

## ABSTRACT

**Ratu Nadhirah El Sarah. 1145030150. *Analysis of the Translation of Noun Phrases in Joe Navarro's Louder Than Words. An Undergraduate Thesis. English Studies Department, Faculty of Adab and Humanities, Universitas Islam Negeri Sunan Gunung Djati Bandung. Advisor I: Dr. Ujang Suyatman, M.Ag., Advisor II: Dr. Andang Saehu, M.Pd.***

**Keywords:** Translation Methods, Translation Procedures, Translation Errors, Translation Equivalence, Noun Phrase, Joe Navarro.

This research attempts to analyze about translation issues in a book by Joe Navarro "Louder Than Words", and its Indonesian Translation "*Cara Cepat Membaca Bahasa Tubuh 2*" translated by Ati Cahayani. The focus of this research is to found out about three things: (1) the methods and procedures used in translating the noun phrases, (2) the error that occur in the translation of noun phrases, and (3) the effect that the methods and errors hold into the translation equivalence of Noun Phrases in Joe Navarro's *Louder Than Words*.

This research is designed in a qualitative approach using a descriptive analytic method. The data for this research is in form of 50 noun phrases which has been selected purposively. The theories used are translation methods and procedures proposed by Newmark (1988), theory of Errors proposed by Dulay (1982) and Sager (1993), and the theory of translation equivalence proposed by Nida (1964).

The findings of this research shows that there are 4 methods and 5 procedures that are used in translating the noun phrases, those are: Literal (12 data), Idiomatic (1 data), Communicative (6 data), Semantic (6 data), Descriptive Equivalent (8 data), Functional Equivalent (6 data), Cultural Equivalent (5 data), Synonymy (1 data), and Reduction (3 data) and Expansion (1 data). There are also 3 kinds of errors that occurred in the the translation of noun phrases, which are: Omission (4 data), Deviation of Meaning (11 data), and Reversal of Meaning (3 data). These methods and errors gave a significant affect towards the translation equivalence in which most of the data belong to dynamic equivalent. This shows that the use of translation methods and procedures which focuses more towards the target language is more acceptable and comprehensible by the reader in target language.

## ABSTRAK

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**Kata Kunci:** Metode Penerjemahan, Prodesur Penerjemahan, Kesalahan Terjemah, Kesepadanan Terjemahan, Frasa Nomina, Joe Navarro.

Penelitian ini berupaya untuk membahas hal-hal tersebut yang terdapat dalam buku "*Louder Than Words*" karya Joe Navarro, dan dialih bahasakan ke dalam Bahasa Indonesia menjadi "Cara Cepat Membaca Bahasa Tubuh 2" oleh Ati Cahayani. Penelitian ini berfokus pada pencarian akan 3 hal, yaitu: (1) metode dan prosedur terjemahan yang digunakan untuk menterjemahkan frasa nomina, (2) kesalahan terjemah yang ditemukan dalam penerjemahan frasa nomina, serta (3) bagaimana pengaruhnya terhadap kesepadanan hasil terjemah.

Penelitian ini dilakukan menggunakan pendekatan kualitatif dan metode deskriptif analisis. Data penelitian ini berupa 50 buah frasa nomina yang telah dipilih oleh peneliti. Teori yang digunakan adalah teori metode dan prosedur terjemah Newmark (1988), teori kesalahan terjemah Dulay (1982) dan Sager (1993), serta teori kesepadanan terjemah Nida (1964).

Hasil penelitian ini menunjukkan adanya 4 jenis metode dan 5 jenis prosedur terjemahan yang digunakan dalam menterjemahkan frasa nomina, yaitu: *Literal* (12 data), *Idiomatic* (1 data), *Communicative* (6 data), *Semantic* (6 data), *Descriptive Equivalent* (8 data), *Functional Equivalent* (6 data), *Cultural Equivalent* (5 data), *Synonymy* (1 data), and *Reduction* (3 data) and *Expansion* (1 data). Juga terdapat 3 jenis kesalahan terjemah, yaitu: *Omission* (4 data), *Deviation of Meaning* (11 data), and *Reversal of Meaning* (3 data). Hasil tersebut menunjukkan bahwa metode yang digunakan dalam menterjemahkan sangat mempengaruhi kesepadanan hasil terjemah, terbukti dengan mayoritas data yang tergolong kedalam *dynamic equivalence*. Dengan demikian, dapat disimpulkan bahwa penggunaan metode terjemah yang mementingkan bahasa target akan lebih berterima dan mudah difahami oleh pembaca di bahasa target.