

The sentence “1 takaran beras adalah isi beras sampai garis 160 pada gelas takaran” in the bold type in the target language text above is information meant by the source language. The additional information aims to carry an equivalent communication load. This causes structural adjustment or “rank shift” in translation.

4. Dynamic translation

In electric cooker’s operating instruction labels that have been analyzed, the writer finds 15 dynamic translation. The translator uses this type of translation to provide equivalent appropriateness. In other words, dynamic translation attempts to convey the thought expressed in the source language (if necessary, at the expense of literalness, original word order, the source text grammatical voice, etc). This type of translation represents emphasis, respectively, on readability and on literal fidelity to the source language text. The text “**Don’t touch steam vent hole during cooking**” in the source language text on Yong Ma operation steps above is translated into the text “**Selama memasak, jangan menyentuh lubang ventilasi uap**”. The translator chooses the appropriate equivalence to transfer the message and information of the source language. The translator uses the natural form of the target language, both the grammatical structure and the choice of equivalence. It means that this translation type represents emphasis, respectively, on readability and on literal fidelity to the source language text. The content of text on the source language above is transferred to the natural form of the source language.

V. DISCUSSION

There are eleven translate on types stated by linguists, but in electric cooker’s operating instruction labels that have been analyzed, the writer only found four of them. They are Pragmatic translation, dynamic translation, free translation, and literal translation. The data will be analyzed to determine the translation types that are used on electric rice cooker Yong Ma, Cosmos, and Maspion. The data is analyzed through the cross language -equivalence. The writer describes the translation types toward cross language-equivalence using descriptive method. From three electric cooker’s operating instruction labels that have been analyzed, the writer finds that the number of target language texts is 78 texts. The translation types of those texts consist of 9 literal translations, 22 free translations, 32 pragmatic translations, and 15 dynamic translations. Most of instruction texts that are translated using pragmatic translation cause rank – shift in the target language text, while most of instruction texts that are translated using free translation cause loss in the target language text.

In every electric cooker’s operating instruction labels uses different translation type to transfer the message of the source language. In electric cooker Yong Ma, the common translation types that are used are pragmatic translation type to transfer the message of the source language. In electric cooker Yong Ma, the common translation types that are used are pragmatic translation, and in electric cooker Cosmos, the most common

translation types used on the instructions are pragmatic translation, while in electric cooker Maspion, the most common translation type used are free translation. It shows that most of the instruction texts use pragmatic translation because this type of translation is transferring the message from one language to another by tries to maintain the information rather than the form of the source language. In every part of instruction is always found pragmatic translation because this type of translation is the most suitable translation type to transfer the message of the source language. The second common translation type that is used is free translation. This type of translation is transferring the meaning of the source language by using the translator own words.

VI. CONCLUSION AND SUGGESTION

Based on the result of the study above, the conclusion of the study as follows: Most of electric cooker’s operating instruction labels using pragmatic translation and dynamic translation to transfer the messages so that the electric cooker’s user are easier to understand the information of the products. Most of source language texts that are translated using pragmatic translation cause “rank shift” in those target language text, while the most of source language text that are translated using free translation cause “loss” in those target language texts.

Instruction labels, as an important guidance in operating tools, should give balance information and the information should be easy to be understood, so that the product user will be clearly informed about the product, so determining the appropriate translation types is absolutely needed.

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