The Quality of Food and Drink Product Labels Translation from Indonesian into English

Authors : Rudi Hartono, Bambang Purwanto

Abstract : The translation quality of food and drink labels from Indonesian into English is poor because the translation is not accurate, less natural, and difficult to read. The label translation can be found in some cans packages of food and drink products produced and marketed by several companies in Indonesia. If this problem is left unchecked, it will lead to a misunderstanding on the translation results and make consumers confused. This study was conducted to analyze the translation errors on food and drink products labels and formulate the solution for the better translation quality. The research design was the evaluation research with a holistic criticism approach. The data used were words, phrases, and sentences translated from Indonesian to English language printed on food and drink product labels. The data were processed by using Interactive Model Analysis that carried out three main steps: collecting, classifying, and verifying data. Furthermore, the data were analyzed by using content analysis to view the accuracy, naturalness, and readability of translation. The results showed that the translation quality of food and drink product labels from Indonesian to English has the level of accuracy (60%), level of naturalness (50%), and level readability (60%). This fact needs a help to create an effective strategy for translating food and drink product labels later.
Keywords : translation quality, food and drink product labels, a holistic criticism approach, interactive model, content analysis
Conference Title : ICELLL 2016 : International Conference on English Language, Literature and Linguistics
Conference Location : Singapore, Singapore
Conference Dates : September 08-09, 2016