

## Translation quality on product label from English into Indonesian

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### KEYWORDS

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**ABSTRACT** The purpose of this research is to give better understanding about translation used in product label. The objectives of this research are: 1) to analyze the translation method of translation on product label used by translator; 2) to describe quality of translation (accuracy, naturalness, readability). This research uses descriptive qualitative method. The data is translation of product label from English into Indonesian taken by using purposive sampling method. To collect data, researchers use content analysis. Data is analyzed through data reduction, data display, conclusion and drawing. Then, in checking validity of this research, researchers use triangulation. The instrument of research was validated and quality of translations was scored by involving rater. The first finding of this research shows that translation method of translation on product labels used by translator are literal translation (26,67%), faithful translation (1,67%), free translation (38,33%), and communicative translation (33,33%). The second finding of this research about quality of translation are: (a) the accuracy of translation is 75% (first product), 50% (second product), 75% (third product), 50% (fourth product), 75% (fifth product); (b) the naturalness of translation is 75% (first product), 75% (second product), 50% (third product), 75% (fourth product), 50% (fifth product); (c) the readability of translation is 50% (first product), 100% (second product), 50% (third product), 75% (fourth product), 75% (fifth product).

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## 1. INTRODUCTION

Translation is used in almost all areas of life including in economic sector. In economic sector, Indonesia has established relations with Asia-Pacific Economic Cooperation (APEC) and ASEAN Economic Community (AEC). In early APEC and AEC give big effects for economic sector in Indonesia. This cooperation has resulted on increasing import and export. Many products from other countries are imported and sold in Indonesia. To make the foreign consumers get the information about the products, the producers insert the information about the product on product label in more one language. Reference [Rachmadie \(1988\)](#) proposes that goods can be sold in other countries if they can be persuasively described in the language of the purchasers or at least in English. The use of several language versions on product label is very necessary for the consumers to understand information on product label in their language. In fact, consumers often face difficulty in understanding information of product because they do not understand the language used in product label. For producers it is a must to give consumers accurate information of product to prevent misuse or fatal risk for consumers. In this case, a good translation becomes an important thing to support purposes that producers want to achieve. As stated in [Yusuf \(1994\)](#) that good translation is one of vital necessities of our time.

In fact, translation is not a simple task. Reference [Nida & Taber \(1982\)](#) mention that translating consists in repro-

ducing in the receptor language the closest natural equivalent of the source language message, first in terms of meaning, and secondly, in terms of style. Furthermore, they say that translation must have primary aim to reproduce message. In a sense, it is just another way of emphasizing reproduction of message rather than conservation of form of utterance. It reinforces the need for radical alteration in forming the equivalence of the text which is translated. In addition, [Newmark \(2013\)](#) states that translation is a craft consisting in the attempt to replace a written message and or statement in one language by the same message and/or statement in another language. In this statement, Newmark defines translation as a skill in an attempt to replace a written message and/or same expression in another language. It requires expertise or skills as something needed in translation and is not merely an activity redirect message. One of skills needed in translation is ability in deciding appropriate translation method. Reference [Newmark \(2013\)](#) divides methods of translation into word-for-word, literal, faithful, semantic, adaptation, free, semantic, and communicative translation methods. In addition, [Rachmadie \(1988\)](#) explains that the work of the translators who perform translation in the interest of trade is seldom publicized, seldom appreciated, and seldom criticized. Yet they claim that their work demands accuracy in the choice and precision in the use of words which many other translators might find to be more than they could endure. In such a case, the analysis of translation on product label becomes very

significant matter. According to [Sumarni & Soeprihanto \(1995\)](#) the label is part of the packaging and is printed information about the product. Label describes information about product. Analysis of accuracy, naturalness and clarity of product labels aims at knowing whether product label is qualified or not.

