The translation quality of speech acts on the label of product packaging

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Abstract: The translation of speech acts on product packaging labels was the object of this research. This study aimed to analyze the types of speech acts, translation techniques used by translators to translate label text and to identify how these techniques affected changing speech acts on product packaging labels. A qualitative descriptive approach was used in this study. The data was presented in the form of utterances on packaging labels that included speech acts and their translations. Document analysis and focus group discussion were used to gather the data. According to the findings, the researcher discovered 94 different forms of speech acts. The translator used 14 different translation techniques in translating the label. Several translation techniques used in this study affect the changing of speech acts in the target language. Deletion, reduction, modulation, paraphrase, and compensation techniques were found to induce a change in speech acts. There were 12 data of the speech acts shifting. The cumulative score for the quality of the translation on the product packaging label was 2.75.

Keywords: Labels ,translation techniques, speech acts, shifting, translation quality

INTRODUCTION

Labels are a way for sellers and buyers to communicate with each other. Since the information is only transmitted in one direction, from the manufacturer to the users, this communication is classified as one-way communication. The message is conveyed by the manufacturer via the text on the product packaging label. It is used to educate, convince, or order customers. Ingredients, features, and how to use the product are all included in the package. According to Angipora (2002, p. 192), the label is a component of a product that conveys verbal product/seller information. The label is used to assist customers in deciding whether or not to purchase a product.

There are several different forms of food and non-food items shipped overseas from various brands and factories. Much Indonesian product is distributed among foreign and Indonesian society through markets or even supermarkets from middle to upper class. Indonesian products are consumed not only by Indonesians but also by visitors to the country. Foreigners find it difficult to comprehend details written in Indonesian on product packaging labels. As a result, the label is important for the readers. The translation label acts as a connection between the manufacturer and the customer. Unfortunately, not all manufacturers use bilingual language to communicate product information. If the producer only writes Indonesian, the foreigners would be unable to understand the product's purpose or how to use it. As a result, translation is important. It is used as a bridge between consumers and producers. Hence, some manufacturers will be considering in translating the labels. The producer should translate the label products into foreign languages such as English when international trade happens.

Product information is written accurately by all manufacturers. In translation, the translator not only conveys the same meaning but also the utterance's purpose (Ma'u et al., 2019). According to Baker (2018, p. 23), translation is a redirection of discourse material from the source language to the target language that is not all about associating content with the form. It means that a translator must be able to redirect the core message from the source language to the target language while preserving the source language's utterance forms while translating speech acts. It is difficult to translate the label. Since labels

contain an utterance, they are more than just words, phrases, clauses, or sentences. The utterance has a specific purpose. In this research, the utterance expresses the purpose of producers through statements such as providing facts, asking readers to do something, and explaining a fact. All these purposes take the form of utterances.

The meaning and situation are taken into account when translating speech acts. "However it is translated and illocutionary actions of the sentence will not alter," Fawcett (2014) says of the relationship between illocutionary speech acts and translation. A good translation result should be equivalent in terms of form and meaning when translating speech acts. In other words, speech acts translation entails not literal translation only, but also the translation of an intention. This is something that a translator must be concerned with. If the illocution of SL directive is directive, it should also be directive in TL.

When translating speech acts, the translator must be able to pay attention to the case's meaning as well as the target language's culture. It is presumed that by paying attention to language and culture provisions, the translation will not alter the target language, affecting the accuracy, acceptability, and readability of translation. The presence or absence of a transition in speech acts can be seen using translation techniques. The translation technique can be used to determine whether the text in the target language is equivalent to the source-language text or not. This can be seen by comparing the source language and target language.

According to Molina and Albir (2004), translation techniques have five basic characteristics; (1) They affect the result of translation; (2) they are classified by comparison with the original; (3) they affect micro-units of text; (4) they are by nature discursive and contextual; (5), and they are functional. If the translator makes wrong decisions, it will influence the translation result such as the shifting of speech acts. This study is supposed to help the translator both theoretically and practically. In theory, this research can help translators better understand the different types of speech acts in a text, as well as the different types of translation techniques, the effect of using translation techniques, and the quality of translation. In practice, this analysis will provide an overview of the different types of speech acts found on packaging labels, and good translation techniques are used to translate speech acts so that the meanings expressed in the target language remain the same. Furthermore, it is capable of assisting translators in producing better translations in practice.

