

CHAPTER 4

FINDINGS AND DISCUSSION

In this chapter, the researcher presents the findings and discussion of the research. There are four medical brochures from different medical manufacturers which are analyzed: *MYCORAL® cream*, *BENZOLAC-CL Acne Gel*, *OB Herbal*, and *Minyak Gosok Cap Tawon*. The analysis focused on: (a) the content and vocabulary and (b) the naturalness and sentence structure of target texts.

4.1 Findings and Discussion

Before the researcher presents the findings and discussion, the researcher would like to present the result of interviewing the experts. The interview focused on the reason of the manufacturers providing bilingual brochures and to find out the qualification of translators might be. Firstly, the researcher can conclude that the medical manufacturers make two kinds of the brochure. One is made for the experts such as doctors, nurses, and chemist and the other is made for the user or ordinary people. Definitely, the content is different between the medical brochure for the experts and the ordinary people. The medical brochure content for the experts is more detailed, complicated, and difficult than the medical brochure for ordinary people. The brochure for the expert uses many chemical terms, meanwhile the brochure for the ordinary people uses few chemical terms so that the users are easy to understand the information in brochure. However, in reality, the users do not read the medical brochure. The user is better to ask the chemist or the doctor than they read the medical brochure. Therefore, the chemist take out the brochures inside the medicine and the chemist only give necessary information such as indication, contraindication, dosage and administration.

Secondly, the researcher also finds out the fact that the translators of the brochure may not have background in medical. So, they do not know how to deliver the meaning from the source language text to the target language text. They also do not know how to choose the information for the users and the experts. As result, the translators wrote many chemical terms in the medical brochure for the users. The researcher thinks that it is better and safe for the users if the translators have knowledge about the medicines. So, the translator knows how to deliver the meaning from the source language text to the target language text. It is not enough for the translators to have skill in English. They must also have medical knowledge.

A part from the two focuses of the interview, the expert also mentions that she had never read the Indonesian brochure.

In the following part the findings and discussion of each brochure are presented as follows:

1) Medical Brochure of Benzolac-Cl Acne Gel

The source text contains 10 parts: the introduction, *cara kerja obat*, *indikasi*, *kontra indikasi*, *peringatan dan perhatian*, *efek samping*, *interaksi obat*, *cara pemakaian*, *cara penyimpanan*, and *kemasan*. The target text also contains 10 parts: the introduction, mode of action, indications, contraindications, precautions, adverse reactions, drug interactions, dosage and administration, storage, and packaging. It means that the target text conveys the whole parts of the source text. In the following part, the researcher presents the findings preceded by the content, vocabulary, naturalness and sentence structure as follows:

a) Content and Vocabulary

In terms of the content and vocabulary, the medical brochure of Benzolac-CL Acne gel does not meet the criteria of good translation. There are five parts deviation of source content. The target content is not similar with the source content. There is a message in three parts of the target (English) text which are omitted, as shown the following findings: In indication part of the source (Indonesian) text, the following statement is found: “*Tidak dibenarkan untuk digunakan pada acne ringan*”. The target (English) text, this message is not available. Furthermore, this message is very important for the users because the researcher know that there are many kinds of acne and there is indication that the medicine is not used for low level acne disorder. It means that the users cannot use the medicine if the user has low level acne disorder.

In terms of vocabulary, the medical brochure of Benzolac-CL does not meet the criteria of good translation, either. The target vocabulary text does not convey the information from the source text and the brochure has few errors of vocabulary (technical term) as shown the following findings: In adverse reaction part of the source (Indonesian) text, the following vocabularies are found: “swelling” and “redness”. In addition, the researcher asks the users about these words and the reseacher found that the users mostly do not understand the meaning.

b) Naturalness and Sentence Structure

In terms of naturalness and sentence structure, the medical brochure of *Benzolac CL*, does not meet the criteria of good translation. The medical brochure has little attempt of using idiomatic expressions and the language is not smooth and natural as shown the following findings: In Drug Interaction part of the source text, the following statement is found: “*Produk tropical yang mengandung alkohol seperti after shave lotion, astringent, kosmetik atau sabun yang mempunyai sifat meringankan, shaving cream atau lotion. Produk-produk jerawat, produk yang mengandung peeling agent seperti resorcinol, salicylic acid, sulfur.*”The target (English) text, the following statement is found: “Concomitant topical acne therapy should be used with caution because possible cumulative irritancy effects occur, especially with the use of peeling, desquamating, or abrasive agents.” The words are not natural such as concomitant topical, desquamating, and abrasive agents. The user who will use this medicine will be difficult to understand these words.

