

THE IMPACT OF TRANSLATION TECHNIQUES ON ASSERTIVE SPEECH ACT OF INEZ PRODUCT PAKAGING

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Abstract

This article aims to: 1) find the translation techniques used by translators in translating assertive speech acts in Inez product packaging, 2) finding the speech act shifts, 3) knowing the impact of translation techniques on the quality of translations. The method used in this research is a descriptive qualitative research method. The data source of this research is product packaging and translation. The data is in the form of informational text in the Inez packaging and translation. We found seven speech act shifts from ten data related to assertive speech acts. In addition, the translators use nine translation techniques when translating.

Keywords: Translation technique, assertive, shifting, quality

Abstrak

Artikel ini bertujuan untuk: 1) menemukan teknik penerjemahan yang digunakan penerjemah dalam menerjemahkan tindak tutur asertif dalam kemasan produk Inez, 2) menemukan pergeseran tindak tutur tersebut, 3) mengetahui dampak teknik terjemahan terhadap kualitas terjemahan. Metode yang digunakan dalam penelitian ini adalah metode penelitian kualitatif deskriptif. Sumber data penelitian ini adalah packaging produk Inez dan terjemahannya. Data berupa teks informasi dalam kemasan Inez dan terjemahannya. Kami menemukan tujuh pergeseran tindak tutur dari sepuluh data yang berkaitan dengan tindak tutur assertive. Selain itu, penerjemah menggunakan sembilan teknik penerjemahan saat menerjemahkan.

Kata kunci: teknik penerjemahan, asertif, pergeseran, kualitas

1. INTRODUCTION

Translating is a complex journey. The struggle in finding the word equivalent and the complexity of the grammar could cause an inaccurate, unacceptable, and non-understandable translation. The quality of those types of translation could be analyzed through pragmatics. A translation of a *makeup* product packaging is a type of pragmatic translation. Product packaging texts have particular language characteristics. Word choices used in the packaging are particularly important as they greatly influence the purchase decision. In addition, pragmatics studies language in its context. The focus of pragmatic translation is on the information accuracy delivered from the source text. The assertive speech act includes activities of stating, suggesting, boasting, complaining, claiming. Referring to an assertive translation that functions to state something directly, to state about the truth of a particular expression whenever it is translated into the target language, which makes the accuracy of the expressions and acceptability a very important aspect.

This article focuses on analyzing the assertive speech acts. There are some speech acts found in product packaging. Assertive speech acts can be found in the packaging of the makeup brand Inez. We found some issues in the translation text of the packaging of Inez make up products. The problems include lexical, grammatical, and structural errors which cause a shift in meaning, even a shift in the speech acts. These translation errors cause the translation result to be lacking and unqualified. This is the example of translation in Inez packaging product:

SL: Tersedia dalam corak warna Natural Glow, Ivory Glow, dan Beige Glow. Kemasan eksklusif Inez Face Powder dilengkapi penyaring yang sengaja dirancang agar bedak tidak mudah menggumpal dan dapat digunakan setiap saat

TL: Is available in shades Natural Glow, Ivory Glow, and Beige Gloe. The Face Powder drum is fitted with a sifter, to use just remove the protective disc, re-insert the cotton puff, close the lid and tap the powder drum a bit. Now you will have exactly enough powder available on the puff to use. Thus without spilling or using too much

We found some issues in the translation text of the packaging of Inez make up products. The problems include lexical, grammatical, and structural errors which cause a shift in meaning, even a shift in the speech acts. These translation errors cause the translation result to be lacking and unqualified.

