 2</td>
<td>Acceptable translation</td>
</tr>
</tbody>
</table>

To decide the acceptability category, the researcher used the acceptability assessment instrument in the worksheets as seen in the table 3.6. The table was different from the table 3.3 of equivalence assessment. The difference was in the transcription that there was no source language provided.

**Table 3.6 The translation acceptability assessment instrument**

<table>
<thead>
<tr>
<th>Code</th>
<th>Subtitle</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/t.0:40/1/JHHF</td>
<td>Jogja Hip Hop Foundation’s music is a portrait of daily life in Jogjakarta, where tradition and modernity continue together.</td>
<td>1</td>
</tr>
</tbody>
</table>

Although there was a difference between the equivalence and acceptability assessment instrument, yet, the acceptability assessment instrument also followed the scale 1 up to 2, in which the higher the given score, the higher the level of translation acceptability. On the contrary, the lower the given score, the lower the level of translation acceptability.

**F. Research Procedure**
To complete the study, the researcher had a procedure to conduct. These were the steps to conduct the study.

1. Collecting Video for the Object of the Study

At first, the researcher tried to browse and find Intel advertisements from youtube.com. Since those advertisements were shown to the public, the researcher did not need a permission letter to make an analysis of the translation in the advertisement. Moreover, since the researcher was a part of the public, therefore, a legal permission was not needed in this study.

2. Transcribing the Video and Arranging the Worksheets

After all, the videos then retyped. To retype the data, the researcher needed to be aware of every detail that emerges. The Indonesian transcriptions were made by typing the utterances while listening to the speakers, and the English transcriptions were made by typing the subtitles from the video advertisements. After rewriting the data, the researcher made some adjustment to make some appropriate worksheets in order to gather the data.

3. Selecting the Evaluator

In order to obtain the high validity of the data, the researcher decided an evaluator that was qualified from the criteria of the translation reviewers. The evaluator was a lecturer of English Language Education who has the competence in translation and subtitling.

4. Assessing the Equivalence and the Acceptability
This was the core of the study. The researcher who acted as an assessor did the assessment by giving the score for each subtitle. The subtitle could be counted as a good or bad depending on the theories of equivalence and acceptability.

5. **Validating the Assessment**

The researcher was obligatorily giving the assessment to the evaluator to obtain an improvement, and the validation of the existed scoring. The validation process aimed to result the better scoring quality.

6. **Gathering and Analyzing the Data from the Evaluator**

The researcher then contacted the chosen evaluator whether the validation had been done to gather the data. After obtaining the data from the evaluator, the researcher then seeking the final result using Nababan’s theory of translation quality assessment (2012). This step should be conducted carefully and meticulously to avoid the fault.

7. **Reporting the Data**

Reporting the data was the last procedure in this study. It was done after all the produce had been done. The researcher made the written report of the analysis result so that the study would be useful for others.
CHAPTER IV
RESEARCH RESULTS AND DISCUSSION

This chapter presents the discussion and findings of the study of translation equivalence and acceptability on the subtitle of Intel advertisements. It answers the questions presented in the research problems, which the focuses of this study are the translation equivalence and acceptability on the subtitle of Intel advertisements. There are four advertisements that have been assessed by the procedure of translation quality assessment. The procedure for this study is adapted from the translation quality assessment proposed by Nababan in 2012.

This study uses the data gained from the document which is the transcription from the videos that later to be analyzed. The data are the transcription from the utterance in the Intel advertisements which is in Indonesian language and the subtitle which is in English. From the transcription, the researcher provides 56 utterances in Indonesian and 56 subtitles in English to be analyzed.

Those 56 utterances and 56 subtitles can be categorized into equivalent, not equivalent, acceptable, and not acceptable. The categorization is based on the score of the worksheets that have been assessed by the researcher. For the analysis, all of the aspects are analyzed based on the result of the worksheets.

In order to reach the validity of the assessments, the researcher assesses the equivalence and acceptability according to the indicator by the theories from
experts and validates the results to the evaluator who is a translation lecturer. The indicator purposes to make the standard of the assessment of each aspect. As mentioned in chapter 2 of this study, the researcher applies the theories from Nida (1964), Catford (1965), and Nababan (2012) to arrange the indicator of equivalence aspect. For the acceptability, the researcher takes the theories from Larson (1984) and Nababan (2012). Meanwhile, the validation purposes to obtain the better assessment from another point of view. The first part of this study will discuss the translation equivalence and the second is about the translation acceptability. The examples in this part use the assessment from the researcher which has been validated by the evaluator.

A. The Equivalent Translation of the Subtitle in Intel Advertisement

The equivalent translation means that the message from source language delivered well to the target language. The translation that counted as equivalent if the message content in the source language is as the same as in the target language. The equivalent and not equivalent translation ratio was presented in the form of a chart in Figure 4.1.
Figure 4.1 The translation equivalence chart

Based on the Figure 4.1, there were 56 utterances and 56 subtitles from 4 advertisements of Intel by different versions which were analyzed by the researcher. The researcher previously assessed the subtitle according to the indicator whether they were equivalent, with the validation from the evaluator. The result was that there were 31 subtitles that were equivalent and 25 subtitles that were not equivalent. In detail, the researcher found that the advertisement number 1 with the code JFFH had 8 not equivalent and 5 equivalent translation subtitles, the advertisement number 2 with the code NM had 7 not equivalent and 11 equivalent translation subtitles, the advertisement number 3 with the code K had 4 not equivalent and 10 equivalent translation subtitles, the advertisement number 4 with the code RAY had 6 not equivalent and 5 equivalent translation subtitles.

Keeping the value of not equivalent was 1 and equivalent was 2 in mind, it was found that the total score was 87 points and the average score was 1.6. Therefore, with the score 1.6, the translation subtitle of Intel advertisements was categorized as equivalent.