METHOD

Since the researcher only focused on the translation product, this study was product-oriented. The translator did not make any connections between the translation product and the translator's background or the translation process. Using a pragmatic approach, a qualitative descriptive was used as the method of the research. This study was carried out by gathering the data, analyzing the data, and drawing conclusions. The aim of the qualitative descriptive analysis used in this study was to learn more about the different types of speech acts on product packaging labels, the translator's translation techniques, and the effect of translation techniques on the shift caused by translation techniques, and the quality translation on the label of product packaging.

Descriptive qualitative research aims to explain and summarize different social realities, circumstances, or phenomena. Then, as a function, character, existence, model, symbol, or explanation of a specific circumstance, condition, or phenomenon, the fact is drawn to the surface (Bungin, 2012). The researcher used a purposive sampling technique because the data and data sources in this study were chosen purposively. This study used two types of data sources: documents and informants. The documents served as a written source of information for the researcher. The documents were obtained from product packaging labels, especially those of Indonesian products. It has criteria such as (1) the data are taken from the Indonesian product brands, which contains Indonesia and English language; (2) the products are categorized as best-seller products; (3) the label of product packaging contains illocutionary speech acts. On the other hand, the researcher involved informants to help the researcher in analyzing the data and assessing the translation quality on the label of product packaging in terms of accuracy, acceptability, and readability.

The researcher has parameters to consider when selecting informants. The informant is mastering languages both Indonesian and English, having a good understanding of translation, especially Indonesian - English and English-Indonesian translation, having practical experience in translation,

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understanding pragmatic theory well, especially speech acts theory, having experience as a rater in translation research, willing to be involved in this research.

The researcher used two data collection methods when gathering the data. Content analysis and focus group discussions were used as the method of data collection. On the label of product packaging, the researcher used content analysis to identify the different forms of speech acts and their subcategories. It was accomplished by reading and sorting the text on the product packaging label, contrasting the source language and target language texts on the product packaging label, sorting out utterances on the product packaging label that include assertive, directive, commissive, expressive, and declarative acts, categorizing utterances based on the types of speech acts and the subcategory of speech acts, and categorizing utterances based on the types of speech acts and the subcategory of speech acts.

Focus Group Discussion (FGD) was the other method in this study. In FGD, the researcher involved three raters including, the researcher to help in analyzing the data. The researcher gave rubrics to the informants when conducting focus group discussions. The rubrics consist of data that were collected by the researcher. The researcher used Spradley's content analysis techniques to analyze the data (Spradley, 2016). The data were analyzed in four phases. The phases are domain, taxonomy, componential, and cultural themes.

Domain analysis is carried out to obtain a general and overall illustration of the social situation under study and the object of research (Sugiyono, 2015; Susanto et al., 2020). In this analysis, the researcher collects the data that is needed to answer the questions in this study. The researcher separates the data, which are the types of speech acts and their subcategory, from other elements of the label which are not related to the topic of study.

After analyzing the domain, the researcher continues to analyze the data using taxonomy analysis. The taxonomic analysis is an analysis of all data collected based on a predetermined domain (Sugiyono, 2015). In this stage, the researcher will identify the translation techniques using the theory from Molina and Albir (2004).

The next stage is a componential analysis. The componential analysis is used to analyze the quality of translations based on the types of speech act and its subcategory, the application of the translation techniques used, and the impact of the use of these techniques on the quality of translation. The translation quality is analyzed based on the model of translation proposed by M. Nababan et al. (2012).

The last stage is the analysis of cultural themes. Through this research, the researcher connects the types of speech acts, the translation technique ad its impacts, and the translation quality that exists in the domain. The result of this research is not generalized

RESULT AND DISCUSSION

On the label of product packaging, 94 data of speech acts were discovered in this study. A total of 16 products were used in this study. The speech acts were categorized into three categories based on the data. They are assertive acts (59 data) which include informing and stating; directive acts (32 data) that consist of instructing (19 data), giving advice (6 data), questioning (4 data), warning (2 data), and prohibiting (1 datum); commissive acts that contain promising (3 data). Table 1 displays the different forms of speech acts on product packaging labels.