2) Medical Brochure of OB Herbal

The source text contains four parts: the introduction, *komposisi*, *indikasi*, and *aturan minum/dosis*. In the target text also contains four parts: the introduction, composition, indication/benefit, and directions for use/dose. It means that the target text conveyed the whole parts of the source text. In the following part, the researcher presents the findings preceded by the content, vocabulary, naturalness and sentence structure as follows:

a) Content and Vocabulary

In terms of content, the medical brochure of OB Herbal meets the criteria of good translation because the content in source (Indonesian) text is successfully conveyed into the target (English) text. In addition, the target language text has similar content with the source language text. However, in terms of vocabulary, the

medical brochure of OB Herbal does not meet the criteria of good translation, the target vocabulary text does not convey the information from the source text and there are some words in target (English) text which does not implied the meaning in source (Indonesian) text as shown the following findings: In Indication part of the source text, the following statement is found: “.....masuk angin.” Yet in the target text, the following statement is found: “....., or cold.”The word “cold” has different meaning with the source text and this word has ambiguity meaning in the source(Indonesian) text.

b) Naturalness and Sentence Structure

In terms of naturalness and sentence structure, the medical brochure of OB Herbal meets the criteria of a good translation because the words which are written in target (English) text uses generally idiomatic expressions and the researcher do not find the evidence of using wrong sentence structure. The brochure is written smooth and natural so that the users can understand easily the meaning as shown in the following findings: In the indication part of the source text, the following statement is found: “*Meredakan batuk karena alergi debu, perubahan cuaca atau batuk karena masuk angin, OB Herbal bekerja mengencerkan dahak atau membantu mengeluarkan dahak sehingga dapat melegakan nafas.*” And in the target (English) text, the following statement is found: “To relieve cough due to dust allergy, weather changes, or cold. OB Herbal is effective to dilute sputum and can remove sputum which causes relieving breath. The brochure is also written less chemical terms.

3) Medical Brochure of MYCORAL Cream

The source text contains 10 parts: the introduction, *komposisi, deskripsi farmakologi, indikasi, Dosis dan cara pemberian, kontraindikasi, peringatan dan perhatian, efek samping, penyimpanan, and kemasan.* The target text also contains 10 parts: the introduction, description, pharmacology, indications, dosage and mode of administration, contraindications, warning and precautions, adverse effects, store condition, and packaging. It means that the target text conveyed the whole parts of the source text. In the following part, the researcher presents the findings preceded by the content, vocabulary, naturalness and sentence structure as follows:

a) Content and Vocabulary

In terms of content, the medical brochure of MYCORAL Cream meets the criteria of good translation because the message in the source (Indonesian) text is successfully conveyed into the target language text. In addition, the target language text has similar content with the source language text. However, in terms of vocabulary, the medical brochure of MYCORAL Cream does not meet the criteria of good translation. There are significant problems with vocabulary. The vocabulary is not easily understood. The brochure uses many chemical terms as shown the following findings: In the indication part of the source text, the following statement is found: “Tinea corporis, Tinea Cruris, and Tinea pedis.” Of course, the users do not understand the meaning. Furthermore, the other fact from the expert told that there are some words unnecessary to translate to Indonesian because if the words are translated to Indonesian, it will have different meaning as shown the following findings: In the indication part of source text, the following statement is found: “Tinea Corporis”, in Indonesian it means “*Jamur di kepala*”. However, the translators cannot change “Tinea Corporis” to be “*Jamur di kepala*”. The term “*Jamur di kepala*” is too general to explain the meaning of Tinea Corporis, which is one kind of many fungi

found in human's head. Therefore, the source (Indonesian) text cannot change this word so that in the source text it is written "*Tinea korporis*".