Firstly, the researcher needed to explain the utterances and subtitles which were categorized as the equivalent translation, then in the following, the researcher needed to explain the utterances and the subtitles which were categorized as the non-equivalent translation. The researcher provided some examples to show his analysis and explanation. Assessing this equivalence aspect was based on Nida, Catford, and Nababan theories.
1. The Equivalent Translation

The equivalent data meant that the researcher and the evaluator gave the score 2 to the subtitles. There were 31 subtitles that had score 2. The translation that had score 2 for equivalence aspect was shown in the table 4.1, 4.2, 4.3 and 4.4 according to the number of advertisement.

Table 4.1 The equivalent translations in advertisement 1

<table>
<thead>
<tr>
<th>Case</th>
<th>Source Language</th>
<th>Target Language</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Inspirasi ketika kita bikin lagu, itu bisa macem-macem bisa dari situasi sosial bisa dari kehidupan sehari-hari.</td>
<td>Inspiration to make music can be found in different ways, it can come from a social situation or from daily life.</td>
</tr>
<tr>
<td>2</td>
<td>Jadi, lagu ‘Jogja Istimewa’ itu lagu yang kita berikan untuk kota dimana kita lahir dan dibesarkan dan kita memang mencintai kota ini.</td>
<td>The anthem ‘Jogja Istimewa’ is dedicated to the city we love, where we were born and raised.</td>
</tr>
<tr>
<td>3</td>
<td>Ketika generasi mudanya bangga, dan memahami dan mau belajar kembali kepada akarnya, ya itulah Indonesia sebenarnya, Indonesia kedepan.</td>
<td>When the young generation are proud of their culture and understand their history, that’s the future of Indonesia, the true Indonesia.</td>
</tr>
</tbody>
</table>

The researcher gave score 2 to these subtitles in the first advertisement. The sentences from source language were translated equivalently to the target language. In the case number 1, the words *Inspirasi ketika bikin lagu* were translated to *Inspiration to make music*, and *itu bisa macem-macem bisa dari situasi sosial bisa dari kehidupan sehari-hari* were translated to *can be found in different ways, it can come from a social situation or from daily life*. This translation was equivalent because the translator chose the right words. Although
the source language used the informal language of Bahasa Indonesia, the target language still maintains the message in the source language.

Another example of an equivalent translation was shown in the case number 2. In this case, the source language and target language had the same message that were conveyed. The speaker who spoke in source language needed to explain about their song, by giving some information. The sentence in target language or the subtitle was equivalent, meaning that it covered the information given in the source language. Although they had different sentence structure, as seen in the table 4.2, but there was no missing information in the target language sentence. The word lagu was translated to anthem which had the same meaning, a piece of music that was sung. The words yang kita berikan were translated into is dedicated even though they had the different meaning, but they had the same function to explain that the song entitled “Jogja Istimewa” was made for the city that the speaker loves, where the speaker was born and raised.

Another example was in the case number 3. This translation also counted as an equivalent translation. The sentence in the source language was equivalently translated to the target language by using the right words to substitute. The words Ketika generasi mudanya bangga were translated to When the young generation are proud of their culture. It is shown that each of word in the target was really equivalent if it is compared to each word in the source language, although there was an additional information in the target language which was of their culture. However, this did not really change the message because the words dan memahami dan mau belajar kembali kepada akarnya, were translated into and
understand their history. The word *akar* according to the context, explained the history and culture. The words *ya itulah Indonesia sebenarnya, Indonesia kedepan* were translated equivalently into *that’s the future of Indonesia, the true Indonesia* although these two groups of words had the different structure. The other cases in another advertisement could be seen in the table 4.2.

**Table 4.2 The equivalent translations in advertisement 2**

<table>
<thead>
<tr>
<th>Case</th>
<th>Source Language</th>
<th>Target Language</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td><em>Ya, ayah saya, dulu, memang menyenangi fotografi.</em></td>
<td>My father always loved photography.</td>
</tr>
<tr>
<td>2</td>
<td><em>Dan dari setiap daerah yang saya kunjungi, saya melihat suatu keindahan yang khas.</em></td>
<td>In every area that I visit, I see the beauty that is typical to that region.</td>
</tr>
<tr>
<td>3</td>
<td><em>Melalui karya kami, kami berharap dapat menginspirasi terutama generasi muda untuk bekerja, berkarya, mengangkat tradisi budaya Indonesia dan memadukannya dengan teknologi.</em></td>
<td>With our work, we hope to inspire future generations to strive and work to promote this tradition of Indonesian culture, with the use of technology.</td>
</tr>
</tbody>
</table>

These translations in the second advertisement also had score 2, because the subtitles showed the equivalent translation, meaning that the message between the source language and the target language was similar. In the source language of the case number 1, the word *dulu* was mentioned. The word *dulu* in the source language had the function to explain that the time was in the past. Therefore, the translator used past tense to transform the source language to target language as *My father always loved photography* instead of *My father always loves photography*.

Another example from this advertisement was in the case number 2. In this case, the datum showed the equivalent translation. It could be seen by the words
“dari setiap daerah yang saya kunjungi, saya melihat suatu keindahan yang khas” which was translated into “in every area that I visit, I see the beauty that is typical to that region” in the target language. According to Kamus Besar Bahasa Indonesia, the word keindahan or indah means “keadaan enak dipandang; cantik; elok” (the condition which was good to be seen or the condition of beauty). According to Oxford Dictionary, the word beauty means “a combination of qualities that give pleasure to the senses or to the mind”. Therefore, the source language and target language sentence had the same meanings. The target language could be understood and had no missing message.