Tabel 1. Types of speech acts on the label of product packaging

No.	Types of Speech Acts	Subcategory	SL	TL
1.	Assertive	Informing	57	57
		Stating	2	2
2.	Directive	Instructing	19	20
		Giving Advice	6	3
		Questioning	4	3
		Warning	2	1
		Prohibiting	1	3
3.	Commissive	Promising	3	2
		TOTAL	94	91

Meanwhile, the number of speech acts in the target language differs from the source language. In the target language, the researcher only found 91 data of speech acts on the product packaging label.

The application of translation techniques used in translating the label induced this change. Molina and Albir (2004) proposed 18 different translation techniques, and 8 of them were discovered in this research. They were established equivalent, pure borrowing, modulation, reduction, transposition, compensation, discursive creation, and generalization.

Besides, the researcher discovered Vinay and Darbelnet (1995) explicitation and implicitation techniques. Furthermore, the translation technique suggested by Delisle et al. (1999) was discovered in this study. In this study, the deletion translation technique suggested by Gottlieb (1992) was also found. Since translators did not use one translation technique to translate an utterance on a product packaging label, the number of translation techniques was greater than the number of data. The translation technique used to translate the label of product packaging is shown in the Table 2.

Table 2. Translation techniques applied on the label of product packaging

No.	Translation Techniques	Frequency	(%)
1.	Established equivalent	275	58.01
2.	Explicitation	43	9.07
3.	Implicitation	25	5.27
4.	Pure borrowing	24	5.06
5.	Modulation	23	4.85
6.	Paraphrase	22	4.64
7.	Variant borrowing	18	3.79
8.	Reduction	15	3.16
9.	Transposition	11	2.32
10.	Deletion	6	1.26
11.	Compensation	4	0.84
12.	Discursive creation	3	0.63
13.	Generalization	3	0.63
14.	Addition	2	0.42
	Total	474	100

Some of these techniques resulted in a change in speech acts, both in terms of the category and the subcategory. It can be seen by comparing the source language and the target language. The shifting of speech acts is not always affected by all translation techniques that cause shifts in this research. It depends on the speech's context as well as the interpretation of the translated source text. There were 12 data of speech acts shifting as a result of the deletion, reduction, modulation, compensation, and paraphrase techniques. The use of techniques such as reduction, modulation, paraphrase, and compensation techniques affected the transfer of a subcategory of speech acts. In the category of speech acts, the researcher discovered 7 data of speech acts shifting. The researcher gathered five data on subcategory speech acts that had shifted.

Table 3. The distribution of translation techniques on the shifting of speech act

No.	Translation Techniques	Shifting	∑
1	Established equivalent	No Shifting	82
2	Explicitation		
3	Implicitation		
4	Pure borrowing		
5	Discursive creation		
6	Generalization		
7	Addition		
8	Variant borrowing		
9	Transposition		
10	Modulation	Shifting	2
11	Paraphrase	Shifting	1
12	Reduction	Shifting	2
13	Deletion	Omitted	6
14	Compensation	Shifting	1
Total			94

The translation quality is affected by the translation technique and the shifting of speech acts in terms of accuracy, acceptability, and readability. The Translation Quality Assessment (TQA) model

proposed by M. Nababan et al. (2012) was used as the parameter to determine the quality of translation in this study. The assessment of this research was obtained by discussing in the Focus Group Discussion with raters. The rubric was also distributed in analyzing the types of speech acts and assessing the impact of the translation techniques on the translation quality.