Research related to the impact of the translation technique to the speech act has been done before. Some of the researches that become our references in making this article are; Translation Technique on Translation of Commissive Speech Act' Responses in Dark Matter Novel on March 10, 2020, by Dewi Santika, Mangatur Nababan, and Djatmika. This research examines the translation technique used by translators to translate commissive speech action responses and how they affect the quality or shift of commissive speech responses in the target language. Translation Techniques on Po's utterances in *Kung Fu Panda 3* Subtitles (Pragmatic Approach). This research aims to find out the translation quality and the translation techniques of the main character in *Kung Fu Panda 3*, Po's utterances in movie subtitles. The Impact of Translation Techniques on Politeness Strategies in Giving Advice by Havid Ardi, M.R. Nababan, Riyadi Santosa, Djatmika Djatmika (2018). This research aims to explore the translation of politeness markers in giving advice of the main characters in a novel entitled *Deception Point*. (4) An Analysis of Translation Techniques and Quality in Terms of Accuracy, Acceptability, and Readability of Pi's Expressive Speech Act in The Film Entitled *Life of Pi* by Vibry Andina Nurhidayah (2013). This

research aims to analyze the accuracy, acceptability, and readability of the main character's expressive utterance in the *Life of Pi* movie. The Impact of Techniques and Translation Ideology on Clarity of Pragmatic Meanings Translation of The Qur'anic Imperative Verses by Mohamad Zaka Al Farisi (July 26, 2017). This research aims to reveal the subtle translation of imperative verses of the Qur'an.

Based on this review, it can be concluded that the study of the impact of the translation technique in the translation of assertive speech act in the beauty package is rarely to study. Mostly, previous research uses films and novels as their objective. For that reason, we found a gap to examine the translation techniques used by the translator to translate assertive speech act on a beauty cosmetic package, Inez cosmetic, and their impact on the translation. We also arrange the questions related to the research gap: What are the translation techniques used by the translators to translate text on the INEZ cosmetic package and how the translation technique affects the shifting of assertive speech acts and meaning.

According to Nababan (2008: 24), the translation process can be described as a set of process activities that relay messages from the source language to the target language performed by a translator. The translator's competencies strongly influence the process. The translation process begins with the identification of the lexicon, the grammatical structure, the situation of communication and the context of the structure of the text of the source language, and grammatical structure, suitable and acceptable in the target language (Larson, 1984: 2). Suryawinata (2003: 20) added one phase in the process of translation, namely assessment and revision.

In translating meaning from a source text into the target language, a translator can face certain problems. Nababan (2008:55) explains such issues that are becoming obstacles for the translator. It may be induced by the different structures between two languages, the nature of semantics and stylistics, the skill of the translator, and the consistency of the source text.

1) The different system of language

The language system is related to the grammatical, morphological, phonological, and semantic structure. The source text has a different language structure to that of the target text. For example, as in the English language system, the Indonesian language does not need to use tenses in its sentences.

2) The complexity of semantics and stylistic

The second aspect that is a translation problem is the difficulty of semantics and stylistics. Complexity in Semantics refers to the socio-cultural context. Cultural terms cannot be translated into source language because the target language contains no equivalent. The example is the

kebaya or jarik originating from the Indonesian language. The appropriate translation into other languages could be difficult to find. In the meantime, stylistic deals with text styles of different languages.

3) Translator competence

A translator is required to have good competence in the study of translation to produce a good quality of translation. A translator should have the competencies, such as expertise in grammar, sociolinguistics, rhetoric, politics, and the main thing is the capacity to move text from a source language to the target language.

4) The quality of the source text

The translation process can be affected by the quality of source text. Translators may have a problem. Source text can contain errors in grammar, misspelling, or unclear sentences. These errors make it difficult for the translator to analyze and traduce the source text.

The technique of translation differs from that of translation. Molina and Albir (2002) emphasize that translation strategy is a tool used by the translator to solve translation problems and is related to the translation process, whereas translation technique is simply a product orientation. The translation technique specifies techniques for evaluating and classifying how the equivalence of translation works, and each technique has five characteristics that affect the outcome of the translation, categorized by comparison with the original, affecting the micro-units of text, discursive and contextual by nature, and functional. Molina & Albir (2002) classify translation techniques into 18 types: adaptation, amplification, borrowing, calque, literal translation, compensation, description, discursive creation, established equivalent, generalization, particularization, linguistic amplification, linguistic compression, modulation, reduction, substitution, transposition, variation.