Another equivalent translation in the subtitle was shown in the case number 3. In this subtitle translation, the target language showed no missing message from the source language. From the beginning until the end of the sentence, each of the words translated equivalently. The diction was appropriate to the context, as shown in the table in target language, the translator prefers to use the word promote instead of lift to translate the word mengangkat because of the context which explained Indonesian culture that needed to be supported, not to be raised to the higher position. According to Oxford Dictionary, the word promote meant “to help the progress of something; to encourage or support something.” Therefore, the translation was correct and equivalent. The other cases from another advertisement that also showed equivalent translation were shown in the table 4.3.

Table 4.3 The equivalent translations in advertisement 3

<table>
<thead>
<tr>
<th>Case</th>
<th>Source Language</th>
<th>Target Language</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Musik dan teknologi jadi satu?</td>
<td>Combining Music and Technology?</td>
</tr>
<tr>
<td>Case</td>
<td>Source Language</td>
<td>Target Language</td>
</tr>
<tr>
<td>------</td>
<td>----------------</td>
<td>-----------------</td>
</tr>
<tr>
<td>2</td>
<td>Musik Indonesia udah bisa banget berkompetisi sama musik luar.</td>
<td>Indonesian music can definitely compete globally.</td>
</tr>
<tr>
<td>3</td>
<td>Kimokal dan Intel adalah core yang bisa mewujudkan sebuah ide menjadi nyata.</td>
<td>Kimokal and Intel are the core that turn ideas into realities.</td>
</tr>
</tbody>
</table>

In this advertisement, these three cases had the same meaning between the source and the target language. In case number 1, the words *jadi satu* in that context meant to make two things, which were *musik* and *teknologi*, became one. Therefore, in the target language, the translator used the word *combining* to translate the words *jadi satu*. In *Oxford Dictionary*, the word *combining* or *combine* meant “to join or make things join together to form a whole.” The translation from source language to target language in this case was equivalent.

Another example could be seen in the case number 2. From this case, it could be seen that the translation was equivalent. It indicated the same meaning in the source and target language. The words *udah bisa banget berkompetisi sama musik luar* was equivalently translated into *can definitely compete globally*. According to *Oxford Dictionary*, the word *definitely* meant “certainly; without doubt”, which similar to the word *banget* that expressed the certainty from the speaker. In addition, the words *musik luar* in the source language translated into *globally* because it sounded more natural if the translator used an adverb *globally* rather than the other group of words. It was obvious that the translation was equivalent.

Another equivalent translation shown in the case number 3. In case number 3, the message from source language was maintained in the target
language. Each of word translated with the right diction to acquire the equivalence. According to Kamus Besar Bahasa Indonesia, the word mewujudkan meant menjadi benar-benar ada (make something became real), while the word turn in the target language, according to Oxford Dictionary meant “to become or make something become.” Therefore, the word mewujudkan was correctly translated to turn. This made the translation of the whole sentence was equivalent. In the table 4.4, there were some equivalent translations in another advertisement that were presented in some cases.

Table 4.4 The equivalent translations in advertisement 4

<table>
<thead>
<tr>
<th>Case</th>
<th>Source Language</th>
<th>Target Language</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Dengan kerjasama dengan Intel, lebih mempermudah saya berkreasen lebih jauh lagi dan lebih luas lagi tentu tidak meninggalkan namanya tradisional.</td>
<td>Collaborating with Intel has allowed me to explore new ideas that I never thought was possible, taking it to a whole new level without compromising the traditional aspects of my design.</td>
</tr>
<tr>
<td>2</td>
<td>Teknologi bisa digabungkan dengan fesyen itu saling menyempurnakan.</td>
<td>When Fashion is infused with technology we create a perfect balance.</td>
</tr>
<tr>
<td>3</td>
<td>Dengan adanya dukungan dari Intel, saya lebih mengeksplor segala macem yang saya harapkan selama ini yang tidak terwujudkan.</td>
<td>With Intel’s technology, I am able to turn ideas that I only dreamed about before into a reality.</td>
</tr>
</tbody>
</table>

These translations in this advertisement were equivalent since the target language carry the similar message to the source language. In the case number 1, in the target language, the translator used has allowed me to explore new ideas that I never thought was possible, taking it to a whole new level, while the speaker said lebih mempermudah saya berkreasen lebih jauh lagi dan lebih luas lagi. This translation counted as equivalent because the message was still similar although
the translator did not translate it word by word. Moreover, the translator used the words *without compromising the traditional aspect of my design*, while the speaker said *tentu tidak meninggalkan namanya tradisional*, which made the translation sounded more natural and equivalent.

Another equivalent translation was shown in the case number 2. The sentence in the source language and target language had the same meaning. Every word which was translated in the target language gave the same message and no mistranslating occurred. The words *teknologi bisa digabungkan dengan fesyen itu saling menyempurnakan* had the meaning that the technology could be bonded with fashion and it made a perfection, which overall of the words correctly translated into *when fashion is infused with technology we create a perfect balance* in the target language.

Another example of a translation which counted as equivalent was shown in the case number 3. The message in the source language and target language was just the same. The words *saya lebih mengeksplor segala macem yang saya harapkan selama ini yang tidak terwujudkan* which meant that the speaker could explore the idea that only in his dream and make it to reality. Although the speaker did not literally tell to make his dream come true, but it conveyed implicitly. Therefore, the translator translated the sentence in the source language became *I am able to turn ideas that I only dreamed about before into a reality* in the target language. This case was obviously an equivalent translation.

2. Not Equivalent Translation
The researcher categorized the translation subtitle as not equivalent translation if there were any different message contents from the source language, there were missing messages, and/or there were any mistranslations in the target language in the target language. The researcher and the evaluator gave the score 1 for the translation which was not equivalent. There were 25 utterances and 25 subtitles which were not equivalent from 56 data altogether. The non-equivalent translation examples were presented in the table 4.5, 4.6, 4.7 and 4.8 according to the sequence of the advertisements.

