

CHAPTER I

INTRODUCTION

This chapter presents the explanation of some parts on introduction. They are background of the study, statement of the research problems, objective of the study, significance of the study, and scope and limitation of the study.

1.1 Background of Study

Human use language to communicate and to know each other. People cannot only stay with their mother tongue, but they are also forced to know more than one language. In this situation, human not only live as monolingual but also as bilingual. Bilingual is a person who speaks two languages equally well, while bilingualism is the point where a speaker can first produce complete meaningful utterance in the other language (Johnson & Johnson, 1999). Since English is admitted as international language in the world, it means that most people in the world use english as their language to communicate with foreigners or people across the country.

Commonly bilingualism can be found in literary work such as film and novel, but nowadays bilingualism also present within the text which can be found on medicines packaging. On medicines packaging, bilingualism has a role as part of translating one language into another language. Since the medicine distributes not only in one country but also in other countries, the producer uses English language in their packaging product to be understood by the consumer.

Medicines packaging is important things for a better use of the drug. Beside keep the drug, the medicines packaging also provide an information of the drug. The information explains the summary of characteristic of the drug such as the direct or instruction, the contents of the drug, indication, and side effects or interaction with another drug. The aim of information of the text in medicines packaging is to be understood by the consumer to avoid drug misuses.

Since medicines packaging uses text to translate one language to another language, translation exist as the way for producer of medicines to provide another language. Translation has been defined in many ways by different writers in the field depending on how they view language and translation. Catford (Catford, 1969) defines translation as the replacement of textual material in one language (SL) by equivalent textual material in another language (TL). Generally, translation is known as a process of transferring a message to another.

While Newmark (Newmark, 1988) states that translation as the attempt to replace a written message and/or statement in one the same message and/or statement in another languages. It means that translation deals with the ability of translator to transfer the meaning of source text into target text. The translator has to know both languages well, translator should be expert in both source and target language. It is impossible for the translator to be a good translator without understanding the meaning or definition of translation because understanding about general concept of translation is very important and useful for the translator. Besides, translator also must to has neutral attitude in resulting the target language according to the source language.

Related to translation, when analysing translations of any sort, be it literary or non-literary texts, there are categories to examine how equivalence work. These categories are widely known as translation procedures. Translation procedures are methods applied by translators when they formulate an equivalence for the purpose of transferring elements of meaning from the Source Text (ST) to the Target Text (TT). It means that translation procedure defined as a tool of textual analysis that represent a process of searching for notable semantic and formal arising between the source and the target text. Therefore, in translating the translator may uses procedures to analyse and classify how translation equivalence work (Molina & Albir, 2002). Therefore, the study will rich enough to be conducted using Translation Procedure. As seen in the examples below:

Source Text	Target Text
Vibramox Amoxycillin.	Vibramox Amoksisilin.

Amoxycillin → Amoksisilin

The word *amoxycillin* in source text is translated into *amoksisilin* in target text. The meaning of word *amoxycillin* is a semisynthetic penicillin antibiotic with an antimicrobial spectrum similar to that of ampicillin (<http://medical-dictionary.thefreedictionary.com/amoxicillin>). This word in source text is directly transferred to the target text. In target text, this word become popular as the term of the drug content as antibiotic. Therefore, the word *amoxycillin* is popular as antibiotic drug in target language. Eventhough this word is directly transferred, this word is changed in the form. It can be proven in letter **x**, **y**, **c**, and **l** in word

amoxycillin. The letter **x** is changed into **ks** in target text based on the pronunciation. In word Amoxycillin [æmɒksɪsɪlɪn], the pronounce of letter **x** in target text is **ks** in target text. It can be seen in word Amoxycillin is changed into Amoksisilin. While the letter **y** is changed into **i** in target text, it caused the pronounce of letter **y** [æmɒksɪsɪlɪn] in source text is **i** in target text. It can be seen in word Amoxycillin is changed into Amoksisilin. The letter **c** is also changed into **s** in target text, it caused the pronounce of letter **c** [æmɒksɪsɪlɪn] in source text is **s** in target text. It can be proven in word Amoxycillin is changed into Amoksisilin. While the double consonant **ll** in word Amoxycillin is changed into single consonant **l** in target text. One of letter **l** is lost in target text because the sound of double consonant is inclined to single consonant in target text. This word is borrowed taken from source language then introducing new term of drug content in target language. Therefore the procedure applied is borrowing.

Amoxycillin [æmɒksɪsɪlɪn] → amoksisilin [æmɒksɪsɪlɪn]

Based on the above fact, the writer has many reasons for conducting this study. First, the medicines packaging are choosen to be analyzed because the existence of translation on medicines packaging is important for consumer in another country. Here, the translation as the way to translate the information display in medicines packaging. Second, syrup medicines packaging is choosen to be analyse because commonly the translation can be found in syrup medicines packaging than other medicines packaging such as tablet and capsul packaging. Third, to facilitate analysis, the writer uses translation procedures because translation procedures are important to avoid drug misuses by consumer, since the

result of translation should be appropriate in target text. For those reasons, the writer is interested to conduct the study entitled “An Analysis of Translation Procedures Applied In Syrup Medicines Packaging”.

1.2 Statement of the Problems

This study is about analysing the translation procedure in terms used in medicines packaging, the following questions are formulated:

1. What kinds of translation procedures applied in Syrup medicines packaging?
2. What is the translation procedure which frequently appeared in Syrup medicines packaging?

1.3 Objectives of the Study

Relevant to the research questions, this study tries to fulfill the following objectives:

1. To describe what kinds of translation procedures found in the terms applied in Syrup medicines packaging.
2. To describe the translation procedure that frequently appeared in Syrup medicines packaging.

1.4 Significances of the Study

The study is expected to be able to provide theoretical and practical benefits. Theoretically, the result of the study is able to add the reader's knowledge and understanding about translation especially in translation

procedure. Practically, the writer hopes this study is contributed for the reader to concern about the importance of information in medicines packaging and also to be carefull to choose and consume those medicine in daily used to avoid drug misuses.

1.5 Scope and Limitations

In order to make this study not too wide, there are some borders that the writer uses to limit this study. The scope of this study is in translation procedure. The limitation of this study is the direction of four syrup medicine packaging, they Vibramox Amoxycillin, Wood's, Sanmol, and Pondex.