

# Product Label Translation in Indonesian Context: Mistake, Quality, and Solution

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In this the increasingly modern world, we cannot be separated from information and communication either oral or written. The result of translation is a form of written information and communication media for many people. A good and correct translation will provide accurate information about the message being delivered. On the contrary, misinformation will mislead readers and be very dangerous and detrimental to many people. In connection with this case, we found many grammatical mistakes, sentence structure, phrase structure, choice of words, and spelling in the translation of product packaging labels. Additionally, the translation quality was also inaccurate and unacceptable. This research investigated a variety of mistakes and quality of translation and aims to provide solutions for better packaging label translation. This research used a descriptive qualitative approach with a case study design. For sources of data, we used four documents of product label translation of soft drinks produced in Indonesia. All data were analysed by using content analysis and classification based on the Standardized Mistake Marking proposed by the ATA (American Translation Association). Based on the results of the study it was found that the product label translation had some mistakes. The mistakes covered misreading and misinterpreting the original texts, mistranslating the message into the target language, mistakes of addition and omission, mistakes in selecting terms and word choice, too free and too literal methods in translation, mistakes in grammar, deflection in punctuation, mistakes in spelling and even in word for word translation. It also showed fair quality in content and presentation of text and poor quality in mechanics.

**Key words:** *Product label translation, translation mistakes, translation quality, Indonesian translation, English translation.*

## Introduction

Mistakes are human. Everyone has made mistakes both big and small in their daily lives. These mistake occurs because of several factors. One of the mistakes is due to lack of knowledge due to carelessness and is rooted in bad habits. Students who learn English often make mistakes. For example, mistakes in using grammar, sentence structure and how to pronounce new words or words that are difficult to remember. In the field of translation, mistakes also often occur when someone mistakenly determines the exact equivalent of a word or grammar that is appropriate to the target language. Bázlik (2009) stated that translation is not an easy task for translators to do particularly when they translate special pieces of texts that contain features that are not commonly found in English texts (p. 13). Indeed, in this world there is no perfect person without the slightest mistake. Therefore mistakes are human. Consequently, when we make a mistake, we must realize that we have made a mistake and must strive to correct those mistakes. If we are always making mistakes and making the same mistakes over and over again, then that will harm ourselves and others. It can even endanger the people. So we must try to avoid many mistakes and always be careful so that all parties will feel happy because they are not disadvantaged.

What is a mistake? It is a judgment done by a translator who has an experimental stimulus but it departs from a model of judgment process during translation activity. The model itself is normative. If the translator keeps this model or keeps the translation norms well, he will not produce some mistakes because the mistake itself can represent a translator's incorrect judgment. Thus, a mistake happens when the translator decides to judge a real-world stimulus incorrectly and it is difficult to determine the equivalents (Funder, 1987, p. 75). According to Merriam-Webster's Dictionary, a mistake is because of determining something in incorrect ways, such as doing a wrong action or stating incorrect statement. It is like an act of ignorance or deficiency that fails to achieve what should be done. For example, it is like:

- (1) Misplaying defensively and not passing the ball to a baseball player when normal play would have prevented an advance by a base runner,
- (2) A tennis player failing to successfully return a ball in a rally.

So, the mistake is to understand or to identify someone or something incorrectly.

Furthermore, Hubbard, in Presada and Badea (2013) says that mistakes are genuinely produced by a language user who has insufficient knowledge about second language or he has incorrect assumptions about word meanings. The mistakes are because of temporary lapses of memory, being confused of word choices, producing slips of the tongue much and so on. On the other hand, related to FL and L2 learning, Touchie (1986) states that mistakes can be covering both interlingual and intralingual factors. The mistakes due to interlingual factors are caused mainly by mother tongue interference and the mistakes caused by

intralingual factors are due to too much simplification, overgeneralization, conducting hypercorrection, acting faulty teaching, conserving fossilization, choosing avoidance, inadequate learning, and hypothesizing false concepts. Some of mistake definitions above are general definitions that differ from mistakes in the field of translation. Even though the world of translation does not recognize the word "wrong" but "incorrect", "unacceptable" or "unreadable".

In the process of translation, the translators also do not escape from making mistakes. They often make mistakes in determining accurate grammar, correcting sentence structure, correcting choice of words and even in spelling problems. If they make these mistakes in their translations, their translated products will automatically have some mistakes. Those mistakes will bias the meaning, distort the message, and mislead the information for the users of the translation results. This context has a close relation to Sidwell's argument (2015) who says that even excellent translators usually make some mistakes in their translation. However, the mistakes themselves are in fact not easy to avoid, so translators or interpreters sometimes have gaps in knowledge and vocabulary (p. 52).