**Table 4.5 The non-equivalent translations in advertisement 1**

<table>
<thead>
<tr>
<th>Case</th>
<th>Source Language</th>
<th>Target Language</th>
<th>Suggested Translation</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Jogja Hip-Hop Foundation banyak sekali mengolah puisi-puisi Jawa tradisional.</td>
<td>With Jogja Hip Hop Foundation songs, the lyrics are inspired by our love for traditional Javanese poetry.</td>
<td>Jogja Hip-Hop Foundation often processes traditional Javanese poetry become the lyrics of their songs.</td>
</tr>
<tr>
<td>2</td>
<td>Wayang kulit itu sebuah kesenian tradisional dimana disitu ada dalang atau puppet master yang mereka bisa freestyle dan ngerap sepanjang malam itu dan itu sangat menginspirasi saya karena eh karena seperti ituolah sebenarnya hip-hop gitu.</td>
<td>Another inspiration is the traditional art of shadow play, where the puppet master performs to gamelan music in a similar way to a freestyle rapper.</td>
<td>The traditional art of shadow play, in which the puppet master performs all night long, really inspires me because it is just the same with hip-hop music.</td>
</tr>
<tr>
<td>3</td>
<td>Setiap kita manggung, setiap kita jalan-jalan kemanapun itu kita selalu membawa kamera dan selalu</td>
<td>Everywhere we go we carry a video camera to document the events and performances.</td>
<td>Whenever we perform and go sightseeing, we always carry a video camera to document the events. It is not only when we did the</td>
</tr>
<tr>
<td>mendokumentasikan semua peristiwa. Bukan hanya manggung, tapi juga jalan-jalannya. Dan disitu semua terdokumentasikan dan terarsip dengan baik.</td>
<td>performance, but also when we did sightseeing. All events were well documented and archived.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

These translations belonged to the non-equivalent translation due to its subject which was different. In the case number 1 of this advertisement, the subject in the source language was *Jogja Hip-Hop Foundation*, whereas in the target language, the subject was *With Jogja Hip Hop Foundation songs*. It obviously explained the different matter. In order to achieve an equivalent translation, the translator should translate the sentence in the source language to *Jogja Hip-Hop Foundation often processes traditional Javanese poetry become the lyrics of their songs*. Mistranslation did occur in this translation; therefore, it could not be categorized as the equivalent translation.

Another example of non-equivalent translation in the same advertisement was shown in the case number 2. In this case, the translation belonged to a non-equivalent translation. The translator failed to provide the equivalent translation since some parts were missing, but there were also some additional messages in the target language. In the source language, it was mentioned that the puppet master could perform all night long, however, in the target language this information was missing. On the contrary, the translator added some information in the target language which explain that the puppet master performed to gamelan music. Moreover, the use of the word *inspiration* made the translation seemed...
unnatural and not equivalent. The translation should be *The traditional art of shadow play, in which the puppet master performs all night long, really inspires me because it is just the same with hip-hop music.* Therefore, this translation was not equivalent.

Another example could be seen in the case number 3. The case number 3 was an example of not equivalent translation. Much information in the source language were missing in the target language. The translation in the target language just covered some parts on the beginning of the source language. In order to achieve an equivalent translation, the translation should cover all of the information in the source language. In this example, the translation in the target language should be *Whenever we perform and go sightseeing, we always carry a video camera to document the events. It is not only when we did the performance, but also when we did sightseeing. All events were well documented and archived.* Finding that much information was missing in the target language, therefore, this translation was obviously counted as not equivalent. Some cases of non-equivalent translation from the advertisement number 2 were shown in the table 4.6.

**Table 4.6 The non-equivalent translations in advertisement 2**

<table>
<thead>
<tr>
<th>Case</th>
<th>Source Language</th>
<th>Target Language</th>
<th>Suggested Translation</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Batik buat orang Indonesia pada umumnya adalah sebuah simbol budaya.</td>
<td>Batik is a cultural symbol of Indonesia.</td>
<td>Batik for most Indonesian people is a cultural symbol.</td>
</tr>
<tr>
<td>2</td>
<td>Karena kami menemukan konsep batik fractal dengan</td>
<td>We found that fractal formulas can be used to create Batik.</td>
<td>Because we found fractal Batik concept using mathematical</td>
</tr>
</tbody>
</table>
In this advertisement, there were three cases that showed non-equivalent translation. The translation in case number 1 was not equivalent. It could be seen in the target language that some elements were missing. The words orang Indonesia pada umumnya were not translated to the target language. As the result, the target language had the different meaning to the source language. The translation in the target language should be *Batik for most Indonesian people is a cultural symbol rather than Batik is a cultural symbol of Indonesia*.

Another non-equivalent translation in the subtitle was shown in the case number 2. This translation was not equivalent according to the result in the target language. The meaning in this translation was slightly different with the source language. The speaker said *Karena kami menemukan konsep batik fractal dengan rumus matematika*, so the translation should be *Because we found fractal Batik concept using mathematical formulas* instead of *We found that fractal formulas can be used to create Batik*.

Another example of non-equivalent translation was shown in the table case number 3. This translation was also not equivalent due to the additional information in the target language. It was shown that the speaker who made the software, but in the source language, there was no information about it. However, the information about the software was similar in the source and target language.
Both source and target language explained that the software designed the batik patterns using mathematical formulas. Therefore, to achieve the equivalence, the translator should change the words *So we created software that* into *This software.* Another advertisement also had some cases that showed not equivalent translations. They were presented in the table 4.7.

