

# **THE EFFECTS OF ADJUSTMENT PROCESSES TO THE TRANSLATION QUALITIES OF HAIR CARE LEAFLETS**

## **A THESIS**

**In Partial Fulfillment of the Requirements  
for the Sarjana Pendidikan Degree  
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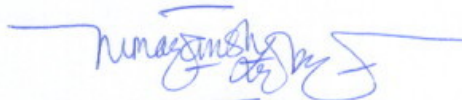
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## ABSTRACT

Melanda, Lisa. 2007. “The Effects of Adjustment Processes to the Translation Qualities of Hair Care Leaflets”. S-1 Thesis. English Department, Faculty of Teacher Training and Education, Widya Mandala Catholic University, Surabaya.

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English as an international language is needed in the educational field as same as in everyday life. English can be found in students' text books, manual books of some sort of appliances, job vacancy, newspapers, children toy-boxes or wrapping papers, leaflets, and also brochures. Therefore, people need the others who can help them with the language recognition so that they can understand what exactly another people want to say in their own language which is English. In simpler word, people need “Translation”. In this research, the writer wanted to know what adjustment processes occur in the translation of bilingual hair care leaflets which were translated from Indonesian into English and also she wanted to evaluate the translation qualities. Therefore, by conducting this thesis, the writer intended to give a better understanding to translate material text, such as translating leaflets, especially bilingual hair care leaflets including the adjustment processes and the translation qualities in order to produce a better translation in appropriate situation.

The writer used qualitative method, particularly the descriptive research or non-experimental research in analyzing the data. She took the text from eight bilingual leaflets from four different brands, they are NATUR, MYLEA, WELLA EXQUISIT, and NERIL. First of all, she copied all the leaflets and wrote down each sentence into tables. The findings showed that the types of adjustment processes which occur mostly are literal and modulation. On the other hand, the type of adjustment process that less occurs is transposition. And also from the data of eight bilingual hair care leaflets, the writer found that 79% of all translation is accurate, 95% of all translation is clear and 60% of all translation is natural. From the findings, the writer concluded that the texts are translated mostly word by word, the texts are translated mostly based on the translators' variation of the point of view, and there is no significant difference of grammatical structure from the SL text into the TL text. The writer concluded that the accuracy is good, since the percentage is 79% accurate. The clarity is very good, since the percentage is 95% clear. The naturalness is average, since the percentage is 60% natural.