Many translation experts define mistakes in translation in various ways. It depends on their understanding and points of view. The term "mistake" usually refers to something that is wrong. Indeed, mistakes are common and humane. Mistake is human. It often happens in language learning and translating processes, so the learning outcomes and translation products often contain mistakes. The mistakes can result from two psychological processes, namely transfer and simplification (Arabski, 1979). Olteanu (2012) states that mistakes in translation are different from the mistakes that occur in the second language production. In the world of translation, being involved in translating source texts is inseparable from inducing mistakes. This is due to the strong influence of source language morphology. While in the process of learning to produce a second language spontaneously, student's knowledge of second language system is often influenced by the morphological system of native language. Therefore, if compared to the case of students' mistakes in learning a second language, mistakes in translation are more difficult to identify because the mistakes in translation are mixed with linguistic errors.

On the other hand, Delisle et al. (1999) say that that mistakes in translation are: any faults in the target language caused by keeping ignorance; misinterpretation of a source language segments; using inadequate application of translation principles, rules, or procedures; or misusing methodological steps in translation process. Mistakes often emerge in the translation because translators have no sense of linguistics and content knowledge, misinterpret the meanings, consider incorrect meaning, determine calques wrongly, interfere with their mother tongues, omission, addition, under-translation and over-translation, make inappropriate paraphrases, do transcoding, and use word-for-word translation. Furthermore

Vilar et al. (2006) state that translation mistakes can be classified into five categories. The first is inflectional mistakes. They occur if the base form of the translated word is correct but the full form is not. The second is reordering mistakes. They happen if a word is constructed or ordered both in the reference and in the hypothesis. The third is missing words. They emerge when a word is deleted from a phrase or sentence. The fourth is extra words. They occur when a word is inserted or added into a phrase or sentence. The fifth is incorrect lexical choice. They happen when a word does not belong either to inflectional mistakes or to missing or extra words.

To analyse the mistakes of translation in this research, the researchers used the types of translation mistakes that is based on the Framework for Standard Error Marking proposed by American Translators Association (Doyle, 2003, pp. 22-23). The types of errors are as follows:

- 1) **Misunderstanding of Original Text (MOT).** This mistake applies when the assessor sees that the mistakes come from misreading a word or misinterpreting the structure of a sentence. It usually happens when a translator does back-translation on the target language text into the source language text. The translation result can be wrong because the translator misunderstood the source text.
- 2) **Mistranslation into Target Language (MTL).** This mistake occurs when the meaning of the original text is not transferred in the target language properly. When the translator translated a scientific term in a more general way. For example, 'protein' instead of 'albumin' or 'horse' instead of 'stallion'. This type of mistake can also involve the preposition choice, the definite and indefinite articles usage, the verb tense choice and mood determination.
- 3) **Addition or Omission (A/O).** This mistake occurs when the translator inserted a word that does not make the original text clear, even it makes a meaning of the essential message. The aim of inserting a word is to insist the original text is clear and clarified. It is permissible to shorten a long expression by omitting the words and lengthen a long sentence as far as the meaning does not suffer or mislead.
- 4) **Terminology, Word Choice (TWC).** This mistake often covers various terms in technical, legal, and financial contexts in which words usually have very specific meanings. In more general texts, the translator might not have selected or chosen the most appropriate word among several words that have similar meanings, though they are not identical.
- 5) **Too Freely Translated (TFT).** This mistake occurs when the translator translates the source language text into the target language text too much freely. If we compare the source text to the target text, there will be an uneven flow of sentence structure, unordered elements, changes of emphasized meanings or bias of the author's intention.

- 6) **Too Literal, Word-for-word (TLWW).** This mistake happens when the translation produces an awkward and rigid result and is often an incorrect rendition. The translator can translate literally if it works well, but they must keep the clear and accurate grammar and natural syntax.
- 7) **Grammar (G).** This mistake can cover more elements of language. It can include lack of concord or agreement between subject and verb, plural and singular nouns, incorrect tense or verb forms, incorrect case of nouns, pronouns, or adjectives and misuse between an adjective and an adverb.
- 8) **Syntax (Phrase/Clause/Sentence Structure).** This mistake occurs when the word or elements of a sentence arrangement do not conform to the rules of the target language. This mistake type includes the fragment of sentence, improper modification, lack of parallelism, and unnatural word order. It can be said that if incorrect structure changes or the meaning obscures, the mistake is more serious.
- 9) **Punctuation (P).** This type is a part of mechanical mistake. This is where the translator does not follow the target language's convention of punctuation. For example, if the translation does not follow the use of quotation marks, commas, semicolons, and colons, then the paragraph will be incorrect and unclear.
- 10) **Spelling (SP).** This mistake of spelling usage is less tolerable as far as it is derived from the language itself or from the national culture. However, making a spelling error that causes confusion about the intended meaning is more serious. For example, the translator should be able to determine the correct spelling between 'principle' and 'principal', 'systemic' and 'systematic', 'peddle' and 'pedal', 'dear' and 'deer', 'bear' and 'bare', 'sight' and 'site', 'tasa' and 'taza', 'vasto' and 'basto'. So, in order to produce a good translation with a correct spelling, the translator should understand the context of language because it is the main factor that can determine the correct spelling.