<table>
<thead>
<tr>
<th>Code</th>
<th>Source Language</th>
<th>Target Language</th>
<th>Suggested Translation</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Antusiasmenya khalayak lah dengan Kimokal itu jadi luar biasa banget.</td>
<td>We have received such an overwhelming response from our fans.</td>
<td>The audience’s enthusiasm towards Kimokal become so extraordinary.</td>
</tr>
<tr>
<td>2</td>
<td>Jadi tanpa peran Intel, menurut kita ini tidak akan bisa terwujud.</td>
<td>So without Intel’s role in technology, none of this would be simple or realized.</td>
<td>So without Intel’s role, none of this would be realized.</td>
</tr>
<tr>
<td>3</td>
<td>Hambatan kita sih ketika menjalani live performance dengan prisma ini, gimana caranya men-transform musik yang berbeda-beda mood-nya ke bentuk visual yang berbeda-beda juga nyesuaiin sama mood-nya musik.</td>
<td>The challenge of using this prism in a live performance was figuring out how to transform the right graphics to represent the different moods that the music creates.</td>
<td>The challenge of using this prism in a live performance was figuring out how to transform the music that had different moods to the graphics that fit to the moods of the music itself.</td>
</tr>
</tbody>
</table>

Some translations which were presented in the table 4.7 were not equivalent translations. In the case number 1, there were two problems occurred. The first problem was the subject difference. The subject in the source language
was *Antusiasmenya khalayak* (The audience’s enthusiasm), meanwhile, the subject in the target language was *We*. The second problem was the wrong diction to express the word *khalayak* in the target language using the word *fans*. According to *Kamus Besar Bahasa Indonesia*, the word *khalayak* meant *kelompok tertentu dalam masyarakat yang menjadi sasaran komunikasi* (a certain group in the society who became the target of the communication), while the word *fans* according to *Oxford Dictionary* meant *a person who admires or supports somebody or something very strongly*. The problem was that *khalayak* meant the people who only watched them while they were performing (as the group who became the target of the communication), not the people who admired or supported them. Therefore, the translation should be *The audience’s enthusiasm towards Kimokal become so extraordinary*. In this translation, the translator obviously mistranslated the source language to the target language.

Another non-equivalent translation occurred in the subtitle was shown in the case number 2. This translation was counted as non-equivalent because the translator provided the words that unnecessary in the target language. The additional words were *in technology* which impacted the meaning equivalence of the translation. This became a problem because there was no information in the source language regarding the aspect where the Intel’s role involved. The other problem was the use of the word *simple* to explain nothing from the source language. The translator should omit these words to avoid mistranslation and to reach the equivalent translation. Therefore, the translation became *So without Intel’s role, none of this would be realized*. 
Another non-equivalent translation in this advertisement was shown in the case number 3. The target language in this translation was not equivalent to the source language although it seemed equivalent. The problem was that the translator did not catch the point of the utterance in the source language, so it caused a mistranslation. The speaker explained that the challenge in a live performance was to transform the music that had different moods to the various graphic that fit to the moods of the music. However, the translator explained it differently. In the target language, the message became to transform the graphic to represent the different moods that music created. In this case, the translation should be *The challenge of using this prism in a live performance was figuring out how to transform the music that had different moods to the graphics that fit to the moods of the music itself*. The other non-equivalent translations also did occur in the advertisement number 4, as seen in the table 4.8.

Table 4.8 The non-equivalent translations in advertisement 4

<table>
<thead>
<tr>
<th>Case</th>
<th>Source Language</th>
<th>Target Language</th>
<th>Suggested Translation</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Tahun ini ya dua puluh tahun saya berkarya.</td>
<td>This is a special year for me.</td>
<td>This year is the 20th anniversary of my creation.</td>
</tr>
<tr>
<td>2</td>
<td>Ya saya akan adakan pameran juga, dimana itu semua karya yang dari awal sampai saat ini.</td>
<td>It marks my 20th Anniversary in the design world. I am excited to be able to showcase all my iconic designs from my early days till now.</td>
<td>I will invent an exhibition where all my creations from the beginning till now are accessible.</td>
</tr>
<tr>
<td>3</td>
<td>Saya percaya teknologi itu bukan batasan, tapi kesempatan untuk berkarya lebih baik.</td>
<td>Technology is an enabler it empowers us to do so much more.</td>
<td>I believe that technology is not a limitation, but, it is a chance to work better.</td>
</tr>
</tbody>
</table>
These translations were not equivalent. In the case number 1 of this advertisement, the message from the source language was not translated well to the target language, thus, it caused the different message. In the source language, the speaker told that he had been working on his creation for twenty years. Therefore, in order to make the translation equivalent, the translator should translate it became *This year is the 20th anniversary of my creation.* This problem obviously caused a perplexity to the viewers.

Another translation which not equivalent was shown in the case number 2. The target language in this case had additional information that were unnecessary to express the message from the source language. The words *It marks my 20th Anniversary in the design world* were unnecessary to be placed in the target language. On the contrary, it should be placed as the subtitle in case number 1. Moreover, there was another part that unnecessarily written down on the subtitle which explained that the speaker was excited. To reach the equivalent translation, the translation should be *I will invent an exhibition where all my creations from the beginning till now are accessible.*

Another non-equivalent translation in this advertisement was presented in the case number 3. This translation was also not equivalent as it seen in the target language that presented different message from the source language, because of a missing message. The speaker with the source language told that the technology was not a limitation, but a chance to work better. However, the translator mistranslated it became *Technology is an enabler it empowers us to do so much more.* Here, the translator omitted the part that explained technology was not a
limitation. Therefore, this became the problem that caused this translation simply belonged to the non-equivalent translation.

