WORD LEVEL EQUIVALENCE IN A
ADVERTISING HEADLINE TRANSLATION

a final project
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in English

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ABSTRACT


Keywords: Advertising Headline, Equivalence.

Translation is converting message from the source language to the target language. In translation, various problems arise as it involves more than one language with different characteristics and cultures. It is why there are many strategies used by the translators to overcome the problems.

This final project mainly aims at finding the strategies used by the translator in translating the advertising headlines as found in Youtube’s website. There are 86 advertising headlines as sample data from English into Indonesian. The study focuses on the classification of word level equivalence that in translating a source text (in the case English) to a target language (Indonesian) we can use some strategies to get the closest equivalent word so that natural and acceptable translation can be achieved.

This final project was a qualitative study, presenting an analysis on how the English advertising headlines in Youtube’s website was translated into Indonesian. Observation and document were used in collecting the data. The document was taken as the data was in the form of printed texts: English - Indonesian advertising headlines. The observation involved several steps namely observing, identifying, classifying, and evaluating, and the data were analyzed descriptively.

The finding of the analysis are follows: The strategies used by the translator to overcome the problems in translating advertising headlines are translation by paraphrase using unrelated words (39.53%), translation by paraphrase using a related word (22.09%), translation by omission (15.12%), translation by a more specific word (10.47%), translation by a more general word (6.97%), translation by a more neutral word/less expressive word (4.65%), and translation using a loan word (1.16%).

Suggestions drawn from this study is that to produce a good and natural translation, translators should constantly make choices of the most suitable strategies that can overcome the problems and difficulties of translation problems of non-equivalence in the level of word.