Mistakes in translating will cause poor translation results; therefore, a translator must try to avoid the smallest mistakes as much as possible. Translators who are always careful in choosing words that are commensurate, use accurate grammar, and pay attention to correct writing mechanisms, will produce high-quality translations. In this study two things that are closely related to errors or mistakes with the quality of translation are examined together. We recognize that translating is difficult and complicated (Soemarno, 1988). This statement is very relevant to the process of translation faced by translators when they translate texts from one language to another. The translation quality sometimes seems poor. This is because of problems on the equivalent words and grammatical complexity in the process of translation makes results less accurate, unnatural and difficult to understand. The same problem also happens in the translation of product labels on the soft drink cans marketed in many supermarkets in Indonesia (Hartono & Priyatmojo, 2016).

In relation to the translation of product labels, we found mistranslation of lexical, grammatical and structural aspects (Hartono and Purwanto, 2016; Anwana, Udo & Affia 2019). This translation problem causes less accurate translation, unnatural and difficult to understand text (Nida and Taber, 1982; Larson, 1984; Silalahi, 2009) and it can be said that the translation does look unqualified. This phenomenon of translation can be seen on the cans of soft drinks, food labels, medicine instruction, detergent packages, and electrical appliance manuals.

Translation of product labels, such as the packaging label of soft drinks, belongs to pragmatic translation. The translation frequently encountered in some types of text are directly used in daily life. Pragmatic subtitles are usually made in the form of a bilingual text (bilingual language). We often find these texts, for examples, in leaflets, booklets, product packaging labels, magazines, manual instruction of electronic equipment, and others. The pragmatic translation is provided as essentially a practical use of the information or instructions or instructions which can be used by consumers (House, 2001).

Soemarno (1983) argues that the focus of translation problems usually lies on the pragmatic translation accuracy of the information in the source language (pp. 25-26). This translation is not so concerned with the linguistic aspects of the source text. Examples of this pragmatic translation can be encountered in the form of technical documents. The documents of technical terms are useful for the engineers to be read as an instruction manual. For example, when they need assemble a machine (Arnold, Balkan, Humphreys, Meijer, & Sadler, 1994).

In addition, Nababan (2003) adds that the pragmatic translation refers to transferring the mandate. This completed by emphasising the accuracy of information delivery into the target language (TL) that corresponds to the information in the source language (SL) (p. 34). This translation is not concerned with target language aspects or the source language aesthetics. The examples of this translation type can be seen in the translation of technical documents and commercial information and facts.

Therefore, we recommend to the target text to insert the verb 'make' in between 'Vitamin E' and 'your skin', so it can be a true compound sentence:

ST: “Soap Master Kids is formulated with Triclosan, Aloe Vera Extract, D Panthenol and Vitamin E makes your skin so clean, fragrant, soft, and stay healthy.”

TT: “*Sampo Master Kid ini dibuat dari formula Triclosan, Ekstrak Lidah Buaya, D Panthenol dan Vitamin E yang mampu membersihkan, mengharumkan, dan menghaluskan kulit, dan selalu menjaga kesehatan Anda.*”



Reima and Jarf (2010) state that mistranslation can lead to misunderstanding. It happens when mistakes or errors are available in translation products. Similar cases are found in bilingual translations (Indonesian English) on soft drink packaging labels produced by several factories in Indonesia (Hartono & Priyatmojo, 2016).

This shows that the producers of food and soft drinks in Indonesia have not paid attention to good and correct translation. The wrong translation can mislead the customer in understanding the information contained in the manual instructions or instructions for use. In this case the translators also neglect the results of the translation. The product label appears only as an accessory, even though the quality of the translation must be the first priority. If the written information is not correct, it will harm the customer (Darwish, 2004).