Brunette's translation quality evaluation (2000: 173) is the estimation of the accuracy of a translated text for management purposes which was later used to determine the content of the translations. This work applied the model proposed by Nababan et al (2012) for the Translation Quality Assessment (TQA). The main aspects of the quality evaluation of translation are precision, acceptability, and readability.

1. Accuracy

The factor of accuracy refers to the equivalence of a text in the language of origin and target language. The significance was given as close to the original text or source text. Reducing or inserting the

source language message into a target language may also decrease the degree of precision. The level of accuracy in categories includes accuracy, less accuracy, and inaccuracy. Accurate references to the meaning from the source language is accurately translated into the target language and meaning are not distorted. Less accurate means that some meaning distortions or multiple meanings of the translation still exist or some that interfere with the integrity of the message are omitted.

2. Acceptability

Acceptability is linked to the translation which already conforms to the target language system's norms and cultures. Therefore target readers would embrace the outcome of the translation because of the different cultural contexts between the source language and the target language. Loan terms may affect acceptability on the site acceptability type includes acceptable, less reasonable and not suitable. Appropriate means that the translated text is widely used, is familiar to the readers, and complies with target language requirements. While the translation feels normal, there is still some grammatical error that can cause translation to be less appropriate. Whereas unacceptable refers to a translation that does not sound normal, that is not widely used by the target readers, and that does not conform to the target language.

3. Readability

According to Bailin and Grafstein (2016:177), "readability is concerned with the degree to which what is conveyed by written texts is simple or difficult to understand." The readability factor mainly intended for the target readers because translation in the form of written text as a communication tool must be readable or easily understood by them. As with the aspect of accuracy and acceptability, readability also consists of three scores that are readable, less readable, and unreadable. Readable, target readers can easily grasp the text translated. Less readable means that particular parts of translated text should be read more than once to understand the translation. Unreadable means the target readers find the text completely hard to understand.

Yule (1996:36), defines that, pragmatics is interested in interpreting meaning as conveyed by a speaker and understood by the listener. There are some talk acts in pragmatics, one of them being the assertive speech act. Searle (1993) stated that assertive is a discourse intended to convey the validity of the statement. According to Searle (1993), the assertive act of speech included:

a. Stating/saying

Saying is for people to express their thoughts or hearts and the "say" speech act is the act by means of making one's mind communicate to the listener.

b. Explaining

Explaining is a person who tells the listener of something that the listener is unaware of and the details become apparent. The object of the "explained" speech act is the act of substitutions sent to the listener by the speaker to clarify anything which has not been already understood.

c. Informing

The actual incident being spoken is informing. Thus, speech acts intended to "tell" are speech acts performed by a speaker to inform the listener of the incident in question.

d. Asking

Asking is getting some feedback on the unlearned from someone else. The object of this case was to get details.

e. Convincing

Convincing is the effort a person makes to believe in what has been said and to make others believe. The "convincing" speech act is, therefore, the act of expression by substitutions with the intention of trying to make others believe in what it communicates. The speaker talks to the listener to persuade that which still doubts

f. Justifying

Justifying is to see what is known or seen is right, or to accept the facts and the "justify" speech act is a concrete expression of action to justify an opinion, to accept an action or to strengthen opinions

g. Doubting

Doubt is doubting an uncertain thing. The object of the speech act is to cast doubt on a person's capacity and promise, the less vague circumstances or something unclear.

2. RESEARCH METHOD

This study used a descriptive qualitative method in which the data are written descriptively. The sample of this study is a makeup brand's product packaging named Inez which is selected purposely based on the equivalency and acceptability of the text. The data of this study is in the form of the assertive

speech act. The result of the evaluation is to prove the quality and accuracy of the translation. The process to obtain the data is from analyzing Inez's product packaging texts ranging from face, eyes, and lips products. This study focuses to analyze the assertive speech acts found in the packaging texts and the shift that happens in the translation process. Identifying the technique used in the translation process is also very crucial for the data.

