

**THE UNNATURALNESS OF TRANSLATION OF INDONESIAN PUBLIC  
SIGNS INTO ENGLISH IN MEDAN**

**SKRIPSI**

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**By**

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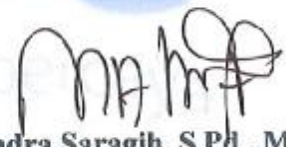
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Demikian pernyataan ini dengan sesungguhnya dan dengan sebenar-benarnya.

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## ABSTRACT

**Selaras. Reg. No. 1602050168. The Unnaturalness of Translation of Indonesian Public Signs into English in Medan. A Thesis. English Education Program, Faculty of Teacher Training and Education, University of Muhammadiyah Sumatera Utara Medan, 2020.**

This research aimed to discover (1) the kinds of unnatural Indonesian-English translation of public signs in Medan city; (2) To investigate the appropriate techniques to avoid the unnatural Indonesian-English translation of public signs in Medan city. This research was done by applying descriptive qualitative method. The data of this research were Indonesian-English public signs found in Medan city. The data were analyzed by using qualitative descriptive analysis proposed by Miles and Huberman. The findings of this research showed that: (1) there were four kinds of unnatural translation found in Indonesian-English translation of public signs in Medan city. They were spelling mistakes, change or loss information, grammatical mistakes and inappropriate choice of words; (2) There were some techniques can be used to avoid the unnatural translation found in Indonesian-English translation of public signs in Medan city. They were borrowing, adaptation, and transposition technique.

**Keywords :** *Unnatural translation, Public Signs.*

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Medan, May 2020

**Selaras**  
**1602050168**

## TABLE OF CONTENTS

<b>ABSTRACT</b> .....	<b>i</b>
<b>ACKNOWLEDGEMENTS</b> .....	<b>ii</b>
<b>TABLE OF CONTENTS</b> .....	<b>iv</b>
<b>LIST OF TABLES</b> .....	<b>vi</b>
<b>LIST OF FIGURES</b> .....	<b>vii</b>
<b>LIST OF APPENDICES</b> .....	<b>viii</b>
<b>CHAPTER I INTRODUCTION</b>	
A. The Background of the Study .....	1
B. The Identification of Problems .....	4
C. Scope and Limitation .....	5
D. The Formulation of the Problems .....	5
E. The Objectives of the Study .....	5
F. The Significance of the Study .....	6
<b>CHAPTER II LITERATURE REVIEW</b>	
A. Theoretical Framework .....	7
1. Translation .....	7
2. Unnaturalness of Translation .....	11
3. Translation Techniques .....	16
4. Public Signs .....	21
B. Relevance of Study .....	22
C. Conceptual Framework .....	24



### **CHAPTER III RESEARCH METHODOLOGY**

A. Location and Time of Research .....	27
B. Data and Source of Data.....	27
C. Research Design.....	27
D. The Technique of Collecting the Data .....	28
E. The Technique of Analyzing the Data.....	29

### **CHAPTER IV DATA ANALYSIS, FINDINGS AND DISCUSSION**

A. Data Analysis .....	30
1. Data Reduction.....	30
2. Data Display.....	38
B. Findings .....	47
C. Discussion .....	47

### **CHAPTER V CONCLUSION AND SUGGESTION**

A. Conclusion .....	50
B. Suggestion .....	50

<b>REFERENCES.....</b>	<b>52</b>
------------------------	-----------

<b>APPENDIX.....</b>	<b>54</b>
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## LIST OF TABLES

Table 4.1 Data Display Kinds of Unnatural Translation and Technique to Avoid the Unnatural Translation .....	38
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## LIST OF FIGURES

Figure 2.1 The Translation Process .....	10
Figure 2.2 The Conceptual Framework .....	26
Figure 4.1 Kinds of Unnatural Translation Found in Public Signs.....	41
Figure 4.2 Translation Techniques to Avoid the Unnaturalness.....	43

## **LIST OF APPENDIXES**

- Appendix I The Unnatural Translation of Public Signs in Medan City
- Appendix II K-1 Sheet
- Appendix III K-2 Sheet
- Appendix IV K-3 Sheet
- Appendix V Berita Acara Bimbingan Proposal
- Appendix VI Lembar Pengesahan Hasil Seminar Proposal
- Appendix VII Surat Izin Riset
- Appendix IX Berita Acara Bimbingan Skripsi
- Appendix X Surat Keterangan Selesai Riset
- Appendix XI Surat Pernyataan Bebas Plagiat
- Appendix XII Curriculum Vitae

# CHAPTER I

## INTRODUCTION

### **A. The Background of the Study**

The signs that are shown publicly, offering a kind or warning, direction, notification and other closely related literal or graphical information was called Public Signs (Hayati, 2014). Public signs are considered a very crucial component to the language environment of a city, especially a big city such as Medan city. Public sign means the text language for people in public. There are many identical expressions, such as sign language, logo, signs, and slogans and so on. These terminologies have been replaced in government standard conception by a new general popular terminology that is the public sign. Public sign is a unique kind and it has been affect in almost every aspect of our lives insinuating into every aspect of society, such as street signs, slogans, warning language and store signs.

Public signs are useful, functioning differently due to different moments and settings. Public signs provide information, instruction, reference and warning (Leong, 2016). Public signs are categorized as the crucial part which consist of language and human circumstances in the International city and tourist target. Medan, as the neighboring place of some beautiful tourist destinations such as Bukit Lawang and Parapat, has a considerable role in the field of tourism and more tourists want to explore and visit Medan. So, the portrait of the public signs is very crucial. Translation of public signs represent an International level of environment establishment in a city whether the appropriate use

of public signs will have a straight effect on the portrait of the city in International. So, the public signs translation has a developing importance. As the matter of fact, the unnatural translation of public signs are seen in Medan city.

The public signs has a function to persuade people to do or not to do an activity. Thus, the strong words are required to be used to grab the attention of people and arouse sufficient associative meanings (Basnet, 2015). In literal translation, the wrong translation can be solved through additional information or footnote, but such additional information can not be used in public signs translation since public signs are strictly restrained by time and space. Therefore, in translating the public signs, the translator often makes the wrong translation and it causes the unnaturalness of the translation.

Many English texts in public signs in Medan are seen as in accommodations, restaurant, and shops. Medan as the neighboring city of Parapat and Bukit Lawang in North Sumatera province, Indonesian-English public signs are used greatly at public settings such as hotels, restaurants, shopping centers, parking areas, public conveniences and other places to convey information to the people both Indonesian and tourists. Public signs have a number of different characters. For example, in form of a single board, paper or metal, with the words clearly written or picturess in large print for people to see or read from a distance. Due to the constrains of concrete area, the sentences used in public signs are always compact, delivering essential information in just a few words or phrases, such as 'wet floor' and 'no smoking'. The public signs translation can be considered as a special scope which needs proper strategies to deliver the messages from the source language text (SL) to the target language text (TL).

Usually, public signs are known in the form of a few words or phrases or sentences, pictures, or words followed by a picture, which has function not only as a face of the city and the nation but also as the first inviting card given to the tourists. In addition, public signs have exact functions as conveying messages, warning, or instructing. But, it is disappointing that the wrong translations of the public signs are often seen in some areas. The example can be seen in a public sign of a hotel in Medan city in which the analysis is as follows:

Source Language : *Selamat datang*

Target Language : Well come

It can be seen from the data above, the owner of the hotel translated *selamat datang* into 'well come'. By checking at the Indonesian-English dictionary, it is known that to greet the guests by saying *selamat datang* in English it should be 'welcome'. From the data above, it can be inferred that the translator is having mistranslation in the public sign. The translation is not natural. The naturalness can be considered as the requirements for the target language usage which makes the translation read naturally and meet the context (Shei, 2014). The natural translation does not seriously spoil the general meaning of the text; although, to some area, it distorted the writer's intention, disappointed readers for not fitting that set of requirements.

The unnaturalness in translation can be viewed from the linguistic aspect, analyzing the bulky use of words, sentences, grammatical structures (Lan, 2016). In public sign translations, the use of words or phrases and grammar rules are crucial. In translating the signs into English, a comprehension of linguistic

aspects of the public signs is needed to permit the researcher in studying the translations of the public signs.

The essential features of public signs should consider the correct grammar rules and spelling, with a simple and fair language, a proper choice of word, words which used in common, and understand the cultural variations (Guo, 2012). The public signs required to use short words or daily language with simple vocabularies, fair and sharp. It is in order to meet the purpose of creating the public sign, which is to give people the message in a brief time. The use of unusual words or phrases, slang words, misspelling words, or technical terms needed to be avoided. Inappropriate use of words or phrases and grammatical structures are categorizes as the unnatural translation as well.

The fact that many mistakes found in the English public signs translation is necessary to be identified and solved since the public signs play crucial roles in society and environment (Aprianti, 2019). It triggers the researcher to do deeper investigation in the unnaturalness translation of public signs in Medan city since Medan city is one of the big city in Indonesia.

## **B. The Identification of Problems**

In line with background of the study above, the research problems can be identified as the following:

1. Mistranslation of Indonesian-English public signs often found in Medan city.
2. Translating the Indonesian-English public signs requires a set of requirement to produce the natural translation.



3. The occurrence of the unnatural translation of Indonesian-English public signs is assumed to be caused by various reasons.
4. The phenomenon of unnatural translation in Indonesian-English public signs needs to be solved.