Larson (1991) proposed that there are at least three reasons for assessing translation products (p. 532). First, the translation must be accurate. This means that the results of the translation must be able to convey the message properly and correctly, so that the translation can be an effective written communication medium. Therefore, through translation, translators must be able to communicate the same meaning from the ST to the TT, so that readers can capture information accurately. A translator may not change the meaning and turn the message back. If he is difficult to find words or equivalent meaning, then he can add, insert, explain, or reduce words in sentences that are too long, so the message will be clearer to the reader. So, if not controlled, sometimes mistakes can be made when analysing meanings or in the process of transitioning meaning. Therefore, assessing the level of accuracy is very important to do.

Second, the translation must be clear. It means that the target readers must understand and comprehend the translation well. Another term of clarity is readability. That is, the state of translation that can be read well by readerships (Cronin, 2013). In connection with the level of readability or clarity of translation, then a translation must be able to be read and understood by readers easily. This means that the reader can understand the contents of the translation, can answer questions about the contents of the translation and the reader can retell the contents of the translation to others. This legibility also includes the clarity of letters, writing, colours, and printouts. Translations that cannot be read because the letters are too small or the print is faded or the writing colour is not clear, can be categorized into readability problems. Therefore, the target text used must be elegant, simple and easy to understand. In addition, (to ensure that the translation is well understood), the translator must ask the reader to express the content or information or message conveyed in the translation (Boche & Henning, 2015). Translators must obtain information if the rendered text is easy for readers to comprehend or not because if there are parts of the text that are difficult to read or understand, it means the translation has not reached the expected level of clarity. Thus, it is a

must for the translators to do the re-checking before the translation is published or displayed (Mariana, 2014).

Third, the translation must be natural. It means that the translation must be in accordance with the standard grammar or style used by the target language users (Gow, 2008). The translation can be categorized into a natural translation if it is accepted in the TL by readerships and is customary in accordance with the culture of the target community. The translation really looks natural, like the original text. The translation is not rigid and standard in the target text. Translators need to know whether the translation makes sense or not, so that the target reader feels that the translation is truly natural as if reading the original text. Therefore there must be an effort to test whether the translation has used natural language or not. If the translation does not reach the level of naturalness, then a revision must be made. So it can be said that a good translation is a translation that just retells the properties of the original language into the target language. The translations should contain language adaptation, which still maintains the shape of the source language to the impression of news content (Sadtono, 1985, p. 9).

In relation to the translation assessment, House (2009) argues that the accuracy, readability, and naturalness are three significant levels that must be used in the evaluation of translation product. Accuracy test means to check whether the meaning is transferred from the ST is the same as the one in the TT. A good translator is to communicate meaning accurately. Translators should not ignore, add or subtract the message contained in the source text, influenced by the shape of the formal target language. To express the meaning accurately, the translator may change the shape or structure of the grammar (Series, 2002). The message should take priority because the content is paramount. This means that certain, rather radical deviations from the formal structures is allowed or even required (Nida and Taber, 1982, p. 13).

The readability test is intended to express the degree of ease of whether a translation is easy to understand the meaning or not. Writing with high readability is easier to understand than the low readability. It includes the choice of words (diction), sentence construction, the structure of paragraph (paragraph organization), and the grammatical elements, fonts (size of type), punctuation, spelling, spacing between rows (spaces between lines), and size of the margin (Larson, 1984, pp. 499-500). The purpose of the translation is to produce an idiomatic translation that is as the same as the source language meaning and is stated in reasonable shape in the target language. Thus, the purpose of the test of naturalness test itself is to see whether it is natural or form of translation is appropriate or not in the style of the target language (Larson, 1984, p. 10).



In this study, we assessed the translation quality of the soft drink products labels by using a rubric with the judging criteria that included three main components; namely Content, Presentation, and Mechanics (Rcampus, 2016). The scores for each component are as follows: Poor = 5 points, Fair = 10 points, and Good = 15 points).

**Table 1:** Translation Quality Assessment Rubric

Components	Quality		
	Poor 5 points	Fair 10 points	Good 15 points
<b>Content</b>	<i>Poor</i>  The translation does not reveal the original author's main points. Only some points are explained in the translation, even many ideas are left out.	<i>Fair</i>  The translation does reveal all the points the original author creates. The message is not complete or confusing.	<i>Good</i>  The translation reveals all major points the original author states. The translation transfers every idea completely and does not leave anything out.
<b>Presentation</b>	The presentation in typewriting is rushed with many mistakes and crossing out.	The presentation looks clear and neat, but it seems unprofessional typewriting.	The presentation looks like clear and neat much. There are no cross outs. The typewriting is clear and can be understood easily.
<b>Mechanics</b>	The translation has many mistakes in spelling and grammar. It leaves out commas, periods, and quotation marks and uses incorrect capitals.	The translation has some mistakes in spelling and grammar, but commas, periods, and quotation marks are used correctly most of the time.	The translation uses correct spelling, grammar, and all punctuation correctly.