These steps below are the process to analyze Inez's product packaging. Firstly, we chose the brand Inez because despite that it is a popular brand, the translation of its packaging texts has many errors and inaccuracies. Secondly, we started to examine the errors of the ST as well as the TT. While reading the packaging texts, we categorized the texts that are included in assertive speech acts. Next, the speech acts are compared between the ST and the TT to found shifts and imprecision in the translation. Lastly, we found out the techniques that are used in order to acknowledge the shift that happened in the translation process.

3. FINDINGS AND DISCUSSION

In this research, we analyze the impact of translation techniques on the shifting of the assertive speech act and the meaning of Inez product packaging. The author found that there were some shifts in speech acts on the results of the translation. In this study found 10 assertive speech acts contained in *Inez Product Packaging*. There are four types of speech acts assertive; informing, explaining, justifying, and convincing. The translators use nine techniques to translate the text, they are particularization, deletion, amplification, addition, generalization, modulation, reduction, borrowing, and literal translation. Here are some examples of data findings with assertive speech acts:

1. SL: Eyeshadow collection merupakan rangkaian tata rias mata dalam bentuk serbuk yang dimampatkan, memberikan kemudahan dalam pemakaian dan mudah diaplikasikan.
TL: Eyeshadow collection presented in the form of pressed powder in a compact container, for an easy carry around while at the same time also easily applicable.

In the phrase "rangkaiannya tata rias mata", the translator does not translate the phrase into the text of the target language. This resulted in a shift in meaning in the understanding of eyeshadow collection because it caused ambiguity. According to the authors, translators use reduction techniques. Theoretically, the reduction technique according to Nababan is the information in the source text that is partially committed in the target text.

In addition, the translator also uses the addition technique when translating the phrase " dalam bentuk serbuk yang dimampatkan " to "pressed powder in a compact container". The addition of 'in a

compact powder' also changes the meaning of the phrase because the source language does not explain that the powder is compacted in a box.

The choice of words by translators in the phrase "kemudahan dalam pemakaian" to "carry around" causes a shift in meaning. Carry around means easy to carry while the purpose of the source language is to use eyeshadow collection to make it easier when blending with other colors, the use is not complicated so it is easy to use.

Overall, the source text sentence is an assertive informational speech act because it provides information about the eyeshadow collection. However, when the text is translated, the sentence shifts to assertive explanatory speech acts because it explains more in detail that can be seen from the phrase "in a compact container". So, we concluded that the sentence experienced a shift in meaning and speech act.

2. SL: Memberikan bayangan pada mata, sehingga penampilan lebih menarik. Tersedia beragam pilihan warna yang disesuaikan dengan kepribadian wanita modern.

TL: Available in a different collection of shades, which are specially combined to enhance the look of your eyes.

Here, the translator uses the modulation technique when translating because the translation results change the point of view structurally. The translator translates the two sentences into one sentence, causing some phrases to disappear such as "memberikan bayangan" and "kepribadian wanita modern". We suspect that the translator also uses a reduction technique to translate the sentence. Word deletion causes the meaning of the sentence to shift because it removes information from the target language's text. The sentence is an assertive speech act of convincing speech in the source language text, but the sentence is shifted to assertive justifying speech act.

3. SL: Correcting cream digunakan untuk memberikan nuansa warna tersendiri pada dasar tata rias wajah dengan menyamarkan bagian-bagian wajah yang ingin ditutupi.

TL: Correcting cream available in the same shades as "Inez Concealing Stick" and same strength to cover skin imperfections such as heavier pigmentation.

In this sentence, the translator uses modulation techniques to translate because it changes the lexical and structural point of view. Changes in the lexical point of view can be evidenced in the phrase "pada dasar tata rias wajah dengan menyamarkan bagian-bagian wajah yang ingin ditutupi" translates to "the same strength to cover skin imperfection such as heavier pigmentation." In that sentence, it can also be seen that the use of the conjunction "and" indicates a structural change in perspective. The choice of diction also influences the utterance of speech acts on the translation and even changes the meaning such

as the phrase " digunakan untuk memberikan " become "available" and " nuansa warna tersendiri " to "in the same shades as Inez Concealing Stick". The translator also uses some addition techniques. According to Nababan (2010), the addition technique is the translator adds more information to clarify the concept in the source language to the target text.

