

## TRANSLATION ERROR IN ADVERTISEMENTS

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### ABSTRACT

*The researcher intends to conduct a study to examine advertisement banners that have an error in translating or modifying the word from source language to target language. The research is to investigate the many sorts of translation errors in advertisement banners. The study concentrated on the incorrect translation of source language to target language that occurred in advertising. This research is classified as Descriptive Qualitative Research. Qualitative research is a descriptive method in which data is collected in the form of written or spoken words. The data was collected from 20 public signs in Medan by the researcher. These public signs display the name of the service to the public. After assessment the data, it was discovered that translation error is 70% in spelling mistakes, 10% in grammatical errors, 15% in vocabulary misspellings, and 5% in punctuation. The greatest percentage is found in spelling errors. In the interview section, spelling mistakes and vocabulary misspellings occurred because they did not know how to produce the correct word due to a lack of vocabulary in English. Grammatical errors occurred because they did not know how to arrange the words correctly, and punctuation is the lowest error since it is not difficult to know how to a proper punctuation in text.*

*Keyword : Translation, Advertisement, Translation Error*

### I. INTRODUCTION

Language now becomes a necessity to compete in the scientific, political and business world. It also can unite nations, ethnics and their culture. By language, people can express and communicate their ideas. Moreover, if people want to know everything, they must know the language. The existence of many languages has provoked human being to learn other languages besides their own. Translation has taken its part as a means to relate two different languages. It appears as a simple task to do and yet is not as simple as it seems. Many people are not aware that there are always a cultural and linguistic distance between two languages. As an illustration, every language has metaphors or fixed expressions such as proverbs, idioms and cliches. In order to translate them a translator must comprehend it thus the translation result is the same as the original language. In reproducing good translation in the target language methods are needed as a way of doing something, especially in accordance with definite plan. Translation method, a primary part in the process of translation, has an essential role in reproducing an appropriate translation result.

Public signs refer to words and pictures giving information about people's lives in public places in order to inform, indicate, suggest and warn the public. We can see public signs everywhere. Where there is lodging, traveling, entertainment or shopping, there are public signs. Some public signs aim at encouraging customers to consume. Public signs help to refine people's social behavior, human relationship, enhance manufacturing efficiency, deter the criminals, raise people's spirit, improve living conditions and help to build a harmonious society. It is very important for us to pay more



attention to public signs, especially the translation of them into English in such a crucial period of development of our country. It represents our cultural background and leads our country to enter into the world stage since the world knows better our country through them.

In fact, in the age of globalization, the manufactured products are marketed in countries other than the country of origin. However, non English-speaking audiences will need to know about these products, and they need to understand the benefits and the how-to-use instructions of such products. In this case, globalization in the business world will lead to the need for advertising and the translation of advertising which facilitates global communication among people.

There are some studies investigate the issue of error translating advertisements as (Guo, 2012) states that The current situation of English translation of these signs is not satisfactory, and various cases of poorly translated English signs present foreign readers with a jumbled meaning. The study was done in analyzing the China's advertisement. There are many mistakes in translation the China language into English. The frequent problems in the translation of public signs degrade China's international status as a major role on the global platform.

The same study also completed by (Shehab, 2001), stated that many mistranslation on the advertising brochures. He explored the issue of translated advertising brochures in terms of translation strategies and linguistic inaccuracies by examining a corpus of 35 English - Arabic brochures promoting personal care products. He found that 67% violating of coherence and 33% wrong choice of word in term of linguistics inaccuracies. It means that mistranslation of public signs is an emergent issue that needs immediate attention.

Concerning advertisements in particular, (Hansen, 1997) states that "public sign are among the least examined text types". As a result of the need for research in the field of translating advertisements in general and advertising public sign in particular, the present study is carried out to evaluate the translation strategies and any marks of linguistic inaccuracies in order to facilitate the task for future translators in the field in question. More specifically, this section introduces general aspects related to the topic of the study such as translation and advertising in general, the translation of brochures in particular, and the main purposes of this study.

Standard English version of public signs that may perform intended functions should at least meet the following basic specifications: correct spelling, brief and concise language style, choice of appropriate words, use of frequent words and the consideration of cultural differences. Yet, if we look carefully when walking along the streets in the city we live, when we are in stores, parks, hotels etc., it's not difficult to find many problematic translations of public signs in many public places. These mistranslated public signs are just extremely embarrassing when a foreigner encounters them.