Modified from <https://www.rcampus.com/rubricshowc.cfm?code=L388XC&sp=yes&>

## Method

In this study we used the qualitative method (Gall, Gall, and Boorg, 2007). We investigated types of mistakes in product label translation and its translation quality. We used four bilingual product labels installed or printed on the cans. To assess the translation quality of four product labels we engaged 50 students as graders. Several steps were followed during

the study. First, we went to mini market to search and bought some canned soft drinks. Many kinds of canned soft drinks were found. However, we only used four cans that have different texts of bilingual product labels. All the products were produced by different factories in Indonesia. Second, we retyped bilingual labels and printed them. Third, we analysed the mistakes based on the framework for standard mistake making classifications (ATA, 2016). We classified and counted the mistakes based on the classification. The number of mistakes or errors were tabulated and analysed. Fifth, we assessed the translation quality based on Rcampus's Translation Quality Assessment Rubric (2016). The translation quality of four product labels was assessed on the content, presentation, and mechanics. Sixth, all assessment results were tabulated and displayed in the table and analysed and finally we drew conclusions (Huberman, 1984, p. 23).

### ***Finding and Discussion***

#### ***Translation Errors or Mistakes***

Based on the document analysis and checking of the questionnaires undertaken by the graders, the results were stated as follows:

**Table 2:** Translation Mistakes of the Soft Drink Product Label 1

<b>Type of Mistake</b>	<b>Total</b>
Mistranslating into target language (MTL)	4
Misusing terminology and word choice (TWC)	3
Producing too free translation (TFT)	1
Too literal translation and word-for-word translation (TLWW)	3
Too many grammatical mistakes (G)	1
Too many incorrect punctuation (P)	2
Too many incorrect spellings (SP)	1
Sum of Mistakes	15

Table 2 shows that label 1 contains 15 mistakes. MTL is the most dominant mistake which reaches 26.6%. TWC and TLWW are the second dominant mistakes with each reaching 20%. The third dominant mistake is P which reached 13.3% while the fourth dominant mistakes were TFT, G, and SP. Each one reached 6.6%.

**Table 3:** Translation Mistakes of the Soft Drink Product Label 2

<b>Type of Mistake</b>	<b>Total</b>
Mistranslating into target language (MTL)	2
Too much addition and omission (A/O)	1
Misusing terminology and word choice (TWC)	4
Producing too free translation (FT)	2

Too literal translation and word-for-word translation (TLWW)	4
Too many incorrect syntax (S)	1
Too many incorrect punctuation (P)	2
Sum of Mistakes	16

Table 3 illustrates that label 2 contained 16 mistakes. TWC and TLWW are the most dominant mistakes with each reaching 12.5%. MTL, FT, and P occupy the next dominant mistakes (20%). The last dominant mistakes are A/O and S with 6.25%.

**Table 4:** Translation Mistakes of the Soft Drink Product Label 3

Type of Mistake	Total
Mistranslating into target language (MTL)	5
Too much addition and omission (A/O)	5
Misusing terminology and word choice (TWC)	4
Producing too free translation (TFT)	2
Too literal translation and word-for-word translation (TLWW)	6
Too many grammatical mistakes (G)	4
Too many incorrect spellings (SP)	1
Sum of Mistakes	27

Table 4 describes that label 3 contains 27 mistakes. TLWW is the most dominant mistake with 22.2%. MTL and A/O are the second dominant mistakes with 18.5%. The other dominant mistakes are TWC and G with 14.8%. The next dominant mistake is TFT (6.6%) while the last dominant mistake is SP with 3.7%.

**Table 5:** Translation Mistakes of the Soft Drink Product Label 4

Type of Mistake	Total
Misunderstanding of source text (MOT)	1
Mistranslating into target language (MTL)	6
Too much addition and omission (A/O)	2
Misusing terminology and word choice (TWC)	4
Too literal translation and word-for-word translation (TLWW)	7
Too many grammatical mistakes (G)	4
Too many incorrect punctuation (P)	3
Too many incorrect spellings (SP)	1
Sum of Mistakes	28

Table 5 shows that label 4 contains 28 mistakes. TLWW is the most dominant mistake with 25%. The second dominant mistake is MTL with 21.4%. The third dominant mistakes are

TWC and G, each with 14.2%. The fourth dominant mistake is P with 10.7%. The fifth dominant mistake is A/O (7.14%) while the last dominant mistake is SP with 3.57%.