The importance of translation on product label has attracted researchers to study it. Several researchers have conducted research on this matter. Reference [Kuswardani \(2016\)](#) has studied about translation used in business activities entitled *The Analysis of Indonesian-English Translation on Product Label*. The focused discussion is the restructuring process involved adjustments of lexical and grammatical. Data of this study were collected from Indonesian-English translation on product labels. Findings of this research show that in translation process, some lexical and grammatical adjustments are taken to transfer source language textual material into target language equivalence in order to make translation results are acceptable to readers/consumers. They include addition of some words, phrases, or sentences within target language equivalence, replacement of some phrases or some terms which are simply transferred and incorporated to a certain phrase or term, besides some terms which are untranslatable because they introduce local vocabularies of source language texts. Based on data analysis, there are 8 of translation results (data) show that target language equivalence of Indonesian-English translation of product label have represented message of source language text, both in choice of lexical equivalences and arrangement of those equivalences into target language grammatical construction. The other data have not represented message of source text, because of the use of inappropriate lexical equivalences and the arrangement of sentences in target language grammatical construction.

Another research on this matter is held by [Pangestu \(2014\)](#) entitled *Penerjemahan Label Produk Makanan, Obat-obatan dan Kosmetik*. This study investigates and finds a clear picture of label products translation in foods, drugs and cosmetics. Objects of study are Indonesian-English translation of foods, drugs and cosmetics product labels. All products are produced by Indonesian companies and have bilingual product labels. Finding of this research indicates that viewed from aspect of translation equivalence, formal equivalence dominates than dynamic equivalence.

Different from those two previous researches above, this research focuses analysis on translation of product label from English into Indonesian. English and Indonesian have their own structural system which are different, one to another ([Soemarno, 2017](#)). Thus, rules and principles followed by them must be different too. Language styles of both those two languages are different. Consequently, in translating from English into Indonesian translator should reconstruct new sentences in target language which reflect same message of source language but it should follow rule of Indonesian (target language). As stated by [Larson \(2014\)](#) that translation consists of studying lexicon, grammatical structure, communication situation, and cultural context of source language text, analyzing it in order to determine its meaning, and then reconstructing this same meaning using lexicon and grammatical structure which are appropriate in receptor language and its cultural context. This research emphasizes on translation as rendering sounds of a source language (English) into target language form (In-

donesian). Thus, this research observes reconstruction results of translation following Indonesian rules and principles which is different from reconstruction process from English into Indonesian as other researchers studied.

Considering explanation above, this research seeks to analyze translation on product labels as main point discussed in this research. Based on description in background, researchers determine objectives of research as follows: 1). What is translation method used by translator on product labels translation? 2). How is quality of translation on product labels from English into Indonesian?

## 2. METHOD

This research is held by researchers using qualitative approach because data analyzed by researchers is in form of descriptions such as words and sentences. Researchers use descriptive qualitative as research design.

Data used are primary and secondary data. Primary data is documents in forms of translation of information on product labels from English into Indonesian and rater's evaluation result. Secondary data is theories and information gained from various sources that can be used as additional sources. This research applies documentation with purposive sampling as data collection technique.

Researchers analyze data using interactive analysis model consists of data reduction, data display, conclusion and verification ([Miles & Huberman, 1994](#)). Rater's evaluation result is used as input to interpret data. Researchers make conclusion related to analysis of data based on objectives of research.

To increase validity of research, researchers apply source, method and rater triangulations. Source triangulation used to compare data obtained from different sources. Researchers use two types of data, namely product labels and rater's evaluation. Method triangulation used to obtain data using different techniques, namely documentation and questionnaire. Rater triangulation is done by asking a rater to score translation quality or to measure the accuracy, readability and naturalness of translation on product labels. Questionnaire is given to rater to make rater easily to score quality of translation results. Translation quality is measured by using a parameter proposed by [Nababan et al. \(2012\)](#) including accuracy, clearness or clarity and naturalness.