The translation was deemed accurate in this study if it conveyed the same interpretation as the source text. The accuracy translations encompassed 70 of the 94 data. There are 68 data (72.34 %) that are accurate, 20 data (21.27 %) that are less accurate, and 6 data (6.38 %) that are inaccurate. The data that were rated as accurate were those in which the message in the source text was correctly transmitted into the target text without any sense distortion (M. Nababan, 2008; M. Nababan et al., 2012). This means that the utterance has been converted into the original text's language. In the translation quality, the accurate translation gets a score of 3. If the information in the source text is not transmitted correctly to the target text, the data is considered less accurate. It could be caused by distortions, ambiguities, and deletions of meaning (M. Nababan et al., 2012). In the meantime, a text is classified as inaccurate if the context of the source text is not transmitted or deleted in the target text. Based on the proportion, it can be assumed that the degree of accuracy of the speech act translation on the label of product packaging is sufficiently high.
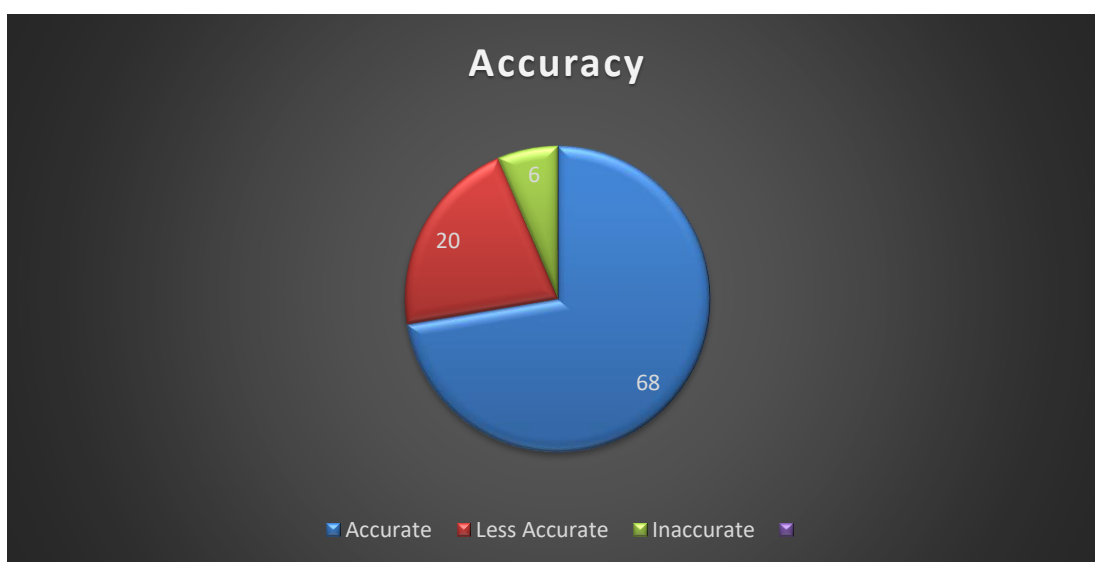

Figure 1. The translation quality in terms of accuracy

Acceptability means the ability of the transferred information to be accepted by the reader based on knowledge and environment surrounding their language. According to (M. Nababan et al., 2012), acceptability is supposed to be accepted if it is expressed in accordance with the norms, grammatical rules, and culture of the target language at the level of macro and microsystem. The norms include sentence form, grammar, and diction, etc. In this study, a translation is deemed less acceptable if it appears natural but contains errors such as the use of cultural words, grammatical rules, and so on. If the translation sounds unnatural, it is classified as an unacceptable translation. As a result, to create an appropriate translation, a translator must express the transferred message in the target language using natural expressions. In this research, in terms of acceptability, 86 data (91.48 %) were acceptable, 2 data (2.12 %) were less acceptable, and 6 data (6.38 %) were unacceptable.

