

CHAPTER I

INTRODUCTION

This chapter consists of some subchapters, namely background of the study, statements of the problems, objectives of the study, significance of the study, and scope and limitation of the study. Those are crucial to be explained because they describe this study commonly.

1.1 Background of the Study

The globalization era has eased people to gain much information or knowledge from all over the world, while the language problem to understand it is facilitated by translation. Hence, translation has important role in human activity. It is impossible to gain any information or learn knowledge from other country without translation. So, translation is utilized to be media of transferring information, thoughts, and ideas. According to Catford (1969) states that translation as the replacement of textual material in one language (SL) by equivalent textual material in another language (TL). It means that translation is the process of changing one certain material to another to transferring a message.

Moreover, Newmark (1988) states that translation is a craft consisting in the attempt to replace a written message and/or statement in one language by the same message and/or statement in another language. In simple way, translation is the replacement of the source text into the target text without replacing the message or idea of the source text. Translation is very important for spreading information because it can help people who do not understand a source language to absorb the information or the message from certain material. It means that

translation is not only a process to translate one language to another language, it is also a process to transfer message and information from source language to target language.

While Larson (1984) states that translation is basically a process change of form. It means that translation is the process of changing one form to another form. When we speak about the form of a language, we are referring to actual words, phrase, clauses, sentences, and paragraphs which are spoken or written. Since English is admitted as international language, most people in the world use English as their communication. It means that there is a lot of information presented through English but only limited information that is translated into Indonesian. Commonly it can be found in text book such as novels, movies, comics, news and articles, but nowadays it also presents on the text which can be found on cosmetics packaging.

Cosmetics are defined as any substances or preparations that are intended to be placed in contact with the various external parts of the human body (epidermis, hair system, nails, lips, and eyes). Since cosmetics distributes not only in one country but also in another countries, the producer uses English as their packaging product to be understood by the costumer. Cosmetics packaging is very important things to protect a product from damage or contamination. Beside keep the product, cosmetics packaging also provide printed information that is useful to consumers and producer. The information explains the summary of characteristics of the product such as, the contents of the product, the direction, benefit, and

caution. The purpose of information of the text in cosmetics packaging is to be understood by the consumer to avoid misunderstanding the use of the product.

Cosmetics packaging has a role as part of translating one language into another language, translation exist as the way for producer of cosmetics packaging to present another language. Translation is not merely replacing or changing the source language into target language, it also needs an activity to replace message or information intended in the same way with the original language. To translate a language, a translator should know both languages well. The translator is not allowed to change the message or information of the source language. The translation ought to produce a natural tranlation and maintain the original sense of the source language.

Related to translation, translation procedure is one of translation studies often used in translation activity. Translation procedure is an important part of translation process to complete the translation result. Translation procedure is a method applied by translators when they formulate an equivalent for the purpose of transferring element of meaning from source language (ST) to the target language (TL). As seen in the example below:

Source Text	Target Text
Protects skin against sun rays	Menjaga kulit dari paparan sinar matahari

Protect → Menjaga

The word *protect* in source text is translated into *menjaga* in target text. According to Longman dictionary, the meaning word *protect* is to keep someone or something safe from harm, damage, or illness. Based on the table above, the benefit of product is to take care of skin from sun rays, the meaning of the word *protect* is transferred into *menjaga* in the target text. This word is translated appropriately in the target text. Therefore the procedure translation applied is literal translation.

Based on the matter above, the writer has some reasons for choosing cosmetics packaging as the source of data. The first reason is because the translation on cosmetics packaging is very important for costumer in another country, it can help costumer who do not understand the information on cosmetics packaging. The second reason is because the existence of translation on cosmetics packaging is to avoid product misuses by the consumer, it needs translation procedure to facilitate the translation. Because of those reasons, the writer is interested to establish this study.

1.2 Statement of the Research Problems

Based on the research focus, the writer formulates the following question:

1. What kinds of translation procedure are used on cosmetics packaging?
2. How does each translation procedure result in translation equivalence?

1.3 Objectives of the Study

Based on the statement of research problems, the objectives of the study are:

1. To explain the kinds of translation procedure are used in cosmetics packaging.
2. To explain how each translation procedure results in translation equivalence.

1.4 Significance of the Study

The study is expected to give theoretical and practical contributions. Theoretically, the readers are able to understand the theory of translation especially in translation procedure. Practically, the writer hopes that this study can give contribution to the readers in adding their knowledge about the importance of information on cosmetics packaging and translating one language to another one, Moreover, to avoid product misuses by consumer to be careful to choose and consume those cosmetics in daily used.

1.5 Scope and Limitation of the Study

The scope of this study is in the field of Translation which is focused on the translation procedures and equivalence on cosmetics packaging. Moreover, the writer limits the data of this research in certain the direction translation of five different cosmetics packaging products, they are Garnier, Kahf, Emina, Rojukiss and POND'S.