### **C. Scope and Limitation**

The scope of this research focused on the unnaturalness Indonesian-English translations of public signs in Medan city. The data is limited to the Indonesian-English translations of public signs in Medan city which is considered as unnatural translation based on the criteria of natural translation proposed by the theories.

### **D. The Formulation of the Problems**

In line with the background of the study, the research questions to be investigated are formulated as follow:

1. What kinds of unnatural Indonesian-English translation found in public signs in Medan city?
2. What techniques should be used to avoid the unnatural translation of Indonesian-English public signs in Medan City?

### **E. The Objectives of the Study**

In accordance with the formulation of the problem above, the objectives of this study are:

1. To investigate the kinds of unnatural Indonesian-English translation of public signs in Medan city.
2. To find the appropriate techniques to avoid the unnatural Indonesian-English translation of public signs in Medan city.

#### **F. The Significance of the Study**

The significance of the study can serve as valuable information, which has theoretical as well as practical values for readers, English language teachers, students, and other researchers.

1. Theoretically

To enrich the knowledge and understanding about the theories of unnatural translation.

2. Practically

The findings of this research are expected to provide the information about unnatural translation, to enrich their knowledge and to support the teaching and learning materials related to the unnatural translation for students, teachers, or lecturers.

## **CHAPTER II**

### **LITERATURE REVIEW**

#### **A. Theoretical Framework**

##### **1. Translation**

###### **a. Definition of Translation**

Translation deals with a process of changing text from one language into different language text (Ordudari, 2015). This language transfer can be done in written and or in spoken forms. The aim of translation itself is to recreate a variety of text such as religious, literary, scientific and philosophical texts in different language so that they can be accepted by more readers. In accordance to the diversity of language text, there are two languages involved in translation activity namely source language (SL) and target language (TL). Generally speaking, SL is the language in which the source text is transmitted while TL is the language of the target text.

Newmark (2016) states that translation is a craft which replacing a written text and/ or sentence in one language by the same text and/or sentence in different language. The language from the source text is transformed into the target language without ruining the content of the text. Bell (2015) explains that the expression in another language (target language) of what has been expressed in another (source language) preserving semantic and stylistic equivalence is called translation. In other words, it can be inferred that translating a source text into target text need semantic and stylistic equivalence.

Larson (2016) defines translation as basic change of form. In translation, the pattern of the source text is replaced by the pattern of receptor text. A process of transferring the meaning of SL into the TL can be defined as translation. It shows that the changing form is required in obtaining the equivalence in meaning. A translator cannot replace the source language text into the target language text directly to get the equivalence of message in the meaning because he or she has to consider the system and the pattern of the two distinctive languages.

Translation has been explained in many ways by different experts. Nida (2016) explains that translation is reproducing in the receptor language the closest natural equivalent of the source message, first in meaning, secondly in style. Translation should be understood easily by the target readers and the message of the source text should be equal with the target language.

Translation is viewed as the authentic access, frequently for the first time, that permits the interaction between a different world of knowledge, traditions, and ideas that constrained by language boundary (House, 2015). It means that translation permits to break down the communication difficulty among different languages.

From the definitions above, it can be understood that a change of form or a replacement of text from one language (source language) into other language (target language) which has equivalence meaning in the messages is translation. It is not only the transformation of a text from one language into other language. But it is also the equivalence model between source language and target language.

The translator must consider the process of translation so that he or she can make the better translation result.

Translation can be perceived from two points of view, as a process and as the product (Munday, 2018). The explanation of translation as a process and as a product can be seen as follow.

#### **b. Translation as a Process**

Translation refer to the general subject area, the product which is the text that had been translated, or the process which is the act of making the translation (Munday 2018). A process of communication in which the objective of translating is to import the knowledge of the original to the foreign reader is called as translation (Venutti, 2010). Translation is not only about substituting a source language (SL) text to target language (TL) text. There are processes which contain several activities.

Nida (2016) explains that the process of translating a text from source language (SL) to target language (TL) consist of three stages and they cannot be done in only a single stage. The stages are as follow:

1. **Analysis:** in this first step, the meaning and grammatical relationship of source language word or compound word are explored.
2. **Transfer:** the sense which is in the translators' minds are transferred from one language to other language.
3. **Restructuring:** the sense that has been transferred is restructured so that the final message fully acceptable in the receptor language.

Based on the three stages previously, the translation process can be drawn as the following figure.

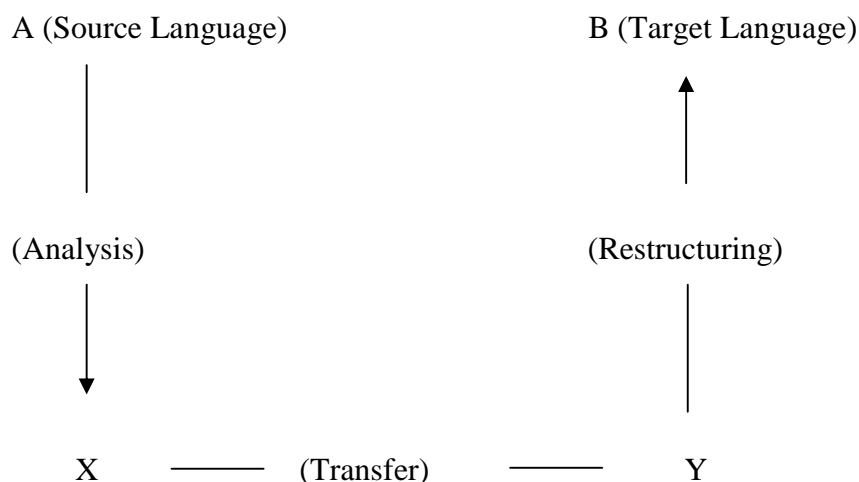


Figure 2.1 The Translation Process.

The figure explains that the analysis, transfer, and restructuring are not only done by one time but also many times or repeatedly so that the best result can be produced. The aim of the translator when translating the text is an idiomatic translation making each effort to communicate its meaning of the SL (source) into the natural model of the receptor (target) language. Translation is focused on a lexicon study, grammatical pattern, communication, situation and the cultural context of the SL text which is analyzed to determine its meaning (Larson, 2016). The result is re-built or restated using grammar rules and the lexical rules which are suitable in the target language and its cultural context.

### c. Translation as a Product

After translating the text, the result of translation are produced. Some meanings of translations has been explained, one of them is translation as the product or the text which has been translated (Munday, 2018).

Bell (2015) states that the product of the translation process is called the translation text. The readers do not know that the text they read is obtained from a process. The aim is to remake as exactly as possible all grammatical and lexical characteristics of the SL by gaining information contained in the source text must be maintained in the translation.

Translation is an art which consist of the effort to change a non-verbal message or a sentence in one language by the similar message or sentence in other language (Newmark, 2016). This definition exactly supports the idea that translation is a product. It is line with Aveling (2018), when a source text, both verbal and non-verbal has been used for certain purpose as the model to produce a text in the target text. These two statements infer similar definition that translation is a product in which the content conveys the same messages, not merely the pattern. It can be inferred from those views that the translation must have a real result which are natural or equivalent so that the reader can get the understanding of the text which is being translated.

## **2. Unnaturalness of Translation**

The focus of the study only on the unnatural translation of Indonesian into English. Newmark (1988) states that unnatural translation is defined as recreating a text which fails to meet the writer's intention, expectation, and the proper rules of the target text, causing it becomes imperfect and literally not elegant. Unnatural translation fails to fulfill the intention of the writers, the expectation of the readers and the set of requirements

(proper rules) of the receptortext. The unnatural translation does not greatly spoil the overallmeeting of the text; although, to some area, it fails the intention or the writers, fails the readers for not successfully meet the set of rules for the target language used (Shei, 2002).

Dewi (2015) states that unnatural translation can be caused by the ungrammatical structures in translating the TL. The use of inappropriate word in translating the TL, or the mechanics error in translating the TL which makes the sentences sounded unnatural and the meaning between the TL and SL is not equivalent. For example:

SL : Untungnya, lelaki yang berkumis tebal ini pandai memasak.

TL : It's lucky that he was a good cook.

It can be seen that the meaning between the TL and the SL is not equivalent. It makes the meaning sounds unnatural. The meaning between the original sentence and target sentence is not close. It causes the sentences sounds awkward and unnatural when it is read. The translation will be better if the SL translated into 'Fortunately, this thick bearded man was good at cooking'.

In addition, Aprianti (2019) shows an example of unnatural translation which caused by the mistakes in the choice of words.

SL : Ada Kamar

TL : Have Room

The example above shows that the translation sounds awkward. The TL disappoints the readers for not meeting the natural sound the translation. It will be better if the SL 'Ada Kamar' translated into 'rooms for rent' or it can be 'rooms available for rent'.



Interference is the mark of unnatural translation, mainly from the source texts, it may be from the third languages known to the translator including his own language, if it is not the real target language (Newmark, 1988). In order to avoid the unnaturalness of translation, he suggests that the translator should pay attention to word order, common structures, cognate words, the correct gerunds, infinitives, verb-nouns and the choice of words (lexical). Those points are the indicator of naturalness translation. So, it means that when the translation does not fulfill those indicators, it can be categorized as unnatural translation.