## 3. RESULTS AND DISCUSSION

### 3.1 Translation Method Used by Translator on Product Labels Translation

Researchers find that there are four methods of translation that applied in translation of product labels from English into Indonesian. First method is literal translation (26,67%), second method is faithful translation (1,67%), third and the most widely used by translator is free translation (38,33%), and fourth method is communicative translation (33,33%). They are presented as follows:

#### 3.1.1 Literal Translation

One of translation methods used by translator is literal translation method which appears 16 times or 26,67%. The example of literal translation can be seen as follows:

Translator uses literal translation method in translating phrase that removes blackheads into phrase yang bantu

- SL : *Enriched with: gentle micro-beads **that removes blackheads** and dead cells.*
- TL : *Diperkaya dengan: gentle micro-beads **yang bantu membersihkan komedo** dan sel kulit mati.*

membersihkan komedo. The phrase is translated by word-for-word translation method but translator still preserves equivalency of sentence from source language into target language by using the similar word or phrase.

To translate phrase **that provides 30 days of non-fade freshness** into phrase **yang memberikan kesegaran sampai 30 hari** translator also uses literal translation method. There is change of grammatical structure in target language. In target language grammatical construction, 30 days is placed after Non-Fade Freshness, whereas in source language grammatical construction it is placed before Non-Fade Freshness. Source language text is translated into target language text by making change and adjustment of source language grammar to make it conformed with target language grammar.

Translation by literal translation commonly used when translator translated by word-for-word but the translator still preserved equivalency of sentences from source language into target language Newmark (2013). It is also mentioned by Catford (1969) that literal translation may start from a word-for-word translation, but make changes in conformity with target language grammar. The translator uses literal translation method in order to build equivalence in doing translation.

### 3.1.2 Faithful Translation

Second method used by translator is faithful translation that appears once or 1,67%. Example of faithful translation can be seen as follows:

- SL : *Directions: **Spread evenly on perfectly cleansed face and neck.** Try the new Garnier Sakura White range.*
- TL : *Cara Pakai: Oleskan secara merata pada wajah dan leher yang sudah dibersihkan. Cobalah rangkaian produk baru Garnier Sakura White lainnya.*

Translator uses faithful translation method in translating phrase on perfectly cleansed face and neck into phrase *pada wajah dan leher yang sudah dibersihkan* because translator considers grammatical element of text. Phrase cleansed face and neck is participle in which the formation is past participle as attributive followed by noun. Translator reverses the formation to noun followed by attributive to achieve correct translation by following Indonesian sentence patterns.

A faithful translation attempts to reproduce accurate contextual meaning of source language within the constraints of target language grammatical structures (Wuryantoro, 2015). In this translation, translator focuses on grammatical structures of target languages. In addition, language structure plays important role. English has its rules in constructing sentences, such as word order, tense of verbs, inflection, modifiers, passive-active forms pronouns, and etc.

### 3.1.3 Free Translation

The most widely used by translator is free translation that appears 23 times or 38,33%. Examples of free translation can be seen as follows:

- SL : **Salicylic Acid helps to fight acne, tightens pores and reduces excess oil.**
- TL : **Salicylic Acid yang membersihkan kulit wajahmu secara menyeluruh untuk lawan jerawat, pori tampak kecil, dan kurangi minyak berlebih.**

In this translation, free translation is used to transfer source language textual material into target language equivalences. Phrase **salicylic acid helps to fight acne** is translated into target language phrase *salicylic acid yang membersihkan kulit wajahmu secara menyeluruh untuk lawan jerawat*. Translator translates word helps into phrase *yang membersihkan kulit wajahmu secara menyeluruh* by adding some words within target language equivalences. If this phrase is examined, it is clear that this product is used to be applied to face since it is followed by word acne. Other phrase tightens pores is also translated using free translation method, namely *pori tampak kecil*, whereas in source language it refers to the meaning mengecilkan pori-pori.