Readability refers to how well a text is designed for its intended readers, including whether it is easy to understand or not. According to (M. Nababan et al., 2012), the use of foreign or local terms, ambiguous words and sentences, an unfinished sentence, and an underlying plot are all factors that affect the readability. When readers may understand the context but there is some missing meaning, the translation on the label of a product packaging may be described as medium readable. Furthermore, the reader must read the text several times. A translation with low readability is defined as a translation whose linguistic unit could not be understood by the readers (M. R. Nababan, 2008).
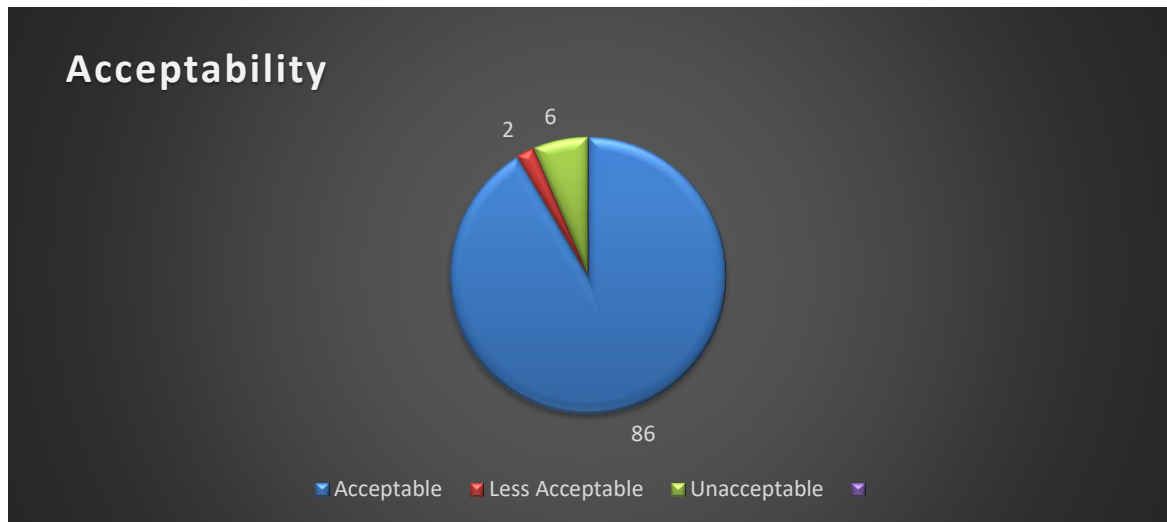
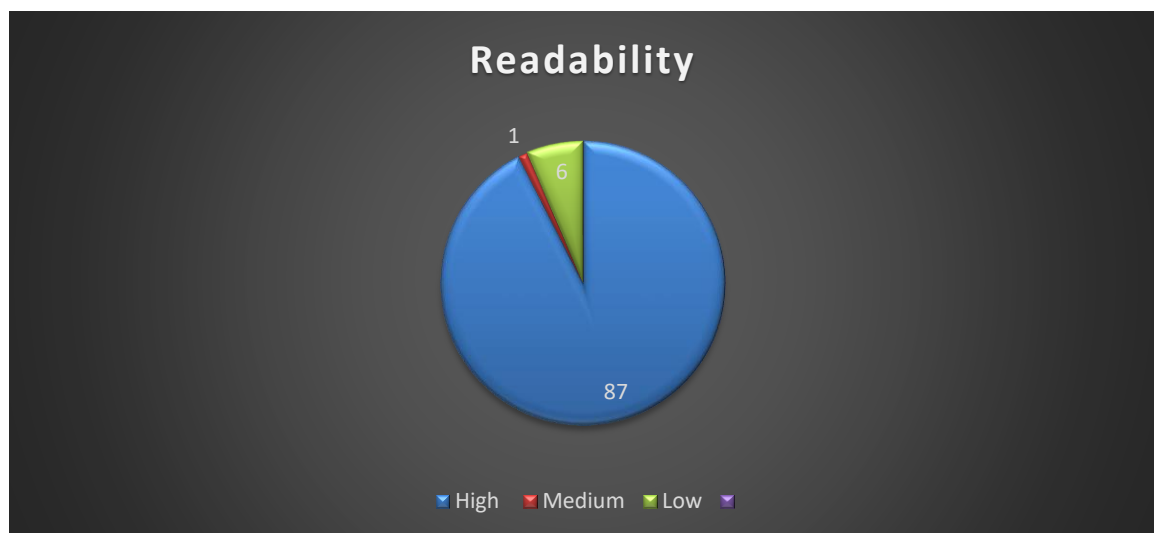**Figure 2**. The translation quality in terms of acceptability

Figure 3. The translation quality in terms of readability

2.65 is the average accuracy. It means that the speech acts on product packaging labels have been correctly translated into their target language equivalent meanings. Acceptability is rated 2.85 on average. It demonstrates that the speech acts on product packaging labels have been translated into common terms or phrases in the target language. The average score of readability is 2.86. This means that the speech acts on the label of product packaging have been translated well. Therefore, it is easy to understand. The following explanations are the correlation of the types of speech acts, translation techniques used and their impact, and the translation quality on the label of product packaging.