The followings are the examples of translation mistakes found in the soft drink product labels from number 1 to number 4.

#### Data 1/MOT/Label 4 (Misunderstanding of Original Text)

ST:	<i>Untuk Selanjutnya</i>
TT:	<b>To Maintain</b>

Doyle (2003) states that a Misunderstanding of source text (MOT) usually happens when the grader sees the mistake arising from misreading a word or misinterpreting the sentence structure or syntax. Based on data 1, the translator did not understand that the phrase '*Untuk Selanjutnya*' is not similar to 'To Maintain'. According to the context, the nearest equivalent phrase should be "The next step" because of '*Untuk Selanjutnya*' means 'henceforth' or 'henceforward'. In this case, the translator made a mistake because the translation result is wrong and misunderstood. It was because the translator did not understand the source text (Doyle, 2003).

#### Data 2/MTL/Label 1 (Mistranslation into Target Language)

ST:	<i>Anak-anak <b>minum</b> 3 kali sehari ¼ kaleng sampai ½ kaleng.</i>
TT:	Children <b>consume</b> ¼ - ½ can 3 times daily.

In data 2, the translator translated the word '*minum*' into 'consume'. Although principally both have the same meaning of putting things in a mouth, the context is too different. The word '*minum*' refers to 'drink' while 'consume' means '*memakan*' that is equivalent to 'to eat'. The product is drinking not food, so it is better to use 'drink' or 'take' instead of using 'consume'. In this case the translator mistranslated the message of the original text into target language. The meaning of the source text segment was not conveyed properly in the target language. This mistake is in line with what Doyle said (2003).

#### Data 3/A/O/Label 2 (Addition or Omission)

ST:	<i>Bila setelah 2 hari demam/panas tidak menurun segera <u>hubungi</u> dokter atau <b>unit pelayanan kesehatan</b>.</i>
TT:	Immediately contact doctor or <b>medical unit</b> , if the fever doesn't decrease in 2 days.

The problem in data 3 can be classified as a translation error because the translator omitted the word '*pelayanan*' that is very significant in the context of meaning. It should be inserted or used in the target language, so the meaning can be complete and communicative. The translator should insert the word 'service' for '*pelayanan*' instead of omitting or deleting it,

so the phrase can be ‘health service unit’ or ‘medical service unit’. In this case, the translator omitted or deleted one important word, so the element of information in the source text was left out of the target text (Doyle, 2003).

**Data 4/TWC/ Label 4 (Terminology, Word Choice)**

ST:	<i>Larutan X membantu meredakan panas dalam, sariawan, tenggorokan kering dan membantu menyegarkan badan.</i>
TT:	X <b>preparation</b> helps to relieve body heatiness, gingivitis, <b>sore throat</b> and helps to refresh body.

What happened in data 4? The translator chose less precise terminologies for the terms ‘larutan’ translated into ‘preparation’ and ‘tenggorokan kering’ translated into ‘sore throat’. The term ‘larutan’ in this context exactly means ‘herbal water’ or ‘herbal solvent’ not ‘preparation’. The word ‘preparation’ means ‘persiapan’ in Indonesian language and does not match to the term ‘larutan’. The second term is ‘tenggorokan kering’. This term is really not equivalent to ‘sore throat’ because ‘sore throat’ itself means ‘sakit tenggorokan’ not ‘tenggorokan kering’. In this case the translator made a mistake in using terminology or in selecting word choice. He did not use a specific term for a special subject field that must correspond to the appropriate term used in the source text (Doyle, 2003).

**Data 5/TFT/Label 2 (Too Free Translated)**

ST:	<b>ATURAN PAKAI</b>
TT:	<b>RECOMMENDED CONSUMPTION</b>

Based on data 5 it can be seen that the translator translated the phrase ‘ATURAN PAKAI’ into ‘RECOMMENDED CONSUMPTION’ too freely. The phrase ‘ATURAN PAKAI’ means ‘how to use’, while the phrase ‘RECOMMENDED CONSUMPTION’ means ‘konsumsi yang direkomendasikan’. The better equivalent for the phrase ‘ATURAN PAKAI’ is ‘INSTRUCTION FOR USE’ or ‘HOW TO USE’. In this case, the translator made an error in translating the phrase freely because his creativity to produce a new term changed the meaning of the phrase (Doyle, 2003).