**B. The Acceptable Translation of the Subtitle in Intel Advertisement**

Analyzing the translation acceptability in the advertisement of Intel was to answer the second problem of the research. The researcher wanted to know whether or not the translation in the advertisement of Intel was acceptable. The acceptable translation meant that the translation was communicative in conveying the meaning from the source language using the normal language form of target language. On the other hand, the unacceptable translation meant that the translation failed to obey the rules of the target language, thus, it brought the confusion to the viewers.

The acceptability was one of the significant aspects in a translation product, that measured by the grammatical aspect of the target language. In this part, the researcher would give examples to make the concept of acceptability clear. Firstly, the researcher would give the examples and explain the subtitles which were counted as the acceptable translation. Then, the next step was the researcher explained the unacceptable translation. The acceptability and unacceptability translation ratio was shown in the form of a chart in Figure 4.2.
Figure 4.2 The translation acceptability chart

Based on the figure 4.2, there were 56 utterances and 56 subtitles from 4 advertisement of Intel by different versions which were analyzed by the researcher. Similar to the equivalence aspect, the acceptability aspect of the subtitles was previously assessed by the researcher according to the indicator whether they were acceptable, with the validation from the evaluator. The result was that there were 46 subtitles that were acceptable and 10 subtitles that were unacceptable. In detail, the researcher found that the advertisement number 1 with the code JFFH had 3 unacceptable and 10 acceptable translation subtitles, the advertisement number 2 with the code NM had 4 unacceptable and 14 acceptable translation subtitles, the advertisement number 3 with the code K had 3 unacceptable and 11 acceptable translation subtitles, the advertisement number 4 with the code RAY had 2 unacceptable and 9 acceptable translation subtitles.

Similar to the equivalence aspect, the value of unacceptable was 1 and acceptable was 2. Therefore, it was found that the total score was 102 and the
average score was 1.8. Knowing that the acceptability of translation subtitle got 1.8 for the average score, it meant that the translation subtitle of Intel advertisements was categorized as acceptable.

1. The Acceptable Translation

The acceptable data meant that the researcher with the validation from the evaluator gave the score 2 to the subtitle. There were 46 subtitles that had score 2. In this part, the table 4.9, 4.10, 4.11, 4.12 showed only the target language, as to measure the acceptability of a translation product did not need to compare the source and the target language. Each table presented each advertisement.

<table>
<thead>
<tr>
<th>Case</th>
<th>Target language</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Naturally we are influenced by Western hip hop music from America, but then we make it our own by using Javanese language and combining traditional gamelan sounds with our hip-hop beats.</td>
</tr>
<tr>
<td>2</td>
<td>The anthem ‘Jogja Istimewa’ is dedicated to the city we love, where we were born and raised.</td>
</tr>
</tbody>
</table>

These subtitles got the score 2, as it counted as the acceptable translation. The researcher and the evaluator both considered that these subtitles as acceptable. In the table 4.9, the message in the subtitle was well conveyed. The researcher and the evaluator understood clearly about the meaning which
contained in the advertisement. The chosen words were commonly used in English, so there were no difficulties in understanding the subtitles.

In the case number 1, the translator used the appropriate diction to describe the meaning of the utterance from the speaker. In addition, parallel structure or parallelism was featured in this case. It can be seen by the words *using* and *combining*, and indicated by the coordinating conjunction *and* within it. These two words helped the translation to establish balance and flow in a well-constructed sentence.

The case number 2 also showed the acceptable translation. It used the passive voice correctly using the auxiliary verb *is* to precede the main verb *dedicate*. Thus, it would be *is dedicated* to describe the condition that the speaker made the anthem for Jogjakarta as the city which they love. The other cases in another advertisement were shown in the table 4.10.

<table>
<thead>
<tr>
<th>Case</th>
<th>Target language</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Batik is a cultural symbol of Indonesia.</td>
</tr>
<tr>
<td>2</td>
<td>We were always surrounded by books about art, painting and design.</td>
</tr>
</tbody>
</table>

These subtitles were acceptable according to the assessment from the researcher and evaluator. As the reviewer, the researcher and evaluator both understood the meaning of these two translation subtitles without any misperception. Similar to the previous advertisement, the subtitles in this advertisement used the simple words to avoid mistranslation.
As it seen in the case number 1, the words that used in this translation subtitle were very common. This became the strength of the translation because the viewers would understand this clearly. Moreover, this translation subtitle used the right tense to define the situation, which is present tense. The present tense was used in order to describe a fact, as shown in this translation subtitle. Understanding this criterion, this translation subtitle was obviously reach the acceptability of the target language.

Another example was in the case number 2 of this advertisement. In the advertisement, the translator used the past tense to define the condition that happened earlier. The past tense in this translation subtitle was indicated by the word were. This word actually acted as the auxiliary verb to form a passive voice. The passive voice in this translation subtitle also structured correctly. The acceptable translation cases from another advertisement were presented in the table 4.11.

<table>
<thead>
<tr>
<th>Case</th>
<th>Target language</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>We have received such an overwhelming response from our fans.</td>
</tr>
<tr>
<td>2</td>
<td>Kimokal and Intel are the core that turn ideas into realities.</td>
</tr>
</tbody>
</table>

In the table 4.11, there were two cases that represented the acceptable translation examples. The subtitles were the acceptable translation, meaning that the subtitles can be clearly understood by the viewers. Moreover, the translation did not perform any grammatical mistakes which made those became acceptable.
The case number 1 showed the right usage of present perfect tense to describe the condition. The condition was that the speaker still received the good response from their fans. To describe this kind of condition, the translator used present perfect tense since it was used to express a past event that had present consequences. It can be indicated from the use of the word *have* to precede the main verb *receive* in past participle form. In addition, the translator also used the word *overwhelming* to create an adjective that describe something very great. The diction was appropriate and understandable.

