CHAPTER III

THE DESCRIPTION OF THE TOPIC

3.1 The Description of Activities

For about two months, the writer did job training at Pasar Ancol Karapitan Bandung. While being an assistant manager of the market, the writer found many kinds of terms which contains a lot of English terms of the business in traditional market. At the first, the writer was confused to handle the meaning of the term, because it was something new for the writer. The writer decided to analyze the English terms in this job training report.

3.2 Explanation

Today, there are a lot of products using the English language in traditional market. The writer will report about the case specifically about the use of the English terms in bahasa Indonesia conversation. The writer took the theory from Mildred L. Larson, that stated:

> The form from which the translation is made will be called the source language and the form into which it is to be changed will be called the receptor language. 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.

In this case, the writer focuses on communication situation to determine the meaning in target language. For example the terms in source language it is a *cup*:

- In the target language *cup* means *gelas plastik*, look at the table below:

Word	**Source Language**	**Target Language**
cup	Do you have any *cup* for water, sir?	*Pa, ada cup untuk minuman tidak?*

In the table above, we can see that the form of *cup* does not change in the target language form and the meaning of *cup* refers to *gelas plastik*. Although they did not change the form of the word into the target language, they already know the meaning of *cup* in target language itself. People in traditional market are often using the form of the source language in their daily communication than using the real form in target language.

In the communication situation, people are using the source language terms in the transaction between the consumer and the seller. Both of the consumer and the seller have already known about the form of the terms and the meaning of the source language. So they do not need to change the source language form into the target language form. We can see a view of the English terms which is used in target language such as:

Source Language	**Target Language**	**Example in bahasa Indonesia**
cake Case	tempat kue	Pa, saya mau membeli *cake case* buat kue bolu!
styrofoam,	gabus	Pa, minta *styrofoam*nya seratus bungkus.
butter	mentega	Pa, beli orchid *butter* satu kilo.
instant	cepat saji	Saya beli mie *instant* setengah dus pak!
backing powder	bumbu kue	*Backing powder*-nya dua bungkus.
sponge	busa	Jual *sponge* tidak pa?
palm	gula palem	Pa gula *palm*-nya satu kg?
essence	pewarna makanan	*Essence*-nya dua botol yang warna merah!
neon	lampu	A, beli *neon* yang 25 watt!
bad cover	selimut	A, ada *bad cover* yang gambarnya AC Milan?
baby oil	minyak untuk bayi	Mang, *baby oil*-nya satu yang

		merek jhonson!
baby cream	krim untuk bayi	*Baby cream* harganya berapa pa?

People who know both of the source language and the target language can often make the transfer from one of the form to another very rapidly and without thinking the English grammatical structure in the target language. In the work field the writer also founds the terms which the sound between the source language and the target language are almost the same, but in the meaning and the writing style are different. Therefore, the writer took the theory of homograph according to Houghton Mifflin Harcourt which states that: A homograph is a word or a group of words that share the same written form but have different meanings. Look at table below for examples:

Word	**Example of first meaning**	**Example of second meaning**
lead	Gold is heavier than **lead**	The mother duck can **lead** her ducklings around
close	"Will you please **close** that door!"	The tiger was now so **close** that I could smell it
wind	The **wind** howled through the woodlands	**Wind** your watch

A homonym is, in the strict sense, one of a group of words that share the same spelling and the same pronunciation but have different meanings.

For examples of homonyms are:

stalk (part of a plant) and stalk (follow/harass a person), and

the pair left (past tense of leave) and left (opposite of right)

A homophone is a word that is pronounced the same as another word but differs in meaning.

For example of homophone.The words may be spelled the same, such as rose (flower) and rose (past tense of "rise")

According to those theories above, the writer found the terms in both of source language and the target language which have the same sound but in the meaning and the writing are different for example as follows:

Source Language	**Means in Target Language**	**Target Language**	**Means in Source Language**
cup	gelas	kap	hood of a car
jean	kain	jin	genie or Satan
mint	gula-gula (rasa) permen	min	minus
shall	boleh	syal	shawl

Those terms are the form of the source language and it always be used in the target language in everyday communication in traditional market. Beside the English terms in the products, there are some English terms that they used in their daily communication likes:

- salesman → penjual barang;
- banner → spanduk;
- over limit → melebihi batas waktu;
- date line → batas waktu;
- expire → kadaluarsa (masa berlakunya habis);
- original → asli;
- sample → contoh;
- invoice → faktur;
- supervisor → pengawas.

Besides the source language and the target language have the same sound in saying, the writer also found another interesting thinks between source language and target language. It is the equivalent of word from English language as the source language into bahasa Indonesia as target language, but the words in the English is being adapt into bahasa Indonesia. It is adapted in both of the sound of the words and the writing style into the rule in bahasa Indonesia as JS. Badudu stated that:

> *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, seperti reshuffle dan shuttle cock. Unsur – unsur ini dipakai dalam konteks bahasa*

Indonesia, tetapi pengucapannya masih mengikuti cara asing. Kedua, unsur pinjaman yang pengucapannya dan penulisannya disesuaikan dengan kaidah bahasa Indonesia.

For Example:
The word c if we put it in front of vocal (a, u, o) and consonant words, it becomes k. ex: calomel ⟶ Kalomel;
The words ch which is the sound c becomes c. ex: check ⟶ cek;
The words ph becomes f. ex: phase ⟶ fase;

Refers to JS. Badudu's theory above, the writer also found an equivalent of words from the source language and the target language such as:

Source Language	**Target Language**	**Changing**
photo	foto	*ph* becomes *f*
electronic	elektronik	*c* becomes *k*
calculator	kalkulator	*c* becomes *k*
plastic	lastik	*c* becomes *k*
tissue	tisu	*ue* becomes *u*
compass	kompas	*c* becomes *k*
shampoo	sampo	*oo becomes o*
chocolate	cokelat	*ch becomes k*
sauce	saus	*ce becomes s*
condom	kondom	*c becomes k*

A lot of people do not changing the form of source language with the target language and people use the form of source language both in spoken and written. So it does not change exactly the form of the source language to target language. People understand of what they are saying of the English terms both in

saying and meaning without changing the form of source language into the target language.

Therefore, a lot of people are using the English terminology. It is because the words of English are easier to say and to understand. Even though the English terms have own meaning in target language, people more prefer to use the form in English terms (Source language). It is relatively easy for people to handle the transfer for the English terms used in everyday communication and activities.

3.2.1 Problem and Solution

During translating the terms in job training, the writer found some difficulties to understand the meaning of the terms. The Problem and solution while job training are explained as follows:

3.2.1.1 Problem

During the business in traditional market, the writer found the problem which is something new for the writer. It because many of people in traditional market are often to use the English terms in the structure of bahasa Indonesia and the writer has difficulties in understanding the word which is referring to something. They use the English terms in bahasa Indonesia without change the form of the words. So we should understand the meaning of the terms exactly.

3.2.1.2 Solution

To solve this problem, the writer had to find information about the form and meaning between the English terms into bahasa Indonesia as the target language. In addition, the writer tried to find any information about the English terms both from books and internet.