Besides addition, the translator also uses a borrowing technique, *the Inez Concealing Stick*. This clause also identified the use of reduction techniques on the phrase " pada dasar tata rias wajah ". "Correcting cream digunakan untuk memberikan nuansa warna tersendiri...." is a speech act of assertive explaining speech because it explains the function of correcting cream. In the target language, the sentence shifts to assertive informing speech act because the sentence provides information that correcting cream is only available in one color.

4. SL: Tersedia dalam dua pilihan warna yaitu: Light (cenderung terang) dan Medium (cenderung gelap).

TL: If you prefer an application done with your fingertips, or a more professional way of use, namely to correct imperfections, with a puff. The use of correcting cream, makes it possible to have a slightly thinner and larger area of coverage.

"Tersedia dalam dua pilihan warna yaitu: Light (cenderung terang) dan Medium (cenderung gelap)" is an expression of assertive informing speech acts because it provides information related to the colors available in correcting cream. The translator uses the technique of deletion when translating the sentence. Theoretically, the deletion technique is the translator deletes the whole information in the source language. The deletion of the sentence makes the translation less accurate and the message of the text is incomplete. The sentence in the target language text can be said not the result of translation because the translator adds new information that is not related to the source language text, so there is no equivalent of the source language text and target language text.

In the target language text, "If you prefer an application done with your fingertips, or a more professional way of use, that is, to correct imperfections, with a puff" is a directive speech act utterance because the speech act is intended so that the speech partner takes an action. In the sentence "the use of correcting cream, making it possible to have a slightly thinner and larger area of coverage" is an assertive speech act of convincing because it assures the reader that correcting cream can help to cover the face. So it can be concluded that the message in the source language text sentence was not delivered because of being waited on by new information where the translator used the deletion technique.

5. SL: Blusher with brush tersedia beragam piligan warna yang kusus diciptakan untuk menampakan kecerahan pipi anda dan menciptakan rona wajah yang menarik.

TL: Blusher with brush available in selective shades to allow you to perform a real professional highlighting of your cheeks and to create a modest attractive blush.

Translators use literal translation techniques because they translate word for word. This results in the inappropriate selection of words. So the results of the translation look stiff and difficult to understand as in the word "kecerahan", the translator translates into "highlighting". The translation looks very literal and the use of the word is not right. The word "kecerahan" is more commonly translated as "brightness". The sentence is an assertive informational speech act, when the sentence is translated into an assertive informational speech act because the translator uses the literal translation technique.

6. SL: Inez blusher dapat digunakan untuk mengoreksi bentuk wajah agar tampak cantik, menarik, dan sesuai misalnya untuk menonjolkan tulang pipi, membuat bentuk wajah tampak lebih lonjong atau bulat.

TL: Apply after your liquid foundation and before the face powder. The various shades may be used to highlight your cheekbones and/or to make your face look longer or more round, to obtain a more lovely, wild, and attractive look.

Translators use addition techniques when translating source language texts into target languages. The addition is a directive commanding speech act because "Apply after your liquid .." the sentence tells the reader to take an action. In addition, translators use modulation techniques because they change the structural viewpoint. That can be seen from the sentence " Inez blusher dapat digunakan untuk mengoreksi bentuk wajah agar tampak cantik, menarik, dan sesuai ", the translator changes the position of the sentence at the beginning to the end. The author also found that translators use the reduction technique on the phrase "Inez Blusher" and convert it to "the various shades" because Inez Blusher has a variety of colors. The sentence of the source language text is assertive speech act convincing and when translated into the target language the text does not experience a speech act shift because the translator uses literal techniques when translating the entire text. The use of techniques when translating causes the translation results to be less natural and rigid.