**Data 6/TLWW/Label 2 (Too Literal, Word-for-Word)**

ST:	<i>Obat penurun demam hanya mengurangi gejala penyakit, tapi tidak mengobati penyakit yang mendasari atau penyebab penyakit.</i>
TT:	<b>Antipyretic is only used to decrease disease’s symptoms but doesn’t cure the basic disease or the disease cause.</b>

Data 6 shows literal or even word-for-word translation. The English sentence pattern must follow Indonesian sentence pattern. *Obat penurun demam (Subject) hanya mengurangi*

**(Verb) gejala penyakit (Object), tapi (Conjunction) tidak mengobati (Verb) penyakit yang mendasari atau penyebab penyakit (Object).** The sentence has the pattern Subject + Verb + Object. Compare to the English sentence: **Antipyretic (Subject) is only used to decrease (Verb) disease's symptoms (Object) but (Conjunction) doesn't cure (Verb) the basic disease or the disease cause (Object).** Other examples of the translation are in the following analysis: '*hanya mengurangi*' → 'only used to decrease' (Word-for-word), '*gejala penyakit*' → 'disease's symptoms' (Literal), '*tapi tidak mengobati*' → 'but doesn't cure' (Word-for-Word), '*penyakit yang mendasari*' → 'the basic disease' (Literal), and '*atau penyebab penyakit*' → 'or the disease cause' (literal). From this case it can be said that the translator made a mistake because he produced an awkward result of translation and incorrect renditions. It might be caused he did not follow what was in the source language text (Doyle, 2003).

**Data 7/G/Label 4 (Grammar)**

ST:	<i>Orang dewasa minum 1 kali sehari 1 kaleng.</i>
TT:	Adult consume 1 can daily.

Grammatical errors occurred in data 7. First, the translator translated the verb '*minum*' into the verb 'consume' but he did not adjust the verb based on the agreement between the subject and the verb. The sentence should be 1) 'Adult consumes 1 can daily' or 2) 'Adults consume 1 can daily'. Second, he translated '*sehari*' into 'diary' but it should be 'a day', so the better translation is '*1 kali sehari 1 kaleng*' translated into '1 can one day' or a can a day'. It can be said that the translator made mistakes in grammar because the translation result is a lack of concord between subject and verb and the nouns were also constructed in an incorrect way (Doyle, 2003).

**Data 8/S/Label 2 (Syntax: Phrase, Clause, Sentence Structure)**

ST:	<i>3 kali sehari 1 kaleng</i>
TT:	1 can 3 times a day

Data 8 shows an error in syntax. We can see that the translation of '*3 kali sehari 1 kaleng*' into '1 can 3 times a day' has a wrong arrangement of words. It should be 'One can three times a day'. In this case the translator did not follow the rule of how to translate the source language into the target language. Therefore the translation did not conform to the rules of the target language. The translator did an unnatural word order (Doyle, 2003).

**Data 9/P/Label 4 (Punctuation)**

ST:	<i>Dewasa minum 3 kali sehari 1-2 kaleng</i>
TT:	Adults consume 1-2 can 3 times daily



Though it is very simple, it can disturb the readers' eyes. Lack of a full stop can be a mistake or error. Being aware of it or not is a fault of the translator or editor. Both sentences are printed on the product label without full stop. It is a little error but it can be a big problem of the writing mechanism. Here, the translator made a mistake because he did not use the full stop (Doyle, 2003). In accordance to the correct rule, the source text and target text should have full stops. See the correction: ST: *Dewasa minimum 3 kali sehari 1-2 kaleng*. TT: Adults consume 1-2 can 3 times daily.

### Data 10/SP/Label 3 (Spelling)

ST:	... <i>membantu meredakan <b>panas dalam</b> yang disertai tenggorokan kering ....</i>
TT:	... helpful for reducing of body <b>heatness</b> such as sore throat ....

Doyle (2003) says that spelling usage is less tolerable as far as it is derived from the language itself or from the national culture. However, a mistake in spelling can cause confused translation and misinterpret the intended meaning. The example of spelling error can be seen in data 10. The translator translated '*panas dalam*' into 'heatness' that must be written in a correct spelling 'heatiness' not 'heatness'.

### Translation Quality

The following table represents the average score of translation of four product labels translated from Indonesian into English. In assessing the translation products we used 50 students from the English Language and Literature Department who took part in Translation classes as the raters.