Lan (2006) states that unnatural translation is seen from the linguistic aspect, studying the bulky use of words or phrases, grammatical rules, and so on. Furthermore, he classifies the mistakes that cause unnaturalness translation into two classifications, linguistic and cultural aspects. On linguistic aspects, unnatural translation is divided into three levels: word, phrase and sentence. While on cultural aspects, unnaturalness can be broken down into two main problems such as: First, translation of idioms and fixed expressions; Second, translation of implications and classic references.

Aprianti (2019) explains that there are five unnaturalness in translation:

1. Embarrassing spelling mistakes.

Spelling is an crucial aspect of language knowledge; it is a key functional component of writing. Poor spelling can interfere with communication between the writer (translator) and the reader (Agriani, 2010). Poor spelling affects the quality of translation, it makes the translation unnatural. Cook (1999) states that spelling

mistakes can be classified into four main types; namely, omission, substitution, transposition and insertion.

- a. Omission. Omission means the deletions of some letters. For example: 'Unversity', it should be 'University'.
- b. Substitution. Substitution means replacing one letter with another. For example: 'Compere', it should be 'Compare'.
- c. Transposition. Transposition means, reversing the position of letters. For example: 'Beutifual', it should be 'Beautiful'.
- d. Insertion. Insertion means adding extra letters. For example: 'Amaizing', it should be 'Amazing'.

## 2. Change or loss information.

The concept of change or loss information is presented by Nida (1975) who claims that the translator are required to have knowledge of the languages and the cultures of both languages. Morphology, lexis, syntax, and semantics are the linguistic knowledge that should be comprehended, while the background of the user of these languages is the cultural knowledge which should be sufficiently mastered. But the fact is, it is very hard to determine the lexic equivalent between target culture and the source culture because they are very different from one to another. The loss, gain and skewing information are often happened. For example:

SL : Toko Obat Berizin

TL : Medicine Store

It can be seen that there is the change of information when translating the SL into the TL. 'Toko Obat Berizin' is better to be translated as 'Pharmacy'.

## 3. Grammatical mistakes.

An appropriate translation is required to follow the grammatical rules or linguistic requirements of the TL. Deciding whether a translation follows the grammatical requirements or not is the basic standard for an appropriate translation. For example:

SL : “Terima Kasih atas Kunjungan Anda”

TL : “Thank’s for Coming”

It can be seen that there is grammatical error in the example above. The apostrophe usage is to express the belonging of something. The SL should be translated into *Thanks for Coming* without an apostrophe.

#### 4. Inappropriate choice of words.

The choice of words in translating the SL into the TL is one of crucial rules in translation. The problem of inadequate solutions to pragmatic translation such as lack of a receiver orientation caused unnatural linguistic translation. Such errors resulted in serious consequences because the target readers often realize that they are receiving insignificant or wrong messages. For example:

SL : Makanan Batak

TL : Batak Food

It can be seen from the above example that the translator chose an inappropriate word. It should be translated as *Bataknese Food*.

#### 5. On cultural background.

The way of life or manifestations that are special to a group of people that uses a certain language as their tools of expressions is called culture (Newmark, 1998). Based on the cultural view, the one who is supposed to be the messenger is the translator whose task is to convey a message from one language to another in

anything but a foreign or awkward way that cause confusion to target language readers. For example:

SL : *Warung Mamak*

TL : *Mother's Restaurant*

It can be seen from the above data that the translator tries to present the equal message of the SL in the TL text. The word *Warung* is defined as a large type of small business, either a small store or small restaurant. It is widely used in Java and most of Indonesia. Traditional *warung* is made from wooden, bamboo, or thatched materials. More permanent *warung* is made from bricks and concrete, some family owned businesses are attached to their homes. Today, the term *warung* has slightly shifted, especially among foreign visitors, expatriates, and people abroad. To refer more specifically to a modest Indonesian restaurant or a place that sells Indonesian things. But for the majority of Indonesians, the meaning is still a small, neighborhood convenience shop, often a front room in a family's home. *Warung* is not a cafe or restaurant. *Warung* is one identity of Indonesia. That is why the term *warung* should not be changed with another word.

### **3. Translation Techniques**

Translation is a procedure to analyze and classify how translation equivalence works (Molina and Albir, 2002). Those procedures have certain features for the techniques of translation:

- a. They affect the result of the translation
- b. They are classified by comparison with the original
- c. They affect micro-units of text

- d. They are by nature discursive and contextual
- e. They are functional

Translation techniques proposed by Molina and Abir (2002):

1. Adaptation

This technique replaces the source text cultural element with the target text cultural element. In other words, it is used to find the cultural equivalency of the source language in the target language. For example; SL: Dear Sir, TL: Dengan hormat.

2. Amplification

This technique introduces details that are not formulated in the source text. It gives more detail information about the source text. To translate a terminology, translators need to add notes to represent the contextual meaning of the word to get the reader's understanding of the target text. The notes can be put as footnotes or endnotes. For example; SL: Pecal adalah makanan favorit saya, TL: Pecal (a kind of salad with peanut sauce) is my favorite food.

3. Borrowing

This technique takes a word straight from another language. It can be pure borrowing or naturalized borrowing. For example; SL: Lobby, TL: Lobby.

4. Calque

This technique is a literal translation of a foreign phrase lexically or structurally. It is used for translating morpheme of a language into another equivalent morpheme in another language. For example; SL: Vice President, TL: Wakil Presiden.

### 5. Compensation

The source text stylistic effect in another place in the target text was introduced by this technique because it can not be reflected in the same place as in the source text. For example; SL: Never did she visit her aunt, TL: Wanita itu benar-benar tega tidak menemui bibinya.

### 6. Description

The terminology with a description of its form or function is replaced by this technique. For example; SL: Yuk, beli Rujak, TL: Let's buy some fruit salad with spicy sauce.

### 7. Discursive creation

The temporary equivalent that is totally unpredictable out of context is established by this technique. The titles of movies often use this technique.

For example;

SL: A: Kamu lagi nonton film apa?

B: Si Malinkundang.

TL: A: What are you watching now?

B: The Rebellious Son.

### 8. Established equivalent

This technique uses a terminology or expression recognized by dictionaries or language in use as an equivalent in the target language. It is used by giving common expression used everyday in the target text that is able to express the expression in the source text. For example; SL: Pelajaran ini seujung kuku buatku, TL: This lesson is as easy as pie for me.

#### 9. Generalization

More general terminology is used by this technique. For example; SL: Becak, TL: Vehicle.

#### 10. Linguistic-amplification

This technique adds linguistic elements, and it is often used for interpreting and dubbing. For example; 'No way' is translated as 'De ninguna de las maneras'.

#### 11. Linguistic-compression

This technique synthesizes linguistic elements in the target text, and it is often used in interpreting or subtitling.

#### 12. Literal translation

The expression word for word is translated in this technique. For example; SL: Susan need you, TL: Susan membutuhkan mu.

#### 13. Modulation

This technique changes the point of view of the source text lexically or structurally. It is a way used by translators to see the message of the source language from different angle. This strategy is used when a literal translation produces unnatural translation. If transposition functions to shift the language structure, then modulation functions to shift the language meaning in order to make the message of the source text can be understood well by the target readers. The shift in modulation here means to change the point of view the text has. For example; SL: I cut my finger, TL: Jariku tersayat.

#### 14. Particularization

More precise or concrete term is used in this technique. Generalization is different with this technique. For example; SL: Vehicle, TL: Becak.

#### 15. Reduction

This technique suppresses the source text information in the target text. This technique is the opposite for amplification. Reduction is also called as omission or deletion. It is used by omitting words of the source text in the target text. In other words, these parts are not translated into the target language. It is made because the words are not very crucial and difficult to translate. It reduces the component of the source language. For example; SL: Automobile, TL: Mobil.

#### 16. Substitution

This technique changes the linguistic elements for paralinguistic elements (intonation or gestures). For example; an act of putting your hand on your heart is translated as “thank you”.

#### 17. Transposition

This technique changes the grammatical category. For example; SL: It's great mistake to keep silent about the matter. TL: Berdiam diri tentang masalah itu merupakan kesalahan besar.

#### 18. Variation.

This technique changes the linguistic or paralinguistic elements that affect the linguistic variation (textual tone, style, social dialect, geographical dialect).



Molina and Albir (2002) explain the translation techniques theories which is used in this study as reference in attempt to answer the research problem on what technique should be done in avoiding the unnatural translation of public signs in Medan city.

#### **4. Public Signs**

Public signs, in which the signs that are shown publicly, presenting a type of warning, direction, notification and other closely related literal or graphical information (Hayati, 2014). Public signs are considered as a very crucial component to the language usage of a city, especially an international tourist destination. Public signs has meaning as the text language for society in public area. There are many similar expressions, including “sign language”, “logo”, “signs”, and “slogans” and so on. These vocabularies have been replaced in government standard conception by a new general popular vocabulary that is the public sign. Public Sign is a special style and it has been involved in every aspect of our lives penetrating into every corner of society, such as street signs, store signs, slogans, warning language and so on.

According to Qiannan (2012) public signs is the text language for people in public. There are many similar expressions, including sign language, logo, signs, and slogans. It is widely used in transportation, tourism, transport and other public areas in the combination of sign language and signs. Public signs is a special style and it has been involved in every aspect of our lives penetrating into every corner of society, such as street signs, store signs, slogans, warning language, propaganda slogans and so on. A sign can contain words and/or

pictures/drawings. Such signs are often referred to as public signs in Indonesia based on the understanding that they appear in public places.