In the case number 2, it could be seen that the subtitle was a fact. The translator used the right tense which was present tense to express a fact. The present tense was indicated by the word *are*. The translator used *are* instead of *is* because there were two subjects in the beginning of the sentence. Due to the right usage of the tense and the grammar, therefore, this translation subtitle belonged to the acceptable translation. The other cases from another advertisement that also showed acceptable translation were shown in the table 4.12.

### Table 4.12 The acceptable translation in advertisement 4

<table>
<thead>
<tr>
<th>Case</th>
<th>Target language</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>This is a special year for me.</td>
</tr>
<tr>
<td>2</td>
<td>Collaborating with Intel has allowed me to explore new ideas that I never thought was possible, taking it to a whole new level without compromising the traditional aspects of my design.</td>
</tr>
</tbody>
</table>

Similar to the previous cases, the two cases in the table 4.12 showed the acceptable translation. The translations presented in this table were counted as acceptable because the researcher and the evaluator could understand these
clearly. Moreover, the translator could translate those utterances to the subtitles well without denying the rules of the target language.

As in the case number 1, the translator used the present tense in the subtitle to express the utterance from the speaker. The speaker told that this year was a special year for him. It was obviously a truth, thus, it required the translator to use the present tense to express a truth or fact. As the result, the subtitle became *This is a special year for me.*

In the case number 2, the translator performed the right usage of gerund and parallelism. The use of gerund was shown in the initial of the subtitle. The verb *collaborate* was changed to *collaborating* to function as a noun, thus it would be the subject of the sentence. Moreover, to reach the naturalness of the target language, the translator also used parallel structure in the subtitle. Consequently, the verbs *take* and *compromise* also changed to the -ing form. In addition, the diction in this translation subtitle was simple, helping the viewers to dig the meaning easily. Therefore, this translation subtitle was counted as acceptable.

2. **Not Acceptable Translation**

In this part, the subtitles that were categorized as unacceptable if the subtitles could not be understood easily by the viewers. It could be from the diction, tenses or grammar that were not proper to express the utterances from the speaker. The score 1 was given to the translation subtitle which was not acceptable, according to the assessment from the researcher and validation from
the evaluator. There were 10 utterances and 10 subtitles which were not acceptable from 56 data total. The unacceptable translation examples were appeared in the table 4.13, 4.14, 4.15, and 4.16 according to the arrangement of the advertisements.

Table 4.13 The unacceptable translations in advertisement 1

<table>
<thead>
<tr>
<th>Case</th>
<th>Target Language</th>
<th>Suggested Translation</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Jogja Hip Hop Foundation’s music is a portrait of daily life in Jogjakarta, where tradition and modernity continue together.</td>
<td>Jogja Hip-Hop Foundation’s music is a portrait of daily life in Jogjakarta, where tradition continues alongside modernity.</td>
</tr>
<tr>
<td>2</td>
<td>With Jogja Hip Hop Foundation songs, the lyrics are inspired by our love for traditional Javanese poetry.</td>
<td>The lyrics of Jogja Hip-Hop Foundation songs are inspired by the traditional Javanese poetry.</td>
</tr>
</tbody>
</table>

There were two cases of the unacceptable translation subtitle in the first advertisement. The unacceptable translation happened because the translator could not translate it naturally using the rules of the target language. Moreover, the researcher and the evaluator had to read many times to understand the meaning of the subtitles.

For case number 1, the diction made a confusion to the viewers. The word *continue* co-exist with *together*. Meaning that these two words actually had the same function in the sentence, thus it made the sentence seemed not efficient. To reach the acceptability, the translation should be *Jogja Hip-Hop Foundation’s music is a portrait of daily life in Jogjakarta, where tradition continues alongside modernity.*

In the case number 2, the researcher and the evaluator could not catch the meaning easily. The word *with* in the beginning of the sentence, and the words
our love for in the middle disturbed the meaning of the sentence. It could be omitted along with the words our love for. In order to reach the acceptable translation, the translation should be The lyrics of Jogja Hip-Hop Foundation songs are inspired by the traditional Javanese poetry. The other cases of unacceptable translation subtitle from another advertisement were shown in the table 4.14.

Table 4.14 The unacceptable translation in advertisement 2

<table>
<thead>
<tr>
<th>Case</th>
<th>Target Language</th>
<th>Suggested Translation</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>In every Batik creation, the patterns contain deep meaning, and represent the uniqueness of each Batik producing region.</td>
<td>In every Batik creation, the patterns contain deep meaning, and represent the uniqueness of its producing region.</td>
</tr>
<tr>
<td>2</td>
<td>The software allows everyone to design their own Batik motif in a contemporary, modern style.</td>
<td>The software allows everyone to design their own Batik motif in a contemporary and modern style.</td>
</tr>
</tbody>
</table>

In table 4.14, there were two cases that showed the unacceptable translation in the advertisement number 2. The translator still translated it literally, which meant that the target language was not sound natural. The target language seemed to be in the grammatical rule of the source language.

As it seen in the first case, the translation was wordy. This translation showed the repetition of the word Batik. It would be better if the translation for this subtitle was In every Batik creation, the patterns contain deep meaning, and represent the uniqueness of its producing region. This translation sounded more natural because the possessive pronouns to represent Batik itself.

In the case number 2, the error was shown by the usage of the comma between the word contemporary and modern. This seemed strange to use comma instead of the coordinating conjunction and to mention two things. Therefore, this
translation was categorized as unacceptable. The translation should be *The software allows everyone to design their own Batik motif in a contemporary and modern style.* Some other cases from another advertisement were available in the table 4.15.

