CHAPTER V

CONCLUSION AND RECOMMENDATIONS

A. Conclusion

After finishing the analysis of data in the previous chapter, the conclusions are drawn in this chapter which related to the problems statements. The conclusions are as follows:

1. There are eight translation techniques applied by the translator which found in the translation of cosmetic terms in *Oriflame Catalogue September 2013*. The techniques are:

   a. Borrowing (pure borrowing 4 data, naturalized 1 data): 5 data (8.19%)
   b. Transposition: 3 data (4.92%)
   c. Reduction: 1 data (1.64%)
   d. Amplification: 1 data (1.64%)
   e. Established Equivalence: 11 data (18.04%)
   f. Couplets: 20 data (32.79%)
   g. Triplets: 15 (24.59%)
   h. Quadruplets: 5 (8.19%)

   Based on the result above, the translator mostly applied couplets technique (20 data) in translating cosmetic terms. The technique is the combination of borrowing and established equivalence technique. It means that the terms of ST has been translated into the equivalent words in TT. More, several terms are borrowed from ST, purely or naturally. It is due to the terms has been familiar for the consumers globally.
2. The results of translation quality assessment and also the relationship between translation technique applied in the data toward translation quality in term of accuracy and acceptability are as follows:

a. Accuracy

The translations of cosmetic terms in *Oriflame Catalogue September 2013* are mostly accurate. Most of the data are translated accurately by the translator. The researcher discovered that there are 51 accurate data (83.61%), 9 less accurate data (14.75%), and 1 inaccurate data (1.64%) out of 70 data. In this research, the application of couplets produces the most numbers of accurate translations with 17 data (85%). Meanwhile, reduction technique creates inaccurate translation with 1 data. The relationship between translation technique and accuracy level can be observed in the table 4.10.

b. Acceptability

The researcher found that there are 43 acceptable data (70.49%), 17 less acceptable data (27.87%), and 1 unacceptable data (1.64%) out of 61 data. In the case of acceptability level analysis, couplets technique also creates the most acceptable translation with 14 data (70%). Whereas, reduction technique produce the unacceptable data with 1 data. Based on the result above, it can be concluded that the translation of cosmetic terms in *Oriflame Catalogue September 2013* belongs to acceptable in TL.
B. Recommendations

In this session, the researcher would like to convey several recommendations for the translator and other researchers:

1. The translator

In translating cosmetic terms, the researcher understands that the translator must be facing difficulties. Some strategies are required to deal with the problems found. However, the translator should be wise in employing the strategies. It is related to the result of this research. In this research, several translation techniques are unproperly used by the translator. The application of the translation techniques bring effects on the quality of the translation in terms of accuracy and acceptability. More, the translator should aware in the use of dictions (word choices) which would be applied in TL. The correct technique but less proper in the dictions (word choices) can affect the acceptability level in TL. It is due to the translator also should consider the context. Furthermore, the translator should be consistent in translating the same words or terms so that the readers are not confused. He/she needs a deep analysis and understanding to translate the SL in order to minimize his/her mistakes when translating.

2. Other researchers

This research focuses on the translation technique and quality in terms of accuracy and acceptability in translating cosmetic terms in Oriflame Catalogue September 2013. There are many interesting cases discovered in that kind of beauty products catalogue. It is suggested to other researchers who are interested in conducting research with similar topic, to analyze cosmetic terms
specifically for the types of cosmetics. In this research, the researcher only mentions some types of cosmetics and analyze cosmetic terms wholly. The types of cosmetics should be categorized and analyzed deeper in order to distinguish the product users by noticing from the range of age (baby, adolescent, adult). It seems the translation about product descriptions are adjusted from who applied the products. Typically, the translator used different dictions in every range. It is usually due to attract the target reader. It is also interesting research to compare among the dictions used in product descriptions in each categories of age.