**Table 3:** The Average Score of Translation of Four Product Labels

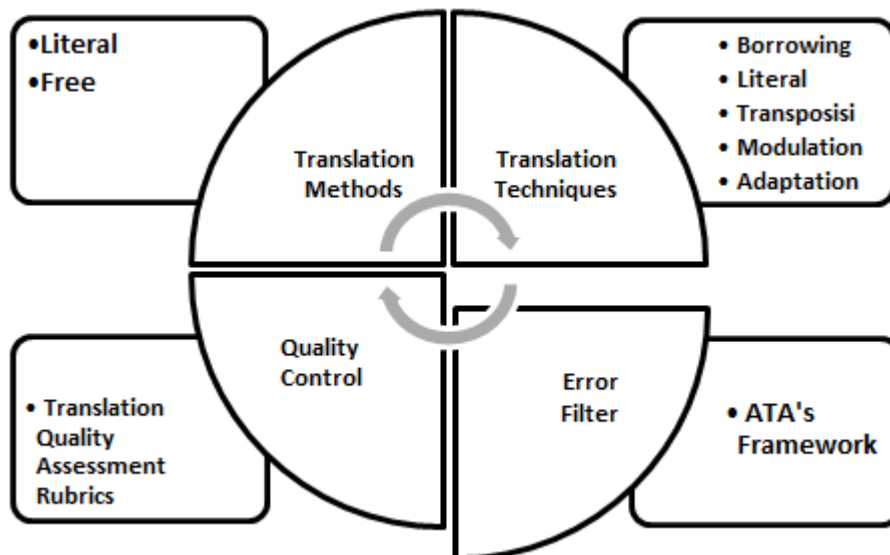
No.	Label	<i>Content</i>	<i>Presentation</i>	<i>Mechanics</i>
		<i>Point(s)</i>	<i>Point(s)</i>	<i>Point(s)</i>
1	1	10.4	10.2	8.32
2	2	11	8.92	9
3	3	7.96	11	7.4
4	4	10.8	13	10.9

From Table 3, we can see that Label 1 has 10.4 points for the content, 10.2 points for the presentation, and 8.32 points for mechanics. If all components are calculated, the average score of the whole text is 9.64 points. It means that the translation quality of Label 1 is almost fair. Secondly, Label 2 has 11 points for the content, 8.92 points for the presentation, and 9 points for mechanics. If all components are calculated, the average score of the whole text is 9.64 points. It means that the translation quality of Label 2 is as almost fair as the Label 1. Thirdly, Label 3 has 7.96 points for the content, 11 points for the presentation, and 7.46 points for mechanics. If all components are calculated, the average score of the whole

text is 8.8 points. It means that the translation quality of Label 3 is poor. Finally, Label 4 has 10.8 points for the content, 13 points of the presentation, and 10.9 points of mechanics. If all components are calculated, the average score of the whole text is 11.5 points. It means that the translation quality of Label 4 is fair. If we calculate all four product labels, thus the translation quality score is 9.89 on average. It means that the translation quality is rather poor or almost fair.

### Translation Steps of Product Label

In connection with the matter of translating product labels, we introduce a model that has four simultaneous steps. This is an alternative solution to overcome problems of translating product labels, especially for translating soft drink product labels. It is hoped that the customers will not be confused in reading the labels (Riccardi, 2002).



**Figure 1.** Product Label Translation Model

Based on the analysis of the four aspects or variables of the study on the translation of soft drink product labels, we introduced a translation model as shown in Figure 1. It is an alternative solution to translate a product label better. This translation model can be described in the following steps:

- 1) Determine an appropriate method of translation before you translate the whole text. See what text type or genre you are going to translate.
- 2) Choose suitable techniques when you translate the text from one language into another language and keep your smartness when you analyze the text from ST to TT. Do analysis word to word, phrase to phrase, and sentence to sentence before you translate the text and decide to choose the appropriate techniques. You can choose or select the translation

techniques based on your needs even by mixing or combining some techniques so that you can choose the equivalent words, phrases, or sentences in the target text.

- 3) Conduct an error filter during the translation process by referring to the standard mistakes guidelines. For example, you can use the framework for standardized mistake marking proposed by American Translators Association.
- 4) Control your quality of translation by seeing the whole text of translation based on three components of translation quality: Content, Presentation, and Mechanics.

### **Conclusion**

From the findings or results of the research, the conclusion can be drawn that the translation of the four product labels has a variety of serious mistakes. This needs serious handling from product producers, writers and translators and editors of bilingual packaging labels so that the packaging labels are free of errors or zero errors both in grammar, sentence structure, word choice, and writing mechanism.

Because there are so many mechanical errors, inaccurate choice of words, incorrect sentence structure, and grammatical errors, the quality of translation is very poor. Of the four packaging labels, only label 4 has a pretty good quality, while the quality of labels 1, 2, and 3 is poor. Therefore it is necessary to find alternative solutions to avoid translation errors and improve the quality of translations. Consequently we introduced the Product Label Translation Model as an alternative solution.

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