

**Translation Quality Assessment on the English  
Translation of Two Indonesian Airlines' Food Catalogs**



*Mencerdaskan dan  
Memartabatkan Bangsa*

**Annbitia Marmora Siahaan**

**1209618027**

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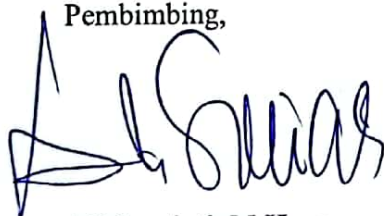
Skripsi ini diajukan oleh:

Nama : Annbitia Marmora Siahaan  
No. Registrasi : 1209618027  
Program Studi : Sastra Inggris  
Jurusan : Bahasa dan Sastra Inggris  
Fakultas : Bahasa dan Seni  
Judul Skripsi : **Translation Quality Assessment on the English  
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Pembimbing,



**Ati Sumiati, M.Hum**  
NIP. 197709182004042001

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**Atikah Ruslianti, M.Hum**  
NIP. 197203242006042001

Penguji Materi,



**Nurul Adha Kurniati, M.Hum**  
NIP. 199305292019032021

Penguji Metodologi,



**Diyantari, M.App.Ling**  
NIP. 198005272005012003

Jakarta, Agustus 2022  
Fakultas Bahasa dan Seni,



**Dr. Liliانا Muliastuti, M.Pd**  
NIP. 196805291992032001

## LEMBAR PERNYATAAN

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Nama : Annbitia Marmora Siahaan  
No. Registrasi : 1209618027  
Program Studi : Sastra Inggris  
Jurusan : Bahasa dan Sastra Inggris  
Fakultas : Bahasa dan Seni  
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## ABSTRAK

**Siahaan, Annbitia Marmora. 2022. Translation Quality Assessment on the English Translation of Two Indonesian Airlines' Food Catalogs. Skripsi: Jakarta, Program Studi Sastra Inggris, Fakultas Bahasa dan Seni, Universitas Negeri Jakarta.**

Penelitian dengan judul *Translation Quality Assessment on the English Translation of Two Indonesian Airline's Food Catalogs* ini bertujuan untuk mengetahui kualitas terjemahan bahasa Indonesia - bahasa Inggris dari katalog Citilink, *Shop & Dine*, dan katalog Garuda Indonesia, *Book Your Meal*. Pendekatan yang digunakan pada penelitian adalah pendekatan deskriptif-analitis berdasarkan Teori Newmark tentang prosedur penerjemahan dan metode penilaian berdasarkan teori Mildred Larson yang dikembangkan oleh Nababan tentang Penilaian Kualitas Terjemahan. Tujuan dari penelitian ini adalah: untuk mengetahui prosedur penerjemahan yang digunakan pada dua katalog maskapai penerbangan Indonesia dan untuk menilai kualitas terjemahan dari kedua katalog tersebut. Temuan dari penelitian ini menunjukkan bahwa ada 12 prosedur penerjemahan yang dapat ditemukan dalam data, yaitu *literal translation, transference, naturalization, cultural equivalent, functional equivalent, descriptive equivalent, synonymy, transpositions, modulation, recognized translation, reduction and expansion, couplets*, serta *notes, additions*, dan *glosses*. Dari 12 prosedur penerjemahan tersebut, yang paling banyak digunakan adalah prosedur *transference* atau *shift*. Skor rata-rata kualitas terjemahan katalog *Shop & Dine* dari Citilink adalah 2,46 untuk akurasi, 2,48 untuk keberterimaan, dan 2,48 untuk keterbacaan, sedangkan rata-rata skor kualitas terjemahan katalog *Book Your Meal* dari Garuda Indonesia adalah 2,46 untuk akurasi, 2,46 untuk keberterimaan, dan 2,46 untuk keterbacaan. Dari hasil penilaian kualitas terjemahan, dapat dilihat bahwa katalog *Shop & Dine* dari Citilink memiliki skor rata-rata yang lebih tinggi, meskipun terjemahannya masih tergolong kurang baik. Dari hasil tersebut, dapat diketahui bahwa pelanggan sasaran tidak mempengaruhi kualitas penerjemahan, mengingat bahwa Garuda Indonesia

memiliki harga yang cukup signifikan lebih mahal, sehingga Garuda Indonesia ditargetkan untuk pelanggan dari kelas yang lebih tinggi dari Citilink.

Kata kunci: *prosedur penerjemahan, penilaian kualitas terjemahan, akurasi, keberterimaan, keterbacaan*



## ABSTRACT

**Siahaan, Annbitia Marmora. 2022. Translation Quality Assessment on the English Translation of Two Indonesian Airlines' Food Catalogs. Skripsi: Jakarta, Program Studi Sastra Inggris, Fakultas Bahasa dan Seni, Universitas Negeri Jakarta.**