Yannuar (2016) states that public and commercial signs are described as public road signs, advertising billboards, street names, place names, commercial shop signs, and public signs on government building. It can be considered to be a sign containing words and/or drawings, posted in public place which serves the purpose of conveying certain information and it has various functions.

In this research, the kinds of public signs which studied are not limited into specific kinds. The kinds of public signs which studied depend on the data found in Medan city. Based the data collection done in this research, there are seventeen public signs to be studied. There are two public signs which categorized into place names (picture 9 and 10) and there are fifteen public signs categorized into commercial shop signs.

Public signs are functional, functioning differently due to different occasions and situations. Classification of them can help us find out the common features of public signs have. It is generally stated that public signs provide information, instruction, reference and warning (Leong, 2016). Some divided the functions of public signs into four functions such as directive, restrictive, mandatory/compelling and informative.

## **B. Relevance of Study**

This research is not the first study which discuss about the unnaturalness of translation. There have been some studies which concerned the related to the

topic. First, Qiannan (2012) who studied about the translation of public signs. This study aimed to analyze the Chinese-English translation public signs. The result of the study proposed some main principles strategies which public signs' translation should pay attention to. The main principles are simple, clear, appropriate tone, and normalization. This study gives an insight to the researcher on the principles she should pay attention in analyzing the translation of public signs.

Second, a study which conducted by Aprianti (2019) entitled *The Unnaturalness of the Translation of Indonesian Tourist Resorts Signs into English in Parapat and Bukit Lawang*. This study dealt with the common phenomena unnatural translations in public signs of tourist resorts in Parapat and Bukit Lawang. The result of study showed that there are only two grounds unnatural translation found both in Parapat and Bukit Lawang. They were unnaturalness on the linguistic grounds and unnaturalness on the cultural grounds.

Third, a study entitled *Translation of Public Signs in Cities* which conducted by Liu (2014). This study focused on the translation of public signs from the perspective of intertextuality. Having started from texts and finally returned to texts, the work elaborated the unique correlation between intertextuality observation and translation studies. The result of the study suggested that translators should accurately grasp texts and intertextuality of social culture. Intertextuality of cultural images in translation has become the common wealth of human beings, since its birth, intertextuality theory has exerted intensive influence on many humanistic disciplines like literature study, linguistic study, cultural study and philosophical study.

Fourth, Yanuar (2016) who studied Public Signs in the City of Malang. The study discussed how languages are used and presented in the public urban space of Malang. The analysis explores the linguistic repertoire of the people in Malang: Javanese, Indonesian, English and Arabic. The result showed that despite the increasing use of English, it is still a problem. Especially for street sellers in the old part of the city. This fact provided a challenge for Malang authority to encourage people to learn English in order not to misinterpret the signs or directions on a product written in English, especially in AFTA (ASEAN Free Trade Area) started in 2015.

The relevant studies above are used by the researcher as the references to enrich her study so that this research can be conducted well and the findings are expected to provide some insights for the readers.

### **C. Conceptual Framework**

Public signs are defined as signs that are shown publicly, offering a kind of warning, direction, notification and other closely related literal or graphical information. Public signs are actually a very crucial component to the language environment of a city, especially an international tourist city. "Public signs" means the text language for people in public. There are many similar expressions, including "sign language", "logo", "signs", and "slogans" and so on. These vocabularies have been replaced in government standard conception by a new general popular vocabulary that is the public sign. Public Sign is a special style and it has been involved in every aspect of our lives penetrating into every corner of society, such as street signs, store signs, slogans, warning language and so on.

Public signs provide information, instruction, reference and warning. It is the crucial part consisting of language and human environment in the International city and tourist destination. Medan, as the neighboring place of some beautiful tourist destinations such as Bukit Lawang and Parapat, plays an crucial role in the world of tourism and more people want to know and come to Medan. So, the image of the public signs is very crucial. Translation of public signs, to a large extent, reflects an International level of environment establishment in a city whether the proper use of public signs will have a direct impact on the International image of the city. Therefore, the English translation of public signs has a growing importance.

Translation is a craft consisting in the effort to replace a non-verbal message or a statement in one language by similar message statement in another language. This definition exactly supports the idea that translation is a product. Translation is when a source text, both verbal and non-verbal has, for certain purpose been used as the model for the production of a text in the target culture. These two definitions scroll similar agreement that translation must end up as a product on which the content delivers the same messages, not merely the form. An overall conclusion of this view is that translation must have a real product which are natural or equivalent so that the reader can get the understanding of the text which is being translated.

The translation of public signs should be in a good quality or natural. The translator should be competent to use the appropriate vocabularies and grammatical structure. The translation should not sound 'foreign' but more like sound natural in the target language so that the target readers can understand the

message easily. But now, there are unnatural translation of public signs found in Medan city. That is why the analysis on the translation of public signs in Medan city is crucial to be conducted.

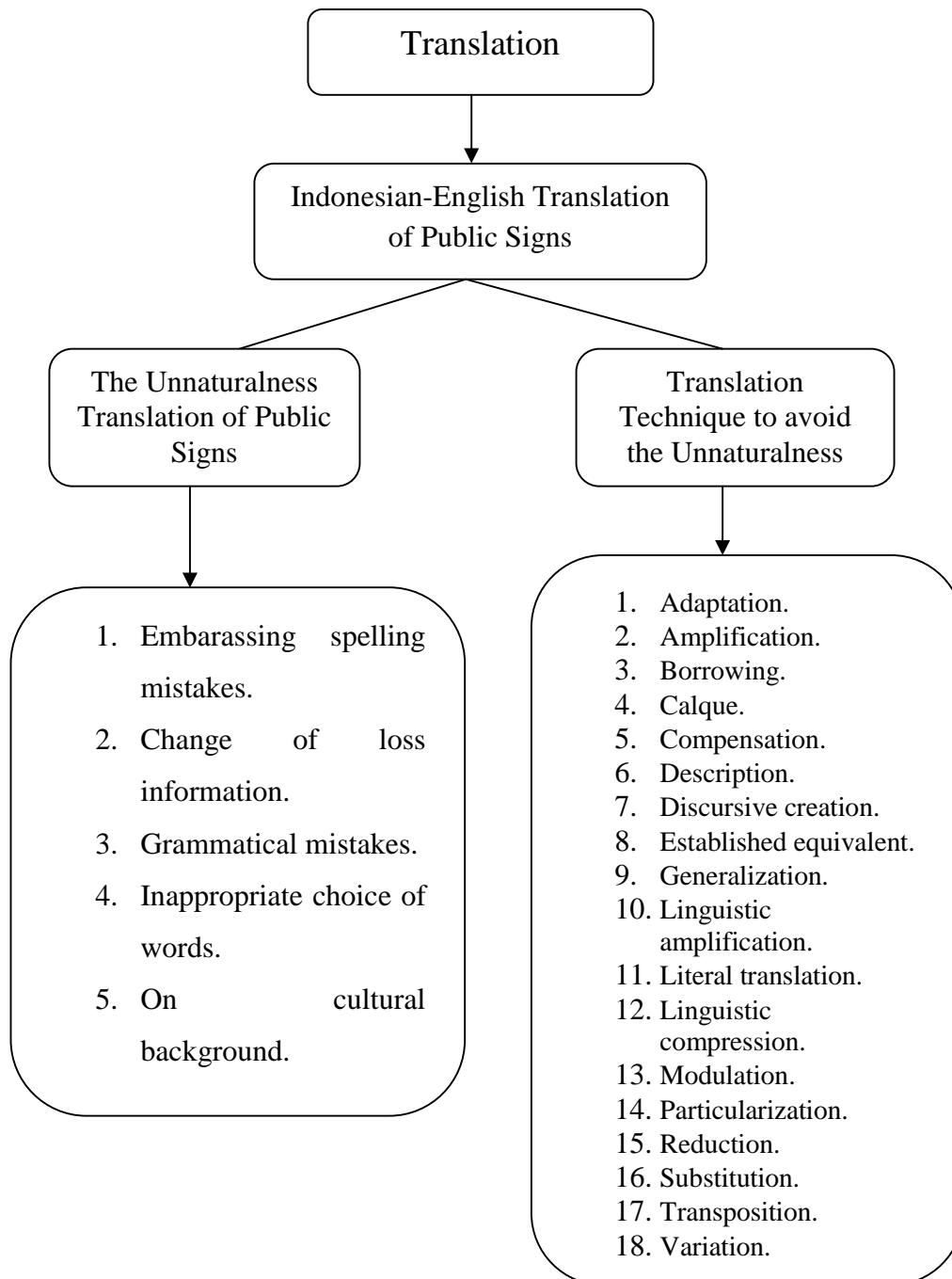


Figure 2.2 The Conceptual Framework.

## **CHAPTER III**

### **RESEARCH METHODOLOGY**

#### **A. Location and Time of Research**

This study was categorized as the library research. It meant that the research conducted in some places that permitted the researcher to get the data. The research has been conducted for 6 months. It started from May to October 2020.

#### **B. Data and Source of Data**

The data of this research were Indonesian – English public signs found in Medan city. The data were in form of texts or pictures followed by texts. The data were collected in the form of photos of Indonesian – English public signs in Medan city.