7. SL: Kemasan eksklusif Inez Face Powder dilengkapi penyaring yang sengaja dirancang agar bedak tidak mudah menggumpal dan dapat digunakan setiap saat.

TL: The Face Powder drum is fitted with a shifter, to use just remove the protective disc, re-insert the cotton puff, close the lid and tap the powder drum a bit.

In this phrase 'Kemasan eksklusif Inez Face Powder', the translator didn't translate the phrase completely into the target language text. The translator translated 'Kemasan eksklusif' to 'drum' where the two words have different meanings and are not equivalent. The translator used the particularization technique to translate the phrase. According to Nababan, particularization is a technique used by using more concrete or precise terms. The translator also did the deletion strategy by removing the word 'Inez' which is the brand of the product. This results in a decrease in accuracy because it is unnecessary to delete the brand name into the target language text while translating.

Furthermore, the translator also applied the deletion technique to the phrase yang sengaja dirancang agar bedak tidak mudah menggumpal dan dapat digunakan setiap saat.' The translator removed the phrase and replaced it or applied the amplification technique by adding information in the form of the procedure text 'to use just remove the protective disc, re-inserting the cotton puff, close the lid and tap the powder drum a bit'. This addition has also shifted the charge from phrases in the source language. In the source language, the phrase contained assertive informing speech acts, whereas in the target language there is a shift to directive speech acts. This caused a shift in meaning in the results of the translation and reduced the level of accuracy of the translation results.

8. SL: -

TL: Now you will have exactly enough powder available on the puff to use. Thus without spilling or using too much.

The translator did the addition technique by adding 2 additional sentences that were not found in the source-language text. The translator did the addition technique and added sentences containing assertive speech acts to add an extra piece of information about the powder so that it can attract the reader's attention. According to Ayora (1977), addition technique is used to add more words into the target message in order to make it clearer. The sentences in the target language text are not the result of translation because the translator adds new information that is not related to the source language text, so there is no equivalent of the source language text and target language text.

9. SL: Merupakan perpaduan antara alas bedak dengan bedak padat yang diciptakan untuk menyempurnakan tata rias wajah dengan nuansa warna yang lembut alami serta cerah berseri.

TL: A perfect combination of foundation and compact powder, especially created to complete your face make up.

In this sentence, we found 2 problems in the source language text and the target language text. First, the translator did the addition technique by adding the word 'especially' to the text of the target language. The addition technique employed by the translator could be an explicit statement of information that was merely implied or hinted at in the source text. The translator performs the technique to state that the product is especially created for special purposes. Second, the translator used the deletion technique on the phrase 'dengan nuansa warna yang lembut alami serta cerah berseri.' In this technique, the translator deleted the whole information in the source language. The deletion of the sentence makes the translation less accurate and the message of the text is incomplete.

10. SL: Kandungan UV Protection melindungi kulit dari sinar ultraviolet matahari dan diperkaya dengan ekstrak Mulberry yang berperan membantu membuat wajah tampak cerah.
TL: Contains UV Protection to protect your skin from harmful ultraviolet rays, enriched with Mulberry Extract to help brightening your skin.

In this sentence, the translator used the addition technique by adding the word 'harmful' to the text of the target language. The translator added the word to add information about ultraviolet rays. Furthermore, the translator also used the generalization technique of the word 'wajah' in the source language text and translates it to 'your skin' in the target language text. Generalization occurs when a word or phrase in the source text is translated into broader and more general terms in the target text. The words translated have different meanings and are not equivalent, it reduces the level of accuracy of the translation results.

4. CONCLUSION

In general, it can be concluded that the translation technique used to translate the speech act assertive speech in *Inez Product Packaging* has a negative impact on the quality of the translation, especially on the aspects of accuracy and acceptability. The technique used by the translator results in a shift in meaning and speech act so it gives a significant effect on the overall quality of the translation because judging from the findings, the translator is considered less able to transfer messages in the source language.

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