(Afrizal) stated Language now becomes a necessity to compete in the scientific, political and business world. It also can unite nations, ethnics and their culture. By language, people can express and communicate their ideas. Moreover, if people want to know everything, they must know the language. In doing translation A number of spelling mistakes, grammar errors, or translation errors exist in within the translation. There are many people make an error in translating from source language into target language. We can find it in our surrounding spelling mistake and grammar errors are overseen in in advertisement especially banner. Translating is the procees of transferring the meaning, if there is an error in translating a word it might have different meaning or the goal is not accepted.

So from this phenomena the researcher is interested in conducting a study to analyzed some banners which has an error in traslating or adapting the word from source language into target language. Based on the background, the problem of the study would be: What are the types of translation errors in society? To Analye the types of translation errors in advertisement. This mini research focused on the error translation of source language to target language that happened in daily life of society and found out the examples of the error sentence.

## **II. REVIEW OF LITERATURE**

Translation is to reproduce the closest natural meaning of source language information in target language firstly, while its stylistic features of both source language and target language are of second importance. From philosophy, the definition presupposes the determinacy of meaning and ultimate



translation, and it also emphasizes the centrality of original text and the priority of meaning, which neglects the creativity and dynamicity of translation. “Translation is not only the intellectual, creative process by which a text written in a given language is transferred into another.”(Nida, 2004).

The translation of advertisements has evolved during the last decade towards what is now called Advertising Localization. It is not a mere change of designation stemming from computer science vocabulary but a radical change of perspective concerning the real nature and modes of linguistic and cultural transfer from one language into another. The present article explains, in detail, the evolution that took place, its expressions and its stakes in the profession and training of translators in the field of localization.

Translation error, usually a serious error in transfer, which changes the meaning of the original or reads misleadingly in the target language; Includes in particular mistranslations, nonsense, word-for-word and literal translations which are meaningless in the context, and additions which change the meaning of the text. Translation error not affecting the general understandability of the text. Misreading, clumsy transposition in the target language or pointless additions.

According to (Pym, 2014) ,here are several aspects to indicate the translation errors in the text:

1. Grammatical error indicating inadequate command of target language; error capable of giving rise to an interpretation other than that intended.
2. Spelling mistake capable of giving rise to an interpretation other than that intended.
3. Punctuation error, serious if capable of giving rise to an interpretation other than that intended.
4. Vocabulary error.

In teaching learning process especially language teaching, media is very important thing. It caused that media can give the studying experiences concrete and memorable. (Kariman, 1990) says there are variety of media that can be employed in foreign language. In general, they can be into three groups: audio, visual, and audiovisual. Audio for example: phonograph , audio tapes/cassettes, radio. Visual for example: flat material (pictures, poster,banner, flash cards, maps, charts, cardboard figures) three dimensional materials (puppets, dolls, models, real object) projected material (filmstrips, slides, overhead projectors) Audio Visual for example: films, television, tapes/slides, video tapes.

Social media simply are the technologies people use to communicate and socialize with one another, typically online. Walker stated social media has evolved into a big buzz phrase for 21st century electronic communication tools of all kinds, however. Many people also use social media as a broader phrase to describe all kinds of cultural phenomena involving communication, not just the communication technologies themselves.

Often, for example, people use social media to describe the content that people create and share with electronic publishing tools; such material also is referred to as user-generated content.

Most forms of social media are electronic and allow people to communicate and interact with one another using computers, smart phones and the Internet. Social networks (such as Facebook, Twitter, and blackberry messenger) are a subset or particular type of social media.

Social media not only include social networks, but also blogs such as those created with Blogger and WordPress; and microblogging or instant messaging services such as Twitter. Wikis such as Wikipedia and others are forms of social media.

Advertising is the nonpersonal communication of information usually paid for and usually persuasive in nature about products, services or ideas by identified sponsors through the various media. According to (Taflinger, 1996) Advertising is the nonpersonal communication of information usually paid for and usually persuasive in nature about products, services or ideas by identified sponsors through the various media Advertising is the nonpersonal communication of information usually paid for and usually persuasive in nature about products, services or ideas by identified sponsors through the various media.

Banner advertising remains a useful medium for restaurants. It is best when the message is concise, so keep the number of words to a minimum. Banner can be helpful for directions, especially on highways and interstates.