This study titled Translation Quality Assessment on the English Translation of Two Indonesian Airlines' Food Catalogs aims to find out about the Indonesian to English translation quality of Citilink's *Shop & Dine* catalog and Garuda Indonesia's *Book Your Meal* catalog. The approaches that is used in this study are descriptive-analytical approach based on Newmark's theory of translation procedure and assessment method based on Mildred Larson's, which is developed by Nababan, theory of Translation Quality Assessment. The objective of conducting this study are: to find out translation procedures employed in two Indonesian airline's catalogs and to assess the translation quality of both catalogs. As the result of the analysis, there are 12 translation procedures that can be found in the data. They are literal translation, transference, naturalization, cultural equivalent, functional equivalent, descriptive equivalent, synonymy, transpositions, modulation, recognized translation, reduction and expansion, couplets, as well as notes, additions, and glosses translation procedure. Among the 12 translation procedures, the one that is mostly used is transference or shift procedure. The average score of translation quality of Citilink's *Shop & Dine* catalog is 2.46 for accuracy, 2.48 for acceptability, and 2.48 for readability, while on the other hand, the average score of translation quality of Garuda Indonesia's *Book Your Meal* catalog is 2.46 for the accuracy, 2.46 for the acceptability, and 2.46 for the accuracy. By the score of the translation quality assessment, Citilink's *Shop & Dine* catalog has a higher average score, although it still falls on the less good category. From the result, it can be known that the target costumer does not affect the quality of the translation, considering that Garuda Indonesia is quite significantly more high-priced, thus it is targeted to costumers from the higher class than Citilink.



Key words: *translation procedure, translation quality assessment, accuracy, acceptability, readability*



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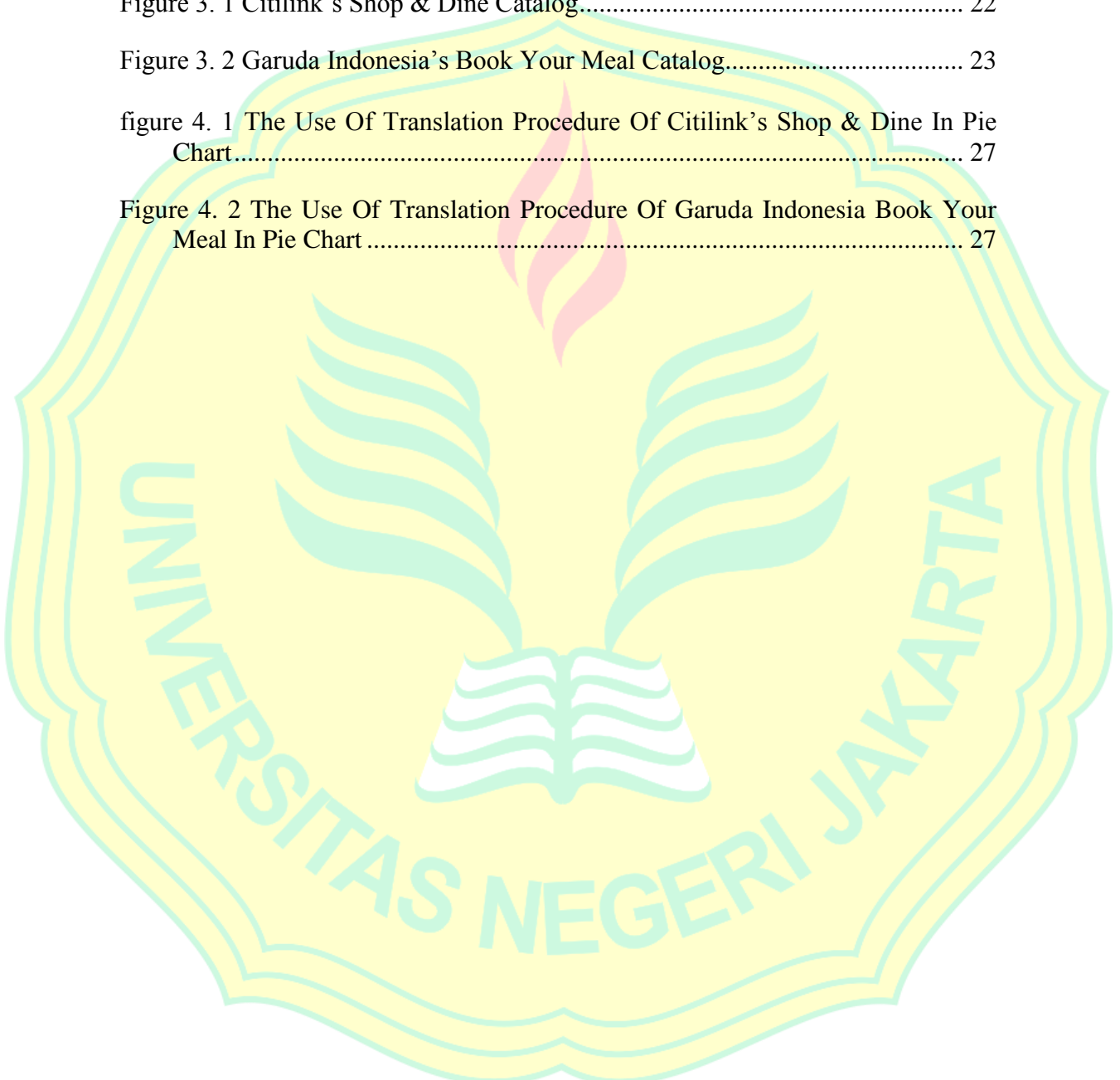
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