The source of data were the text which written on the picture of the public signs in Medan city. The text was the Indonesian – English translation of public signs.

#### **C. Research Design**

In accomplishing this research, the study conducted by using descriptive qualitative method. This research focused on the unnatural translation of public signs found in Medan city. The analysis described the translation quality of the public signs in Medan and proposed the possible strategies that can be done to avoid the unnatural translation of the public signs found in Medan city. The public

signs were captured in form of photos and they were analyzed according to theories proposed by some experts about translation quality and translation strategies.

#### **D. Technique of Collecting the Data**

In accomplishing this study, the data were collected by using documentary technique which meant that the data were found from observing, reading, studying and analyzing the reference related to the study. The steps of data collection were as follow:

1. Investigating the public signs in Medan city which have unnatural translation. The kinds of public signs which studied in this research were not limited into specific kinds. It meant that the public signs can be in kinds of public road signs, advertising billboards, street names, place names, commercial shop signs, and government building.
2. Taking the pictures of the public signs which contained unnatural translations in the texts. There were seventeen pictures of public signs found in Medan city, two of them were categorized into place names (picture 9 and 10) and fifteen pictures were categorized into commercial shop signs.
3. Identifying the unnatural translation of the public signs. It has been found that there were twenty six data which categorized into unnatural translations.
4. Classifying the translation into the classification of unnatural translation.
5. Finding out the appropriate techniques to avoid the unnatural translation.



## **E. The Technique of Analyzing the Data**

The data were analyzed by using qualitative descriptive analysis proposed by Miles and Huberman (2014). The steps were as follow:

### **1. Data Reduction**

In data reduction, there were some steps done by the researcher, namely: First, the researcher collected the data about the unnaturalness of translation of public signs found in Medan city. Second, the researcher transcribed the data. The irrelevant data were discarded. Third, after reducing the data, the researcher analyzed the data based on theory proposed by the experts. The analysis was done in the form of descriptive.

### **2. Data Display**

The second step was data display. In data display, the researcher organized and compressed the data that permits conclusion drawing and the action. The data were displayed in form of figures. In the process of displaying the data, it was based on the formulation of the problems.

### **3. Conclusion Drawing/Verification**

The third step of the analysis was conclusion drawing and verification. After the data were reduced, analyzed and displayed, the researcher then drew conclusions based on the formulation of the problems stated in this research.

## **CHAPTER IV**

### **DATA ANALYSIS, FINDINGS AND DISCUSSION**

#### **A. Data Analysis**

This research dealt with the unnaturalness of translation of Indonesian public signs into English in Medan city. The source of the data was Indonesian-English public signs found in Medan city. The data was analyzed using interactive model proposed by Miles and Huberman (2014) namely data reduction, data display and conclusion drawing/verification.

##### **1. Data Reduction**

After observing the public signs in Medan city, it was found that there were 17 public signs which categorized into the unnatural translation. From those 17 public signs, it was obtained 26 data because there were some public signs which had more than one unnatural translations. The pictures of the public signs can be seen in the appendix. The data reduction can be seen as follow.

##### **a. Embarrassing Spelling Mistakes**

Spelling is an crucial aspect of language knowledge; it is a key functional component of writing. Poor spelling can interfere with communication and it affects the quality of translation. Poor spelling makes the translation unnatural. Spelling mistakes can be classified into four main types namely omission, substitution, transposition and insertion. It can be seen as follow:

## 1. Omission

The first type of spelling mistakes is omission. Omission means the deletions of some letters. Omission occurred in the public signs in Medan city which caused the translation unnatural. The data can be seen as follow:

**“tubles”** (Picture 5; Data 10)

The word “tubles” does not have meaning in Oxford dictionary and any other dictionaries. The correct word is “tubeless” which means without any inner tube. The word is often used to classify the types of tyres. There are tyres with inner tube and without inner tube (tubeless). From the data it can be seen that two letters (“e” and “s”) were omitted which caused the word has no meaning so it cannot be used especially in public signs. When the tourists pay attention to this word, it would confuse them since the word has spelling mistakes of omission.

**“entertainment”** (Picture 12; Data 20)

By looking at the word above, we know that a letter (“s”) was omitted and made the word became unnatural. The word should be written as “entertainment”. Based on Oxford dictionary, “entertainment” has function as a noun in part of speech. The meaning is an activity designed to give pleasure, enjoyment, diversion, amusement, or relaxation to an audience, no matter whether the audience participates passively as in watching opera or a movie or actively as in games. The word “entertainment” has no meaning in dictionary. Thus, the word cannot be used.

## 2. Substitution

The second type of spelling mistakes is substitution. Substitution means replacing one letter with another. Substitution can be found in the public signs in Medan city.

**“blezer”** (Picture 1; Data 2)

The word “blezer” cannot be found in dictionary. So, it cannot be used in public signs because it would make the reader, especially tourists, hard to understand the word. It should be written as “blazer”. Based on Oxford dictionary, “blazer” has a function as noun which means a semi-formal jacket. Based on the data, it can be seen that the word “blezer” was unnatural because there was spelling mistake of substitution.

**“bebylist”** (Picture 2; Data 3)

One of beauty salon in Medan city offered some beauty services such as hair care, skin care, nail care and etc. The word “bebylist” was written on the public sign of the salon which seems to refer to a service they offered. But after checking out the word in the dictionary and any other sources related to the services in beauty salon, it was known that the word “bebylist” had spelling mistake of substitution. The word should be written as “babyliss”. Babyliss is one of hair care services offered by mostly beauty salon in Medan city. It is an electrical tool used by the hairdresser to beautify the customers’ hair.

### **3. Transposition**

The third type of spelling mistake is transposition. Transposition means reversing the position of letters. Based on the research done, there was no data which categorized into this type of spelling mistakes.

### **4. Insertion**

The fourth type of spelling mistakes is insertion. Insertion means adding extra letters. The insertion found in public signs caused the translation of the word became unnatural. It can be seen as follow:

**“hair masker”** (Picture 2; Data 4)

From the data, it can be seen that the phrase “hair masker” intended to tell the reader that the salon provided a service for hair. But, after checking the dictionary and other sources related to the terms of beauty salon, the word should be written as “hair mask”. Just as a face mask, hair mask is used to nourish and boost the condition and health of hair. Hair mask may also be referred to as deep conditioning treatments or intensive hair conditioners. Therefore, the word “hair masker” cannot be used because it had spelling mistakes of insertion. The letters of “e” and “r” shouldnot be inserted in the word. It made the translation unnatural and it would confuse the readers.

The spelling mistakes found in public signs in Medan city caused the translation became unnatural. The readers, especially tourists, would find them difficult to understand. In order to avoid the spelling mistakes, it is suggested to use borrowing technique in translating the signs. It means that the translator takes a word straight from another language. However, the most crucial thing to do in translating the text is paying a great attention to the spelling so that the translation sounds more natural.

#### **b. Change or Loss Information**

The translator should have sufficient knowledge of the language and of the cultures of both languages. As a matter of fact, it is very difficult to find the

lexical equivalent between the target language culture and the source language culture since they are very different from one to another. There tends to be loss, gain and skewing information. It can be seen as follow:

**“make wisuda”** (Picture 2; Data 5)

The data above was taken from a public sign of a salon in Medan city. After asking the owner of the salon, it was known that the phrase refer to the service offered by the salon. Based on Oxford dictionary, “make” has a function as a verb which means to build, construct or produce. The word “wisuda” cannot be found in dictionary because it is an Indonesian word which the equivalent translation is “graduation”. So, the phrase “make wisuda” cannot be used in public signs since there was change or loss information in the translation. It is better if translated into “make up for graduation”. Based on Oxford dictionary, “make up” is a verb which means to prepare someone for a theatrical performance by means of costume, cosmetics and etc. “Graduation” means the action or process of graduating and receiving a diploma for completing a course of study. Therefore, the translation of public sign above was categorized into an unnatural translation which had the change or loss of information.

**“baju comunity”** (Picture 8; Data 16)

The other data of unnatural translation of change or loss information can be seen in the above phrase. The word “baju” is an Indonesian word and it was not translated into English which caused the loss of information. Tourists would not understand the word since it was not translated. It should be translated into “clothes” which means items of clothing. While the word “comunity” was an English word which had spelling mistake. It should be written as “Community”

which means a group sharing a common understanding, and often the same language, law, manners, and/or tradition. Therefore, the phrase in the public signs should be written as “Community Clothes”. It sounds more natural.

In order to avoid the unnatural translation caused by the change of loss of information, it is suggested to use adaptation technique in translating the text. This technique replaces the source text cultural element with the target text cultural element. In other words, it is used to find the cultural equivalency of the source language in the target language.

### c. Grammatical Mistakes

A proper translation should, at least, accord with the grammatical rules or linguistic conventions of the target language. Whether a translation obeys grammatical rule or not is always fundamental standard of judging a good one. Grammatical mistakes caused the translation sounded unnatural and it was found in the public signs in Medan city. It can be seen as follow:

#### “waffle street Medan” (Picture 7; Data 13)

The equivalent translation of the phrase above is *waffle jalanan Medan*. But it was translated into “waffle street Medan”. It can be seen that there was grammatical mistakes in the adjective sequences. Waffle was the noun which preceded by the adjectives of “street” and “Medan”. The adjective “street” was intended to explain the type of the waffle and the word “Medan” was the origin of the noun. It should be written as “Medan street waffle” because a noun which followed by adjectives should follow the sequences. The sequences were the origin, the type and ended by the noun. It would be more natural if the phrase was translated by following the adjectives sequences.