- SL : *Nourishes & moisturizes skin, aromatic calming, soft floral scent.*
- TL : *Menutrisi & melembabkan kulit, menenangkan, wangi bunga yang lembut.*

Translator utilizes free translation method in translating phrase **aromatic calming** into word **menenangkan**. Source language textual material is not translated into target language equivalences word-for-word. The entire source language textual material is not transferred to target language equivalence, in this case, every word of the source language sentences does not have a certain equivalence in target language sentence. The phrase of the source language text, **aromatic calming** is simply translated to and incorporated in target language word **menenangkan**.

This translation reproduces message without focus on form of the original. It is in line with Newmark (2013) statement that free translation reproduces the contents without focus on the form of the original. Usually the translation is paraphrase much longer than the original.

### 3.1.4 Communicative Translation

Fourth method that used is communicative translation that appears 20 times or 33,33%. Examples of communicative translation can be seen as follows:

Translator uses communicative translation method in translating examples of translation above. The words Sakura flower represents local concepts of source language. In target language readers rarely have ever known it so readers have no idea at all about how sakura flower blooms. To make readers easy to determine its meaning translator uses other equivalences in target language which associate to its phrase, such as putih, cerah, segar after cantik bagai bunga Sakura. In translating other phrases such as translucent with pinkish glow and lather instantly translator make effort to communicate meaning of source language text in natural form of target language.

- SL : Just 1 touch, skin feels moisturized, plumped, and smooth, day after day, *skin blooms beautifully like a Sakura flower -fair, fresh, translucent with pinkish glow.*
- TL : Hanya dengan 1 sentuhan, kulit terasa lembab, kenyal, dan halus, hari demi hari, **kulit semakin putih cerah merona, cantik bagai bunga Sakura-putih, cerah, segar, dan bersinar.**
- SL : Directions: gently massage on wet face, lather instantly. Rinse off with water. Avoid the eye area.
- TL : Cara pakai: pijat lembut pada wajah yang basah, busakan. Bilas dengan air. Hindari area mata.

This method requires translator to use target language naturally both in grammatical constructions and in choice of lexical items. It attempts to render exact contextual meaning of the original in such way that both content and language are readily acceptable and comprehensible to readers. Reference Newmark (2013) says that translator tries to deliver real meaning of source language that focus on content and language.

### 3.2 Quality of Translation on Product Labels from English into Indonesian

Researchers analyse data using parameters for assessment of translation adapted from (Nababan et al., 2012). The accuracy of translation can be divided into three levels: they are accurate if meanings of words, technical terms, phrases, clauses, and even sentences of source language are accurately transferred into target language, there is absolutely no distortion of meaning; less accurate if most of meanings of words, technical terms, phrases, clauses, sentences of source language texts are accurately transferred into target language, however, there are still meaning distortions or double meaning translation (taxa) or there are meanings that are omitted, which disrupt the unity of the message; inaccurate if meanings of words, technical terms, phrases, clauses, and sentences of source language texts are inaccurately transferred into target language or omitted.

Naturalness of translation is divided into three levels, namely natural if translation feels natural, technical terms used are familiar to readers, phrases, clauses and even sentences used are in accordance with rules of target language; less natural if in general, translation feels natural, however, there is a slight problem in the use of technical terms or there is a slight grammatical error and it is not in accordance with rules of target language; unnatural if translation is not natural or feels like translation work, technical terms used are unfamiliar to readers, phrases, clauses and sentences used are not in accordance with rules of target language.

Readability of translation consists of three levels: readable if words, technical terms, phrases, clauses, and even sentences in translation can be easily understood by readers; less readable if in general translation can be understood by readers but there are some parts that must be read more than once to understand translation; unreadable if translation is difficult or even very difficult for readers to understand.

In this research, researchers use dictionary in interpreting the words meaning of source language text. The dictionary used is (Kamus, 2006).

