

CHAPTER V

CONCLUSSION AND SUGGESTIONS

The previous chapter reported the results of the present study after conducting the analysis of the research and obtaining the necessary data using theoretical framework as discussed in Chapter II. Therefore, it can answer the research questions about the marketing terms in noun phrase found in *Marketing Management 13th Edition* textbook, translation procedures used in translating the marketing terms in noun phrase and the quality of marketing terms translation in noun phrase found in the textbook. This chapter concludes the researcher's interpretation of the research findings in a form conclusions and suggestions.

5.1 Conclusions

As stated in the first chapter, the researcher was trying to find out the marketing terms in noun phrase form found in *Marketing Management 13th Edition* textbook, translation procedures that the translator used in translating marketing terms in noun phrase and to find out the quality of its translation. The results show that there are four most dominant marketing terms in noun phrase based on each category of 150 terms in noun phrase found in *Marketing Management 13th Edition*

textbook. The most dominant component of marketing terms in noun phrase is Noun or Head which have 50 amounts (33.33%), The second dominant component of marketing terms in noun phrase is Noun + Noun with 21 amounts or 14%. The third dominant component of marketing terms in noun phrase is Determiner + Noun + Noun which have 19 amounts (12.67%) and the last dominant component of marketing terms in noun phrase is Noun + Participle (V-ed) / (V-ing) which have 10 amounts (6.67%).

Furthermore, the translation procedures used in translating marketing terms in noun phrase found in the textbook was according to Newmark's theory (1988). Regarding to the translation procedures that were applied in translating marketing terms in noun phrase found in the textbook, the results revealed that there were 60 terms (40%) of Couplet procedure. This procedure was the most frequently used in translating marketing terms of the textbook. Couplet is the translation procedure which used more than one translation procedure in one specific case. This procedure is used by combining two procedures for dealing with a single problem. It is particularly for cultural words (Newmark, 1988, p. 91). Triplet procedure is the second position that applied in translating marketing terms with 42 terms (28%). It indicates that 42 terms is processed by using three different procedures translation procedures in one specific case. Literal translation was the third position after 14 marketing terms (9.33%) were translated literally. The next procedure was Transposition with 12 terms (8%). It was followed by Naturalization with 10 terms (6.67%). Meanwhile Quadruplet with 7 terms (4.67%), 4 terms (2.67%) of

Transference and Through translation with only 1 terms (0.67%) were rarely used in translating marketing term.

In addition, based on the criteria for the judgment of translation quality proposed by Larson (1984), the translation quality of marketing terms in noun phrase found in *Marketing Management 13th Edition* textbook was in grade 3 or in “Good” level with percentage of 62.96%. The criteria for the judgment of translation quality were based on accuracy, clarity and naturalness by three respondents including the researcher and two other respondents who have some criteria such as, having a good knowledge in English, having experience in analyzing and judging the quality of translation and having sufficient knowledge about marketing terms.

Based on the research finding the marketing terms have many kind of variation in the types of noun phrase and the most dominant component of marketing terms in noun phrase is Noun or Head. Couplet procedure is also the most frequently applied by the translator in translating marketing terms because there are some of foreign terms found in *Marketing Management 13th edition* textbook, for translating those terms have to employ the appropriate translation procedures to gain a good translation product. In this case, Couplet is asserted as the appropriate procedure because in translating those terms needed more than one translation procedure in order to the meaning of those terms can be understood by the readers. Besides that, the text can't be translated perfunctorily to produce a good translation as *Marketing Management 13th Edition* textbook has a good level of translation quality; it means

that the translator of the textbook succeeded to transfer the meaning from the source language (SL) into the target language (TL) naturally, accurately and clearly.

5. 2 Suggestions

After obtaining the conclusions, the researcher would like to propose some suggestions. Here, a translator should understand the style and the form of both of language namely source language and target language, for example in this textbook a translator has to understand English (source language) and Indonesian (target language). The translator also has to be able to choose an appropriate word that could transfer from the source language into the target language. Most problems in translating happened when the target language has no direct equivalent for a word which occurred in the source language. So that, the translator not only has knowledge about translation procedure but also has to be able to use the translation procedures appropriately in order to avoid mistranslation between the source language text and the target language text.

Moreover, the translator has knowledge about the variation of noun phrase or the types of noun phrase in order that can classify the terms appropriate with noun phrase form. The translator also has to know about grammar and the characteristics of a good translation to produce a translation accurately, clearly and naturally. So, the meaning of the translation can be conveyed effectively to the readers.

The researcher also gives the suggestion for those who were interested in the same topic. This research was conducted by analyzing marketing terms translation in

the textbook *Marketing Management 13th Edition*. Meanwhile, the marketing textbook was published from first edition until seventeenth edition. The textbooks could be analyzed by further researchers who were interested in this topic. So the further study could continue this study.