### **“Fanny Cottage” (Picture 10; Data 18)**

The phrase “Fanny Cottage” did not follow the grammatical rule in the target language. “Fanny Cottage” has the same meaning as the cottage belongs to Fanny or Fanny is the owner of the cottage. It should be written with the use of an apostrophes (‘s). The translation would be better if written as Fanny’s Cottage. It is a necessary for the translator to master the grammatical rules of the target language so that the translation result sounds more natural.

One of possible techniques that can be used in order to avoid the grammatical mistakes in the translation is transposition because this technique permits the changes in the grammatical category. However, the better understanding of the grammatical rules in the target language is a must for the translator in translating the text.

#### **d. Inappropriate Choice of Words**

The choice of words in translating the source language into the target language is one of crucial rules in translation. Unnatural linguistic translation can be caused by inadequate solutions to pragmatic translation problems such as lack of a receiver orientation. The consequences of such errors are serious because target readers tend to realize that they are getting irrelevant or insignificant information. This type of unnatural translation was found in public signs in Medan city. It can be seen as follow:

### **“taylor” (Picture 1; Data 1)**

Based on Oxford dictionary, the word taylor is obsolete form of tailor. It means that the word is no longer used in the target language. Therefore, the data



above was categorized into the inappropriate choice of word. It was more natural if the word was translated into “tailor” which means a person who makes, repairs, or alters clothes professionally, especially suits and men’s clothing. It is crucial for the translator to have sufficient knowledge about the equivalent vocabularies in the target language because the inappropriate choice of words caused serious consequences. The target readers would fail to understand the translated words.

**“service hp”** (Picture 6; Data 12)

Based on Oxford dictionary, the word “service” has function as noun which means an act of being of assistance to someone. While the word “hp”, based on Oxford dictionary, is abbreviation of horsepower unit of power. The word “hp” here was not intended to explain about power. But it was intended to describe a device for transmitting conversations and other sounds in real time across distances, now often small portable unit also capable of running software and etc which is well-known as phone. So, it can be seen that there was an inappropriate choice of word in the data above. The word “hp” should be translated into “mobile phone or cellphone”. The phrase above would be sounded more natural if translated as “mobile phone service/ cellphone service/ phone service”.

In order to avoid the unnatural translation of inappropriate choice of words, the possible technique can be used is borrowing. This technique takes a word straight from another language. It can be pure borrowing or naturalized borrowing. Because borrowing technique is assumed as the safe technique in translating text into English.

### e. On Cultural background

Under the cultural perspective, translator was supposed to be the messengers whose task is to convey a message from one language to another in anything but an alien/strange way that may cause confusion to target language readers. Based on the data analysis, there was no data in this research which can be categorized into unnatural translation of cultural background. Therefore, there was no analysis can be shown in this type of unnatural translation.

## 2. Data Display

The second step of analysis in this research is data display. A display is an organized, compressed assembly of information that permits conclusion drawing. The data is displayed based on the formulation of the problems in this research. The data in this research are displayed in form of table and diagrams which meant to provide the answers to research problems of the research namely: (1) Kinds of unnatural translation found in public signs in Medan city, and; (2) Technique should be used to avoid the unnatural translation of public signs in Medan city. The data display can be seen from the following table.

Table 4.1  
Data Display Kinds of Unnatural Translation and Technique to Avoid the Unnatural Translation

No.	Data	Kinds of Unnatural translation	Translation technique to avoid the unnatural translation
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1.	<ul style="list-style-type: none"> <li>– Blezer (substitution; Data 2)</li> <li>– Bebylist (substitution; Data 3)</li> <li>– Hair masker (insertion; Data 4)</li> <li>– Family fhoto (substitution; Data 7)</li> <li>– Photo copy (substitution; Data 8)</li> <li>– Potocopy (omission; Data 9)</li> <li>– Tubeles (omission; Data 10)</li> <li>– Accesories (substitution; Data 11)</li> <li>– Tradisional Egg Waffle (substitution; Data 14)</li> <li>– Marchandise (substitution; Data 15)</li> <li>– Elektronik &amp; entertainment (substitution and omission; Data 20)</li> <li>– Bodi language (substitution; Data 21)</li> <li>– Bad Caver (substitution; Data 24)</li> </ul>	Embarrassing spelling mistakes	Borrowing
2.	<ul style="list-style-type: none"> <li>– Make wisuda (Data 5)</li> <li>– Toning rambut (Data 6)</li> <li>– Baju comunity (Data 15)</li> <li>– Frame kacamata (Data 22)</li> <li>– Juice Markisa Terong Belanda (Data 25)</li> </ul>	Change or loss information	Adaptation
3.	<ul style="list-style-type: none"> <li>– Waffle street Medan (Data 13)</li> <li>– Fanny Cottage (Data 18)</li> <li>– Bintang Battery (Data 19)</li> <li>– Laundry's Angel (Data 23)</li> <li>– Juice Kuini (Data 26)</li> </ul>	Grammatical mistakes	Transposition
4.	<ul style="list-style-type: none"> <li>– Taylor (Data 1)</li> <li>– Service hp (Data 12)</li> <li>– Medical Treatment Room (Data 17)</li> </ul>	Inappropriate choice of words	Borrowing

It can be seen from Table 4.1 that there were four types of unnatural translation which occurred in Indonesian – English translation of public signs in Medan city. Firstly, embarrassing spelling mistakes which consisted of substitution, insertion, omission and transposition. For example, ‘Family Fhoto’ (substitution; Data 7) was unnatural because there was an embarrassing spelling mistake in the text. The translator replaced the letter ‘P’ with ‘F’. It should be translated into ‘Family Photo’. Another example of embarrassing mistakes was omission which occurred in Data 9 ‘Potocopy’. The translator omitted a letter ‘h’ which made the translation became unnatural. It should be translated into

'Photocopy'. Embarrassing spelling mistakes occurred on thirteen data in this research. It meant that embarrassing spelling mistakes were the most frequent types of unnatural translation found in Indonesian – English translation of public signs in Medan city.

Secondly, change or loss information which found in five data in this research. For example, 'Toning Rambut' (Data 6) was categorized into unnatural translation because there was the change or loss information in the translation. The translator did not translate all the words correctly. It can be seen that there was still Indonesian word in the translation. It caused the change or loss information which made the target readers fail to understand or comprehend the information of this public sign. The translation would be sounded more natural if the text was translated into 'Hair Toning'.

Thirdly, grammatical mistakes, this type of unnatural translation occurred five times in this research. For example, 'Laundry's Angel' (Data 23) was categorized into unnatural translation because there was grammatical mistake in the translation. The apostrophe was used to express the possession of something by someone. From Data 23 it can be seen that the translator put the apostrophe in wrong position. The public sign would sound more natural if translated into 'Angel's Laundry'.

Fourthly, inappropriate choice of words, this type of unnatural translation was the least found in this research. There were only three data in this research which were categorized into inappropriate choice of words. As an example, it can be seen from Data 17 'Medical Treatment Room' that the translation was unnatural because there was inappropriate choice of words in the translation. The

inappropriate choice of words made the target readers failed to comprehend the message. ‘UKS’ stood for *Unit Kesehatan Sekolah* which referred to a unit or part of the school that deals with the health of students and teachers in schools. So, the translation would be more natural if translated into ‘School Public Health’ or ‘School Health Unit’.

The data in this research can be displayed in form of figure as follow:

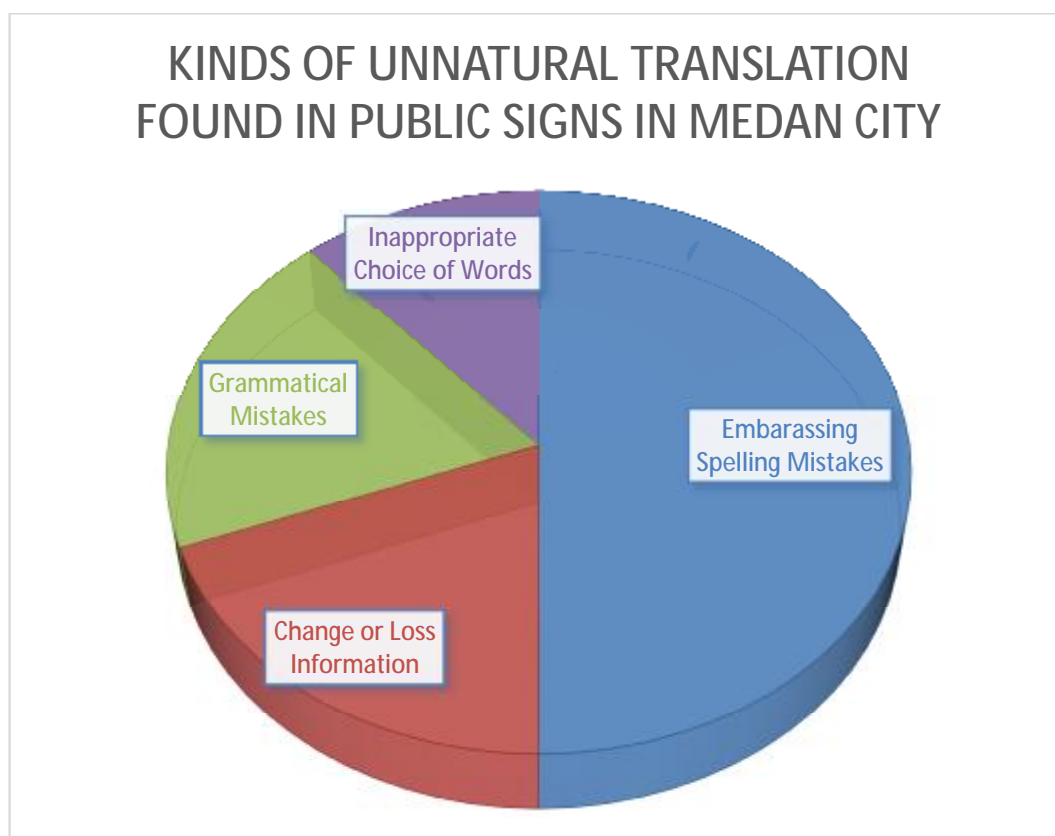


Figure 4.1  
Kinds of Unnatural Translation Found in Public Signs

Based on the Figure 4.1 it was known that the most frequent type of unnatural translation found in Indonesian – English translation of public signs in Medan city was embarrassing spelling mistakes which showed the percentage of 50%. It meant that the half of the unnatural translation found in public signs was caused by the spelling mistakes. Then, the second most frequent type of unnatural

translation found in this research were caused by change or loss information and grammatical mistakes. Both types showed the same percentage of 19% which meant that each type occurred in five data found in this research. The least frequent type of unnatural translation found in Indonesian – English translation of public signs was inappropriate choice of words which showed the percentage of 12%. It meant that this kind of unnatural translation occurred in three data of this research.

After analyzing the data in this research, there were some translation techniques that can be used in order to avoid the unnatural translation. They were borrowing, adaptation, and transposition. These techniques were suggested after the causes of the unnatural translation found from the analyzed data. By suggesting these three translation techniques, it did not mean that the other translation techniques would not be required. However, the suggested techniques in this research can be considered as the alternative techniques that can be applied in translation of public signs. The translation techniques which should be used to avoid the unnatural translation can be seen from the following figure.

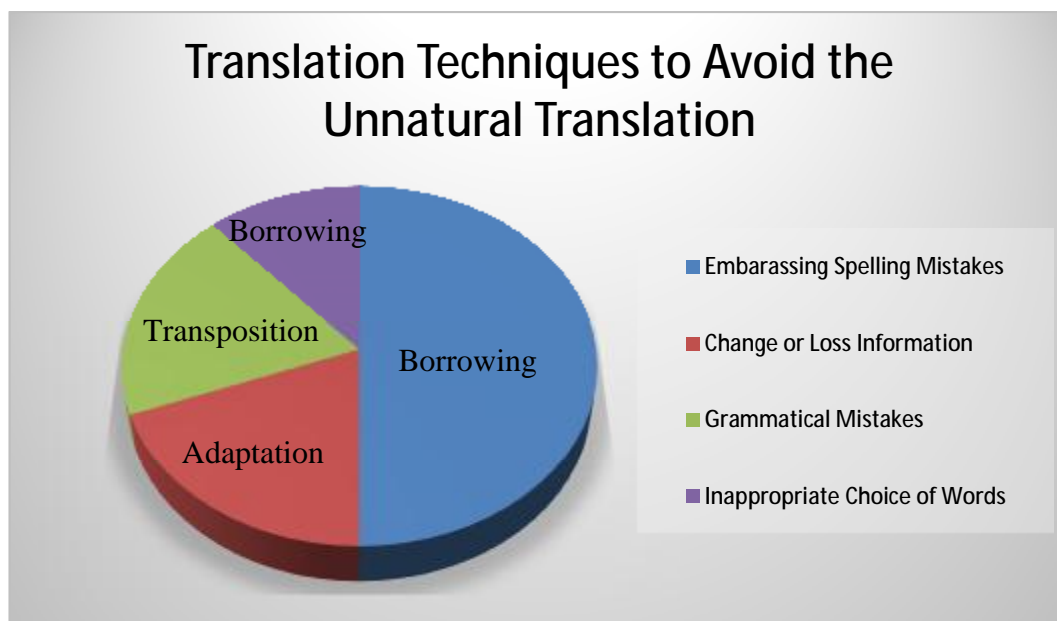


Figure 4.2

#### Translation Techniques to Avoid the Unnatural Translation of Public Signs

It can be seen from the Figure 4.2 above that, firstly, embarrassing spelling mistakes can be avoided by applying borrowing technique. Borrowing technique permitd the translator to take a word straight from another language. It meant that the target language text would be exactly same as the source language text. For examples:

1. The word 'blezer' (Data 2) which supposed to be translated as 'blazer'. The word was borrowed from the target language (English) because the source language (Indonesian) had no equivalent word to describe a kind of jacket worn for casual wear but still pretty neat. So, the translator can use borrowing technique to avoid the unnatural translation.
2. The word 'tubeles' (Data 10) which supposed to be translated as 'tubeless'. The word was borrowed from the target language (English) because the source language (Indonesian) had no equivalent word to describe vehicle tires that have no internal parts. Therefore, the borrowing

technique was one of the translation technique to avoid the unnaturalness of translation in public signs.

3. The word ‘accessories’ (Data 11) which supposed to be translated as ‘accessories’. The word was borrowed from the target language because the source language had no equivalent word to describe things which can be added to something else in order to make it more useful, versatile, or attractive.

Secondly, to avoid the change or loss information, adaptation technique can be used because this technique permitd the translator to replace the source text cultural element with the target text cultural element. The examples of adaptation techniques can be seen as follow:

1. ‘Make Wisuda’ (Data 5) was unnatural translation because there was the change or loss information. It can be avoided by using adaptation technique. The translator adapt the culture of the target language to translate the text. So, the translation would be more natural if translated into ‘Make up for Graduation’ or ‘Graduation Make up’.
2. ‘Toning Rambut’ (Data 6) was unnatural translation because there was the change or loss information. It can be avoided by using adaptation technique. The translator adapt the culture of the target language to translate the text. So, the translation would be more natural if translated into ‘Hair Toning’.
3. ‘Baju Comunity’ (Data 15) was unnatural translation because there was the change or loss information. It can be avoided by using adaptation technique. The translator adapt the culture of the target language to



translate the text. So, the translation would be more natural if translated into 'Community Clothes'.

Thirdly, transposition technique can be applied to avoid the grammatical mistakes in the translation because this technique permitted the translator to apply changes in the grammatical category. For examples:

1. 'Waffle Street Medan' (Data 13) was categorized as the unnatural translation since it did not follow the grammatical rule. 'Medan' and 'Street' were the adjectives, so it should be written first and followed by the noun. This kind of unnatural translation can be avoided by using transposition technique in translating the phrase. The translation would be more natural if translated as 'Medan Street Waffle'.
2. 'Fanny Cottage' (Data 18) was categorized as the unnatural translation because the grammar was wrong. It can be solved by applying transposition technique because this technique related to the grammatical aspects. So, the translation can be best replaced by 'Fanny's Cottage'. The apostrophe was used to describe that the cottage was belonged to Fanny. Fanny was the owner of the cottage.
3. 'Laundry's Angel' (Data 23) was categorized as the unnatural translation since the translation did not follow the grammatical rule. Transposition technique can be one of the solution to avoid the grammatical mistakes because by using transposition technique, the changes of grammatical category was possible to be done by the translator. The translation would be more natural if it was translated as 'Angel's Laundry'. The Laundry service was possessed by the owner, Angel was her name.

Fourthly, to avoid the unnatural translation caused by inappropriate choice of words, borrowing technique can be used because this technique permitd the translator to use the exact same words which would sound more natural. For examples:

1. 'Taylor' (Data 1) was categorized as unnatural translation because there was an inappropriate choice of word. The word 'Taylor' was no longer used (obsolete word) in the target language (English). In order to avoid the unnaturalness of translation, the borrowing technique can be applied. 'Taylor' would sounded more natural if translated as 'Tailor'.
2. 'Service hp' (Data 12) was categorized as the unnatural translation since there was inappropriate choice of word in the translation. 'Hp' had no equivalent word in the target language (English). So it was better if the translator applied borrowing technique. The translation would be more natural if translated into 'Mobile Phone Service' or 'Cellphone Service'.
3. 'Medical Treatment Room' (Data 17) was categorized as the unnatural translation because there was an inappropriate choice of word in the translation. Borrowing technique can be applied to avoid the unnaturalness of translation. In the source language (Indonesian), 'UKS' stood for *Unit Kesehatan Sekolah* which referred to a unit or part of the school that deals with the health of students and teachers in schools. So, the translation would be more natural if translated into 'School Public Health' or 'School Health Unit'.

## **B. Findings**

Having all the data been analyzed based on the two research problems, the findings are described as the following:

- a. There are four kinds of unnatural translation found in Indonesian – English translation of public signs in Medan city. They are embarrassing spelling mistakes, change or loss information, grammatical mistakes and inappropriate choice of words.
- b. There are some techniques can be used to avoid the unnatural translation found in Indonesian – English translation of public signs in Medan city. They are borrowing, adaptation and transposition technique. These techniques can make the translation sounds natural.