#### 3.2.1 Translation quality of English–Indonesian translation in Naturian Papaya & Goat's Milk Hand & Body Lotion

- SL : It is enriched with: Goat's Milk: **that help moisturize and soften skin**, Papaya Enzyme: for smoother and brighter skin.
- TL : Diperkaya dengan: Goats Milk: **dengan kandungan vitamin dan mineral yang baik bagi kulit sehingga kulit terasa lembab dan lembut**, Enzym Pepaya: untuk kulit tampak cerah bersinar..

Phrase that help moisturize and soften skin is not translated by translator even though that phrase consists of key words of source language, namely moisture and soften. On the other hand, translator adds some equivalences in target language which are not stated in source language, namely **dengan kandungan vitamin dan mineral yang baik bagi kulit sehingga kulit terasa lembab dan lembut**. It causes new meaning appears in target language since translator adds new information which is not stated in source language. Moreover, those two phrases represent different meanings. Phrase that help moisturize and soften skin explains efficacy of the product, on the contrary, **dengan kandungan vitamin dan mineral yang baik** explains ingredient of the product. The transfer of inaccurate message and the use of inappropriate equivalences with context cause this translation result to become less readable. The translation is categorized as less accurate, less natural, and less readable.

#### 3.3 Translation quality of English–Indonesian translation in Cussons Baby Powder Soft & Smooth Almond & Rose Oil

- SL : **Caution: keep powder away from baby's nose and mouth.**
- TL : **Peringatan: Jauhkan bedak dari hidung dan mulut bayi.**

Source language text **Caution: keep powder away from baby's nose and mouth** is accurately translated into **Peringatan: Jauhkan bedak dari hidung dan mulut bayi**, because the translator could find the closest meaning of source language text in translation process. Meaning of target language text is completely taken from source language text without distortion of meaning. This translation is natural because equivalences used in target language is suitable with source language words meanings. All target language equivalences represent message of source language textual material. Source language term keep away is expressed by using target language term **jauhkan**, **powder** is translated by using target language term **bedak**, from baby's nose and mouth is transferred by using target language phrase **dari hidung dan mulut bayi**. It could be summed up that lexical equivalences represent message of source language textual material. Sentence used is suitable with rule of target language. Next, translation is categorized as natural. In

this translation, the use of words, phrases, clauses and sentences can be understood easily by reader. The words used also familiar for readers. So, translation is categorized as accurate, natural, and readable.

### 3.3.1 Translation quality of English–Indonesian translation in Garnier Pure Active Anti-Acne White Scrub

- SL : **Directions: gently massage on wet face, lather instantly. Rinse off with water. Avoid the eye area.**
- TL : *Cara pakai: pijat lembut pada wajah yang basah, busakan. Bilas dengan air. Hindari area mata.*

In this translation, not every part of source language text is replaced by target language equivalence. In this case, the word instantly is left untranslated into target language equivalence. It does not mean that this translation omits message of that word, since term lather refers to the meaning form or cause to form a frothy white mass of bubble is closely related to instantly means soon or immediately. It is an action that must be taken immediately because otherwise the product will dry up. Thus, message of phrase is represented in target language equivalence although the word instantly is left untranslated. Other words in source language is accurately translated into target language. Translation equivalences in target language feel natural and suitable with source language context. They are also familiar for readers. Phrases, clauses, and sentences that used conformed with rules of target language. The use of words, phrases, clauses and sentences can be understood easily by reader. The translation is categorized as accurate, natural, and readable.

### 3.3.2 Translation quality of English–Indonesian translation in Glade Scented Gel Lavender

- SL : *Glade Scented Gel is a decorative air freshener that provides 30 days of Non-Fade Freshness.*
- TL : *Glade Scented Gel adalah pengharum udara dekoratif yang memberikan kesegaran sampai 30 hari.*