The purpose promotion using a banner advert is the same as for any traditional ad – to attract attention, explain the basics of your product or service and encourage the reader to come and find out more. In comparison, a poster tends to be much more detailed. It might contain a graph, numerical box



or set of instructions. Banner sign is made for outdoor use and can easily be used indoor. It is not available in the open computer labs or over the wireless network. Posters are seen in more localized areas such as shop window or pinned to a tree or wall. Banners can be tied or screwed. The size of the banner will help us choose the right sized rope or eyelet diameter.

### III. RESEARCH METHOD

The type of this research is Descriptive Qualitative Research. Qualitative research is a research of which the data is in the form of written or oral word is descriptive method. This study is considered qualitative because it analyzes the written data in public sign in Medan. Qualitative research always has descriptive quality, it means that the data which are analyzed and the data analysis result have the form of phenomenon descriptive, not nominal form or coefficient about relationship among variable. The researcher took the data from 20 public sign in Medan. These public signs contain name of service to be advertised to the public.

In this research, the writer uses documentation as the way to collect the data. Documentation is a written or printed paper that bears the original, official or legal form of something and can be used to furnish decisive evidence or information. The researcher capture the sign which has an error in translation.

In analyzing the data the researcher used some steps as the following:

1. Captured the banner which has the wrong translation
2. Analyzing the inappropriate translations in the form of the spelling, grammatical, functuation vocabulary error.
3. Analyzing the translation procedures used by translator in translating the sentences from the source language into target language.
4. Classify the word or error translation from the target language until the types of translation.

### IV. DATA AND DATA ANALYSIS

In this study, a number of advertisements that were translated from the source language into the target language were analyzed by the researchers. The findings show that there are a variety of errors that happen frequently during the translation process. First, it was discovered that the translation text frequently contains spelling mistakes. Many times, translators misspell certain words, which makes it awkward and difficult to understand the text being translated. Furthermore, we also spot grammatical mistakes or mistakes in the translation. Ungrammatical sentences can occur when the grammatical structure of the source text is not accurately translated into the target language. Additionally, discovered translation-related or punctuation errors. It might be difficult to read a sentences. Finally, It also take notice of misused vocabulary or translations that employ the incorrect words. Translators often have difficulty choosing the right words to transfer meaning from the source language to the target language, resulting in an inaccurate translation. This finding underscores the importance of a deep understanding of grammar, spelling, punctuation and vocabulary in the translation process in order to avoid or correct these types of errors.

Here several data has been capture by the researcher :



1. Funtastic → Fantastic



2. saloon → salon





3. Area no smoking → no smoking area

The wrong words	The correct words	Types of errors
Acsesories	Accessories	Spelling mistake
Funtastic	Fantastic	Spelling mistake
Area no smoking	no smoking area	Grammatical errors
Doorsmer	doorsmeer	Spelling mistake
Boutiq	Boutique	Spelling mistake
Smoting	smoothing	Spelling mistake
Saloon	Salon	Vocabullary error
Vicial	Facial	Spelling mistake

From data analysis, the researcher found that:

1. Spelling mistake : 14 errors
2. Grammatical error : 2 errors
3. Vocabulary miss-used : 3 errors
4. Punctuation : 1 error

Percentage of the data:

From the data above, it's found that spelling mistake is the highest percentage in translation error (70%), grammatical error 10%, vocabulary miss-used 15% and punctuation 5%. From the interview sheet the researcher found tha people write the wrong word because they dont know the correct one. They adopted the word followed the pronunciation. For example doorsmeer, the people write doorsmer ih his banner, because he didn't have any basic in English. He only see from his friend. It means that people or someone doesn't care about how to write a word well according to the source language, simply it can said that people write the word without considering the correct spelling.

## V. CONCLUSION AND SUGGESTION

After analyzing the data, it was found that translation error in spelling mistake it is 70%, grammatical error 10%, vocabulary miss-used 15% and punctuation 5%. The highest percentage is found in spelling mistake. From the interview section spelling mistake and vocabulary miss-used happened because they didn't know how to make the correct word because they have lack vocabullary in English. Grammatical error hapepened because they dont know how to place the word in good order and punctuation is the lowest error because it not too difficult to know how to put the correct punctuation in text.

Due to the conclusion above, there are some points suggested as follows :





- a) For the shopkeeper and the smartphone user, they have to make an intention in translating the source language to target language because it will give different meaning.
- b) For the readers, this study can be a useful information for them in English translation process, so they can help the owner of the shop to decrease an error in translation.

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