## **C. Discussion**

After having analysis the data, there are some crucial points to be discussed in this research. Newmark (1988) states that unnatural translation can be defined as the failure to recreate a text, according to the writer's intention, the reader's expectation, and the appropriate norms of the target language, making the translation imperfect and not literally elegant. Unnatural translation distorts the writer's intention, disappoints reader's expectation for not meeting the set of requirement of the target language used (Shei, 2002). Dewi (2015) states that unnatural translation can be caused by the ungrammatical structures in translating the target langague text, the use of inappropriate word, and the mechanic error in translating the TL. Meanwhile, Aprianti (2019) explains that unnatural translation can be caused by embarrassing spelling mistakes, change or loss information, grammatical mistakes, inappropriate choice of words and on cultural background.

The unnaturalness of translation occurred in the translation of public signs in Medan city. Public signs are actually a very crucial component to the language environment of a city, especially a big city such as Medan city. Public signs mean the text language for people in public. There are many similar expressions, including sign language, logo, signs, and slogans and so on. The basic characteristic of public signs in general must consider a correct grammar and spelling, with a short and clear language, a precise word choice, commonly used words, and comprehend the cultural differences (Guo, 2012). But the findings in this study showed that there were the unnaturalness of translation in public signs in Medan city. The unnatural translation was found in the commercial shop signs and the place name in Medan.

Based on the data found in this research, the unnatural translation found in Indonesian – English translation of public signs in Medan city was caused by four elements. They were embarrassing spelling mistake which dominantly occurred, change or loss information, grammatical mistake and the use of inappropriate words in translating the public signs. A natural translation must be the work of skillfull translator. To be able to produce it, the translator should have competences in both the source and the target language and should have extensive cultural background. The competences that the translator should have such as the lexical, grammatical and cultural knowledge of both source and target language.

The last but not least, the translator should have sufficient knowledge in applying the appropriate technique in translating the public signs. Molina and Abir (2002) proposed eighteen techniques that can be used in translation. Each techniques has its plus and minus. It depends on the translator's ability to decide

which technique should be applied in translating the text. Based on the data analysis in this research, there were three techniques that can be applied to avoid the unnatural translation found in Indonesian – English translation of public signs in Medan city. They were borrowing, adaptation and transposition technique. Translation is not an easy matter. Larson (2016) states that there are some aspects that the translator needs to concern with, namely, lexical, grammatical structure, communication, situation and the cultural context of the source and the target language.

## **CHAPTER V**

### **CONCLUSION AND SUGGESTION**

#### **A. Conclusion**

Based on the data analysis, the findings and the discussion in this research, there are some points that can be concluded:

1. There are four kinds of unnatural translation found in Indonesian – English translation of public signs in Medan city. They are embarrassing spelling mistakes, change or loss information, grammatical mistakes, and inappropriate choice of words.
2. There are three translation techniques can be used to avoid the unnatural translation found in Indonesian – English translation of public signs in Medan city. They are borrowing, adaptation and transposition technique. However, in order to apply those techniques correctly and optimally, the translator should have sufficient lexical, grammatical and cultural knowledge in both source and target language.

#### **B. Suggestion**

In the line with the conclusions mentioned earlier, this research offers some suggestions as follow:

1. To other researchers and students; it is suggested that this research could be further expanded deeply by exploring different perspective about translation such as the unnatural translation in Instagram or Facebook status.

2. To the lecturers who are teaching or concerning the field of study related to translation; it is suggested to conduct, elaborate and perform deep research in the study.
3. To all readers; it is suggested to use this study as the additional reference in mastering translation and avoiding the unnatural translation in translating texts.

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## Appendix 1

### The Unnatural Translation of Public Signs in Medan City

Picture 1



Picture 2



Picture 3



Picture 4



Picture 5



Picture 6



Picture 7



Picture 8



Picture 9



Picture 10



Picture 11



Picture 12



Picture 13



Picture 14





Picture 15



Picture 16



Picture 17





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IPK = 3,51

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	The Effect of Preview Question Read Summary Test (PQRST) Strategy On Reading Achievement of Grade Tenth Students of SMK Budisatrya Medan	
	An Error Analysis on the Translation of English Noun Phrases into Indonesian of the Fifth Semester Students of the English Department FKIP UMSU	

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Dosen Pembimbing : Rita Harisma, S.Pd, M.Hum  
 Sebagai Dosen Pembimbing proposal/risalah/makalah/skripsi saya

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 Progam Studi : Pendidikan Bahasa Inggris  
 Judul Penelitian : The Unnaturalness of Translation of Indonesian Public Signs Into English in Medan

.Pembimbing : **Rita Harisma S.Pd, M.Hum**

Dengan demikian mahasiswa tersebut di atas diizinkan menulis proposal skripsi dengan ketentuan sebagai berikut :

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2. Proposal Skripsi dinyatakan **BATAL** apabila tidak selesai pada waktu yang telah ditetapkan.
3. Masa Daluarsa tanggal : **27 April 2021**

Medan, 04 Ramadhan 1441 H

27 April 2020 M

Wassalam

Dekan



**Dr. H. Elfrianto, S.Pd., M.Pd.**

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2. Ketua Program Studi
3. Dosen Pembimbing
4. Mahasiswa yang bersangkutan  
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NPM : 1602050168  
Program Studi : Pendidikan Bahasa Inggris  
: The Unnaturalness of Translation of Indonesian Public  
Judul skripsi : Signs Into English in medan

Tanggal	Deskripsi Hasil Bimbingan Proposal	TandaTangan
25 April 2020	Chapter I: Background of the Study	
	Chapter II : Relevant studies and conceptual framework	
	Chapter III : Almost all	
8 Mei 2020	Chapter II : Conceptual Framework	
	Chapter III : research design, source of the data, and the technique for collecting data	
16 Mei 2020	Acc for seminar	

Diketahui/Disetujui  
Ketua Prodi

Medan, Mei 2020  
Dosen Pembimbing

Mandra Saragih, S.Pd., M.Hum

Rita Harisma, S.Pd., M.Hum

Unggul | Cerdas | Terpercaya



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Pada hari Selasa bulan Juni tahun 2020 sudah layak menjadi proposal skripsi

Medan, 09 Juni 2020

Disetujui oleh :

Dosen Pembahas

Dr.Hj. Dewi Kesuma Nst, M.Hum

Dosen Pembimbing

Rita Harisma, S.Pd, M.Hum

Diketahui oleh  
Ketua Program Studi

Mandra Saragih, S.Pd, M.Hum



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Akhirnya selamat sejahteralah kita semuanya, Amin.  
Wassalamu'alikum Warahmatullahi Barakatuh

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Dr. H. Elfrianto S.Pd., M.Pd.  
NIDN : 0115057302

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N.P.M. : 1602050168  
Program Studi : Pendidikan Bahasa Inggris  
Judul Skripsi : The Unnaturalness of Translation of Indonesian Public Signs into English in Medan

Tanggal	Deskripsi Hasil Bimbingan Skripsi	Tanda Tangan
08/08/2020	CHAPTER I (Background of the study, the limitations of the problems)	
	CHAPTER II (Theoretical Framework)	
15/08/2020	Abstract	
	Data Analysis, findings conclusions and suggestions.	
22/08/2020	Data Analysis	
16/10/2020	Conclusion and References.	
23 Okt 2020	Acc to have Green Table	

Medan, 23 Oktober 2020

Diketahui oleh:  
Ketua Prodi

(Mandra Saragih, S.Pd., M.Hum.)

Dosen Pembimbing

(Rita Harisma, S.Pd., M.Hum.)



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**NPM** : 1602050168  
**Univ./Fakultas** : UMSU/ Keguruan dan Ilmu Pendidikan  
**Jurusan/P.Studi** : Pendidikan Bahasa Inggris/ SI

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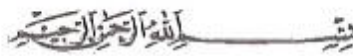
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Muhammad Arifin, S.Pd, M.Pd

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Saya yang bertandatangan dibawah ini :

Nama Lengkap : SELARAS  
N.P.M : 1602050168  
Program Studi : Pendidikan Bahasa Inggris  
Judul Proposal : The Unnaturalness of Translation of Indonesian Public Signs into English in Medan

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1. Penelitian yang saya lakukan dengan judul di atas belum pernah diteliti di Fakultas Keguruan dan Ilmu Pendidikan Universitas Muhammadiyah Sumatera Utara
2. Penelitian ini akan saya lakukan sendiri tanpa ada bantuan dari pihak manapun dengan kata lain penelitian ini tidak saya tempahkan (dibuat) oleh orang lain dan juga tidak tergolong *Plagiat*.
3. Apabila point 1 dan 2 di atas saya langgar maka saya bersedia untuk dilakukan pembatalan terhadap penelitian tersebut dan saya bersedia mengulang kembali mengajukan judul penelitian yang baru dengan catatan mengulang seminar kembali.

Demikian surat pernyataan ini saya perbuat tanpa ada paksaan dari pihak manapun juga, dan dapat dipergunakan sebagaimana mestinya.

Medan, 27 Oktober 2020  
Hormat saya  
Yang membuat pernyataan,



SELARAS

Diketahui oleh Ketua Program Studi  
Pendidikan Bahasa Inggris

Mandra Saragih, S.Pd, M.Hum

## CURRICULUM VITAE

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