The message of translation is not delivered accurately in target language because translator does not translate some words of source language that causes loss of important message of those words in target language. It can be seen from the translation of phrase **provides 30 days of non-fade freshness** into **memberikan kesegaran sampai 30 hari**. The word **non-fade** is left untranslated so that the whole messages of source language text have not been transferred into target language equivalences. The word non-fade means tidak pudar [14] but in this translation it should be conformed to the context. Reference [15] state that in producing an accurate translation, a translator has to consider the context in which the original utterances occur. To reach the real meaning of target language words will depend on the context in which it is used. In order to achieve acceptable translation result the word non-fade should be translated in target language equivalences. Thus, it should be translated into **memberikan kesegaran yang tahan lama sampai 30 hari**. The use of other target language equivalences is conformed to the context. It can be

seen from the translation of some words such as provide means **memberikan** and **freshness** means kesegaran. Overall, this translation is readable even though message is not completely transferred but the use of natural equivalences in target language makes easy for the readers to understand this translation. The translation is categorized as natural, readable but less accurate.

### 3.3.3 Translation quality of English–Indonesian translation in Garnier Sakura White Pinkish Radiance Whitening Cream

- SL : Just 1 touch, skin feels moisturized, plumped, and smooth, day after day, **skin blooms beautifully like a Sakura** flower-fair, fresh, **translucent with pinkish glow**.
- TL : *Hanya dengan 1 sentuhan, kulit terasa lembab, kenyal, dan halus, hari demi hari, kulit semakin putih cerah merona, cantik bagai bunga Sakura-putih cerah, segar, dan bersinar.*

In this translation, the entire source language material is not transferred to translation process, in this case, every word of source language sentences does not have a certain equivalence in target language sentence. The phrase of source language text, **skin blooms beautifully like a Sakura** flower is translated to target language phrase **kulit semakin putih cerah merona, cantik bagai bunga Sakura**. Although that phrase is not translated into its equivalence separately (one word replaced by one word), the translation result has represented message of that phrase since in source language context meaning of the phrase refers to **the improvement of skin condition after using the product**.

The other source language phrase translucent with pinkish glow is replaced into target language equivalence bersinar. Translator uses equivalence that is not really appropriate in target language so that meaning of translation result will be different. The phrase **translucent with pinkish glow** has different meaning with bersinar. The use of inappropriate equivalence will change information of source language. It can be accurate if translator replaces words **bersinar**. The closer meaning to source language of the phrase translucent with pinkish glow is bening kemerahan. So translation result suggested is: *Hanya dengan 1 sentuhan, kulit terasa lembab, kenyal, dan halus. Hari demi hari, kulit semakin putih cerah merona, cantik bagai bunga Sakura-putih cerah, segar, dan bening kemerahan.*

The translation is also categorized into less natural translation because translator uses the word that is not really appropriate with target language so it sounds little bit strange but the meaning still can be accepted by readers. As pointed above, the translation is less accurate. The meaning is still delivered but is different with source language. It causes the readers cannot catch the meaning and understand the sentence by only reading it in first time. It is less readable because translation result still can be read and understood by readers but some parts in translation result needed to give more attention to know the real meaning inside the text. The translation is categorized as less accurate, less natural, and less readable.

#### 4. CONCLUSIONS

Continuously, a study on the quality of translation in the economic sector is necessary to provide input to translators in order to improve quality of translation. Thus, the role of translation as a means of delivering message of a product that is needed by consumers and producers can be carried out properly. This will make consumers satisfied and will also affect increase in demands for products. Besides, this will directly have an impact on smooth running of export and import in economic sector. Basically, economic sector, export-import, and translation are three elements in an interrelated cycle. Translation research on product label will always be needed as long as the cycle exists in which translation plays important role in it.

Hopefully, this research can also be used as additional information and reference for other translation researchers who want to deepen translation researches of product labels to the next researches. This research still needs to be developed because there are many limitations such as the limited number of product labels used as research data. There are still many product labels that need to be analyzed to determine their quality. For students who interested in translation, hopefully, findings of this research can increase their ability to translate as a special variety of learning a second language. Furthermore, results of this research is hoped can be additional source to translation learning process.

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