

**AN ANALYSIS OF TRANSLATION PROCEDURES USED  
IN COPYWRITING TRANSLATION**

(A Case Study of Advertising Headlines)

A Research Paper

Submitted to the English Education Department of FPBS UPI in a Partial Fulfillment  
of the Requirements for *Sarjana Sastra* Degree



By

Ressa Ratna Daniar Soepandi

060272

**ENGLISH EDUCATION DEPARTMENT  
FACULTY OF LANGUAGE AND ARTS EDUCATION  
INDONESIA UNIVERSITY OF EDUCATION**

**2011**

**PAGE OF APPROVAL**

**AN ANALYSIS OF TRANSLATION PROCEDURES USED  
IN COPYWRITING TRANSLATION  
(A Case Study of Advertising Headlines)**

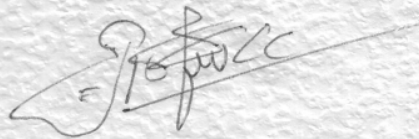
By

**Ressa Ratna Daniar Soepandi**

**060272**

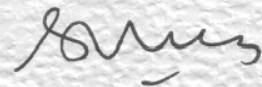
**Approved by:**

**Main Supervisor,**



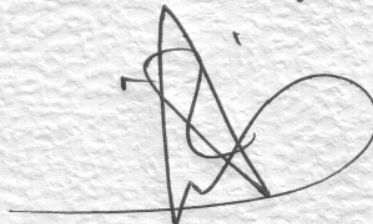
**Drs. Prawoto S. Purnomo, M.Pd**  
**NIP. 195110081980021002**

**Co-Supervisor,**



**Sri Harto, S.Pd., M.Pd**  
**NIP. 197205012006041004**

**Head of English Education Department  
Faculty of Language and Arts Education  
Indonesia University of Education**



**Prof. Dr. Didi Suherdi, M.Ed**  
**NIP. 196211011987121001**

## TABLE OF CONTENTS

<b>PAGE OF APPROVAL</b> .....	i
<b>STATEMENT OF AUTHORIZATION</b> .....	ii
<b>QUOTATIONS AND DEDICATIONS</b> .....	iii
<b>PREFACE</b> .....	iv
<b>ACKNOWLEDGMENT</b> .....	v
<b>ABSTRACT</b> .....	vii
<b>TABLE OF CONTENTS</b> .....	viii
<b>LIST OF CHARTS</b> .....	x
<b>LIST OF FIGURES</b> .....	x
<b>LIST OF TABLES</b> .....	x
<b>CHAPTER I INTRODUCTION</b> .....	1
1.1 Background of Study.....	1
1.2 Research Questions.....	3
1.3 Aims of the Research.....	3
1.4 The Scope of the Research.....	3
1.5 Significance of the Research.....	3
1.6 Clarification of the Key Terms.....	4
1.7 Organization of the Paper.....	5
<b>CHAPTER II THEORETICAL FOUNDATIONS</b> .....	6
2.1 Definitions of Translation.....	6
2.2 Aim of Translation.....	7
2.3 Processes of Translation.....	7
2.4 Procedures of Translation.....	9
2.5 Criteria of a Good Translation.....	12
2.6 Copywriting and Headline.....	13
2.6.1 Headline Categories.....	14

2.6.2 Criteria of Good Headline.....	15
<b>CHAPTER III RESEARCH METHODOLOGY .....</b>	<b>16</b>
3.1 Research Design.....	16
3.2 Data Collection.....	17
3.2.1 Videos .....	17
3.2.2 Questionnaire .....	18
3.3 Data Analysis .....	19
3.3.1 Videos .....	19
3.3.2 Questionnaire .....	20
<b>CHAPTER IV ANALYSIS AND DISCUSSION .....</b>	<b>22</b>
4.1 Analysis and Discussion of Translation Procedures .....	22
4.1.1 Literal .....	24
4.1.2 Reduction and Expansion .....	25
4.1.3 Shifts/Transposition.....	26
4.1.4 Synonymy.....	27
4.1.5 Adaptation (other procedures).....	27
4.2 Analysis and Discussion of Questionnaire.....	28
4.2.1 The Most Preferred Headlines.....	31
4.2.2 The Least Preferred Headlines .....	33
<b>CHAPTER V CONCLUSIONS AND SUGGESTIONS.....</b>	<b>36</b>
5.1 Conclusions.....	36
5.2 Suggestions .....	37
<b>BIBLIOGRAPHY</b>	
<b>APPENDICES</b>	
Appendix 1 The Brands' Advertisement	
Appendix 2 The Brands' Product	
Appendix 3 Questionnaire & Respondents' Answers	
<b>OFFICIAL LETTER</b>	
<b>BIOGRAPHY</b>	

## LIST OF CHARTS

Chart 3.1 Chart of the most and least preferred headlines .....	21
Chart 4.1 Most Preferred Headlines.....	31
Chart 4.2 the Least Preferred Headlines .....	33

## LIST OF FIGURES

<b>Figure 2.1 Linear Process of Translation.....</b>	<b>7</b>
<b>Figure 2.2 Dinamic Process of Translation.....</b>	<b>7</b>
<b>Figure 2.3 Larson Process of Translation .....</b>	<b>8</b>

## LIST OF TABLES

Table 2.1 Example of Translation Procedures .....	12
Table 3.1 Headlines of Brands .....	17
Table 3.2 Framework of headline's analysis based on Translation Procedures. ....	19
Table 3.3 Framework of Percentage Translating Headlines .....	20
Table 3.4 Framework of headline's analysis based on Questionnaire .....	21
Table 4.1 Headline's Analysis based on Translation Procedures .....	22
Table 4.2 Percentage of Headlines.....	23
Table 4.3 Literal Translation Procedures .....	24
Table 4.4 Reduction Translation Procedures .....	25
Table 4.5 Expansion Translation Procedures.....	26
Table 4.6 Shifts/Transposition Translation Procedures .....	26
Table 4.7 Synonymy Translation Procedures .....	27
Table 4.8 Adaptation (the other procedures) Translation Procedures.....	27
Table 4.9 Headline's Analysis Based on Questionnaire .....	28
Table 4.10 the 5 most preferred Headlines .....	31

Table 4.11 the 5 Least Preferred Headlines .....33

