# CHAPTER I

# INTRODUCTION

## 1.1 Background

Nowadays, most of companies are requiring the employees with a lot of work experiences and it makes a lot of people have difficulties to get a job. In this case, to resolve this problem, a lot of universities made an assignment to do a job training in the company or becoming an entrepreneurship, it is to make the students have an experience and to apply their knowledge in the work fields.

The writer took the entrepreneurship to fulfill the assignment from the university. On the other hand, becoming an entrepreneur in this program can either improve writer's information regarding English or maybe the writer will find something new which is consist English language.

As we know, English language has become an important think in society. Not only in school or in the office, but also people are using English in traditional market to communicate. Off course there are some differences and difficulties of using English between in the office and traditional market. For example, the employees are speaking English language very well to communicate each other in their daily activities in the office.

However, in the traditional market people are not speaking English language in their communication, but they are using the English terms only without thinking about the structure of the sentence in English language. Off course it makes some interesting problems such as understanding the meaning of the English terms in the target language and more using the English terms than the terms in bahasa Indonesia. Moreover, most of the names of the product are using English terms. It is because the English terms for the product are easier to say, remember and understand then bahasa Indonesia itself.

Based on the problem which is found about using the terms of the products in traditional market, the writer took title "The English Terminology of the Products". The report aims giving an explanation and description of using English terminology in bahasa Indonesia conversation.

## 1.2 Scope

In this case the writer discusses about using the terminology of source language in the target language. The data is taken from the entrepreneurship which was done by the writer in one of the traditional markets in Bandung for almost 3 months.

## 1.3 Objectives

This report has some purposes such as:

1. Report the job training process in Pasar Ancol Karapitan Bandung.
2. Provide brief information regarding the English terms during the job training.
3. Why people more prefer to use the English terms than the terms in Bahasa Indonesia?
4. Provide the alternative solution of the problems.

## 1.4 Significant to knowledge

This paper is expected to give more information about English language in traditional market, especially about using the English terms to communicate.

## 1.5 The framework of the Theory

According to JS. Badudu,

"*Berdasarkan taraf integrasinya, unsur pinjaman dalam bahasa Indonesia dapat dibagi atas dua golonga besar; pertama, unsur pinjaman yang belum sepenuhnya terserap ke dalam bahasa Indonesia, kedua, unsur pinjaman yang pengucapannya dan penulisannya disesuaikan dengan kaidah bahasa Indonesia*"

The writer will describe the meaning and the form of the source language in the target language.

## 1.6 Research Method

In this paper the writer uses descriptive method. Mildred L. Larson defines in meaning-based translation. He stated that:

> Translation consist of studying lexicon and grammatical structure, communication situation, cultural context, analyzing it in order to determine its meaning, and then reconstructing this same meaning which are appropriate in the target language and its cultural context.

## 1.7 Place and Time of Job Training

The writer did the entrepreneurship job training in Pasar Ancol Bandung at Block E 07 Pasar Ancol Karapitan Bandung. In this entrepreneurship job training the writer became an assistant manager. The writer main duty was to run the company and made a great business plan to get a lot of profit. The activities started from 03 a.m. until 04 p.m. it was conducted every day.