**Table 4.15 The unacceptable translation in advertisement 3**

<table>
<thead>
<tr>
<th>Case</th>
<th>Target Language</th>
<th>Suggested Translation</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>The totality of the music and the entire event concept is what I really want people to experience. The whole concept of the show itself.</td>
<td>The totality of the music and the entire event concept are what I really want people to experience. The whole concept of the show itself.</td>
</tr>
<tr>
<td>2</td>
<td>So without Intel’s role in technology, none of this would be simple or realized.</td>
<td>So without Intel’s role in technology, it would not be simple or realized.</td>
</tr>
</tbody>
</table>

The table 4.15 showed the translation subtitles in the target language. The translation subtitles were not acceptable according to the assessment of the researcher. Each case had its own problem to be solved to reach the acceptability.

In the first case, there was a grammatical error from the translator. The auxiliary verb *is* was used in the translation subtitle. Whereas, in this sentence, there were two noun phrases preceding. They were *The totality of the music* and *the entire event concept*. The right auxiliary verb was *are*. Therefore, the translation should be *The totality of the music and the entire event concept are what I really want people to experience. The whole concept of the show itself.*

The second case was also unacceptable. It had the incorrect diction, hence, this translation subtitle became confusing toward the viewers. The words *none of this* were not correct to be placed there. It was better if the word *this* was changed to *it*, the word *none* was changed to *not*, and the word *not* be placed after the word
would. Therefore, the translation would be *So without Intel’s role in technology, it would not be simple or realized.* Table 4.16 presented the unacceptable cases from another advertisement.

**Table 4.16 The unacceptable translation in advertisement 4**

<table>
<thead>
<tr>
<th>Case</th>
<th>Target Language</th>
<th>Suggested Translation</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>When Fashion is infused with technology we create a perfect balance.</td>
<td>When fashion is infused with technology, it creates a perfect balance.</td>
</tr>
<tr>
<td>2</td>
<td>Technology is an enabler it empowers us to do so much more.</td>
<td>Technology is an enabler which empowers us to do so much more.</td>
</tr>
</tbody>
</table>

Similar to the previous tables that presented the unacceptable translation subtitles, this table also presented the unacceptable translation subtitles. The researcher categorized these subtitles to the unacceptable because there were some errors containing in these cases. Furthermore, the errors made the subtitle unacceptable to the target language.

For the case number 1, the errors could be easily analyzed. The first problem was about the capitalization error. The word *Fashion* used the capital alphabet although it was the second word and not be placed in the beginning of the sentence. The second problem was that the pronoun usage. In this subtitle, the translator used the pronoun *we*. This was incorrect to be used in the sentence. It would be better if the pronoun was changed to *it*. In addition, a comma to precede the pronoun *it* and the alphabet *s* to end the word *create* were needed. Therefore, the translation subtitle would be *When fashion is infused with technology, it creates a perfect balance.*
In the case number 2, the translation was unacceptable due to the lack of punctuation. In order to make the translation sounded natural and acceptable, a dot was necessary to be placed before the word it, although it would split the sentence into two. Therefore, the translation would be Technology is an enabler. It empowers us to do so much more. However, this translation was not acceptable enough.

In order to reach the better acceptability, there was another way to make the translation subtitles more acceptable. The word it should be substituted by an adjective clause which or that. As the result, the translation would be Technology is an enabler which empowers us to do so much more.
CHAPTER V

CONCLUSIONS AND RECOMMENDATIONS

This chapter consists of two major parts namely conclusions and recommendations. The first part of this chapter summarizes the major findings of the study based on the data analysis. In addition, the second part of this chapter mentions some recommendations related to the study.

A. Conclusions

This study finds out that the translation from Bahasa Indonesia utterances to English subtitles in the advertisements of Intel is equivalent and acceptable. In this study, the 56 data were analyzed, which consists of 56 utterances in Bahasa Indonesia and 56 subtitles in English.

Having conducted analysis on the data presented in Chapter IV, the researcher is able to draw conclusions. The conclusion is drawn with accordance to the research questions. The first research question questions about the translation equivalence on the subtitle of Intel advertisements, the second is to question about the translation acceptability on the subtitle of Intel advertisements.

In the first analysis, the researcher found 25 data are not equivalent, and 31 data are equivalent. The score 1 up to 1,5 is categorized as not equivalent, and the score 1,6 up to 2 is categorized as equivalent. The result is based on the worksheets that the researcher has been done with the validation from the evaluator. The overall average score of translation equivalence is 1.6 which means equivalent.
In the second analysis, the researcher found 10 data are unacceptable, and 46 data are acceptable. The score 1 up to 1.5 is categorized as unacceptable, and the score 1.6 up to 2 is categorized as acceptable. The result is also based on the worksheet that the researcher has been done with the validation from the evaluator. The overall average score of translation acceptability is 1.8 which means the translation is acceptable.

B. Recommendations

The analysis of translation equivalent and acceptability can be beneficial not only for those who deal with translating activity, but also for the lecturers of English Language Education Study Program. In addition, this study can be the reference for conducting further research.

1. The translator

The study may be the reference for the translator to gain knowledge, thus, they will understand the equivalence and acceptability of a translation product. Moreover, they will acquire knowledge about subtitling. Therefore, the translator may use the information given in this study to produce a high-quality translation subtitle project.

2. The lecturers of English Language Education Study Program

This study may help the lecturers in English Education especially the lecturers of translation course as an academic reference, so that they would have further knowledge about the equivalence and acceptability of a translation product. In addition, hopefully, this study would also assist the lecturers to understand the principles of subtitling and using it in the related courses.
3. The future researcher

This study is expectedly going to give a contribution to the future studies which has the similar topic about translation equivalence and acceptability. The content of this study can be the reference for the future studies. Other researchers may adapt some theories and the method from this study, in order to provide a better research.
REFERENCES