b) Naturalness and Sentence Structure

In terms of sentence structure the medical brochure of MYCORAL cream meets the criteria of good translation because the researcher do not find the evidence of using wrong sentence structure. However, in terms of naturalness, the medical brochure of *MYCORAL Cream* does not meet the criteria of a good translation. The medical brochures have little attempt of using idiomatic expression. The language is not smooth and natural. There are many chemical terms which are used in the source and target language text. The medical brochures are appropriate for the experts but not for the users. Because the researcher believes that the users do not understand the meaning of the chemical terms and then the users will ask the experts to know the meaning as shown in the following findings: In the pharmacology part of the source text, the following statement is found: "*Farmakokinetik : Ketoconazole tidak diabsorpsi secara sistematis setelah pemberian topical.*" Of course, the users do not need this information because the users do not understand the pharmacology.

1) Medical brochure of *Minyak Gosok cap Tawon*

The source text contains four parts: the introduction, *komposisi, khasiat dan kegunaan*, and *cara pemakaian*. While the target text contains five parts: composition and product description, indications, directions of use, side effects, and contra indications. It means that the target text does not convey the whole parts of the source text. In the following part, the researcher presents the findings preceded by the content, vocabulary, naturalness and sentence structure as follows:

a) Content and Vocabulary

In terms of content, the medical brochure of *Minyak Gosok cap Tawon* does not meet the one of the criteria of good translation because there are some parts showing the source content deviation. The target content is totally different with the source content. The meaning in the target language text does not convey the meaning in the source language text so that it can be confusing and dangerous for the users.

In terms of vocabulary, the medical brochure of *Minyak Gosok cap Tawon* has shown evidence of misunderstood vocabulary throughout the passage. The vocabulary in English (target) text is not similar with the Indonesian (source) text as shown in the following findings: In the indication part of the source (Indonesian) text, the following statement is found: "*Sakit urat dan tulang*", but in the target (English) text, the following statement is found: "Neurology & Orthopaedics". Of course, this is wrong vocabulary. In Indonesian, Neurology means "*Ilmu yang berhubungan dengan saraf*." Neurology does not mean, "*sakit urat*". It really shows that the vocabulary does not deliver the meaning correctly.

b) Naturalness and Sentence Structure

In terms of naturalness and sentence structure, the medical brochure of *Minyak Gosok Cap Tawon* does not meet the criteria of good translation because there are few errors of sentence structure and the words are not natural as shown in the following findings: In the directions of use part of the source text, the following

statement is found: “*Hal ini diulangi beberapa kali dalam sehari*”. However, the following statement is found in the target (English) text: “Rub the oil repeatedly on the painful area to get warm, repeat it every day until recovery”. The target (English) text definitely has different meaning with the source (Indonesian) text. It means that the users have to rub the oil every day. Meanwhile, the source (Indonesian) text: “*Hal ini diulangi beberapa kali dalam sehari*” means the users can rub the oil several times in one day.

4.2 Summary

In conclusion, the researcher has to summarize the main problem is to what extent the English version of the brochures carries the message of the Indonesian brochures. According to the findings, the researcher concludes that the three of four medical brochures do not meet the criteria of a good translation. Only one medical brochure meets the criteria of a good translation. In terms of content, the medical brochure of Benzolac-Cl Acne gel, and *Minyak Gosok cap Tawon* contain flawless rendition of source content/message. Furthermore, the medical brochure of OB Herbal and MYCORAL conveys or carries the message of Indonesian brochures into English brochures. In terms of vocabulary, the medical brochure of Benzolac-CL, MYCORAL Cream, and *Minyak Gosok cap Tawon* has few misuses of the target vocabulary. In terms of naturalness and sentence structure, the medical brochure of Benzolac-CL, MYCORAL, and *Minyak Gosok cap Tawon* are written in little attempt of using idiomatic expressions because the brochure uses many chemical terms. Meanwhile, the medical brochure of OB Herbal is written in highly idiomatic expressions and no evidence of using wrong sentence structure.