Established equivalent

Established Equivalent is a translation technique that uses familiar terms or idioms that are commonly used in the target language. The words are usually based on dictionaries or common phrases in the target language. This technique was used the most in this study, accounting for 273 data, or 58.08% of all translation techniques used. This technique is used to translate assertive acts (43 data), directive acts (20 data), and commissive acts (2 data). These strategies have a positive effect on the quality of the translation.

SL: *Tepung terigu untuk roti dan mie* **(Datum No. 012)**
TL: Wheat flour for bread and noodle application

The translator uses the established equivalent to translate the utterance "tepung terigu untuk roti dan mie," which is classified as assertive actions subcategory informing. Any term could be looked up

in a dictionary. *Tepung terigu* has a similar meaning to wheat flour. The word "roti" has an equivalent to bread. These words are classified as a noun. According to KBBI, *roti* and *mie* mean *makanan yang terbuat dari tepung terigu.* They have a similar meaning in the target language. Based on the Cambridge dictionary bread and noodle are a food made from flour. The message was well conveyed by the translator. As a result, the speech acts in the target language do not change. It does not impact on the content of the translation. In terms of accuracy, acceptability, and readability, the utterance above receives a score of 3.

Explicitation

Explicitation is a technique for bringing up messages that are not explicit in SL. In the source language, there is a message but it is conveyed implicitly. The translator uses the explicitation technique in accordance with the culture and situation of the target language. According to Vinay and Darbelnet (1995, p. 342), Explicitation is a stylistic translation technique that involves rendering clear in the target language what is implicit in the source language due to meaning and context. The use of this technique aims to readers that can easily understand the message in the source language. Explicitation technique is applied to translate 33 utterances on the label of product packaging. It appears 43 times in this research.

SL: *Paduan biji kopi pilihan dari daerah pegunungan*. **(Datum No. 069)**
TL: A blend of selected coffee bean from the world famous Mandheling Mountain region.

Datum 069 belongs to the assertive acts subcategory informing. To make the producer's message transferred well, the translator applied the explicitation technique. The phrase "*mandheling mountain area*" reveals this. The translator clarifies the origins of the chosen coffee. This technique is used to make clearer the information from the source language. When the utterance above is translated, there is no shifting of speech acts in the target language. This specific information does not impact on the accuracy, acceptability, and readability of the speech acts translation.

Implicitation

This technique enables the situation to indicate explicit information in the source document. When a translator uses the implicitation technique, the message from the source language is implicated in the target language. The implicitation technique is used to translate 25 utterances in this study. It consists of 16 data of assertive speech acts, 8 data of directive speech acts, and 1 datum of commissive speech acts.

SL: "*Keripik Happy.tos brand adalah hidangan sederhana nan lezat, terbuat dari biji jagung pilihan.*"
(Datum No. 17)
TL: Happy.tos Brand is made with selected corn.

Datum No. 17 is classified as assertive acts. It is due to the producer gives information about the ingredients of the product. In transferring the message, the translator uses implicitation technique. The translation of the expression "keripik happy.tos" applies an implicitation techniques, as shown by the data above. The target language does not have a translation for the word *keripik* from the source language. To translate the term *keripik*, the translator employs implicitation techniques. It does not affect the meaning of the utterance because it is used to make it more effective. The types of snacks are represented by the brand. The message is well conveyed by the translator. After being translated into the target language, the speech acts in the source language remain unchanged. This technique has a positive effect on translation quality.

Pure Borrowing

Pure borrowing is a technique in the translation to take a word directly from the source language into the target language without any adjustment. In this study, borrowing is mostly used in translating names and places. Herman in Singgih (2014) says that translating names could be done in 4 ways; duplicate the name as it is in the source-target (pure borrowing), change the pronunciation (naturalized borrowing) (Aresta, 2018; Munday, 2016). In this research, this technique is used 24 times in translating the label of product packaging.

SL: "*Indocafe Fine Blend memberikan Anda cita rasa kopi sebenarnya.*" **(Datum No. 068)**

TL: Indocafe Fine Blend gives you the real taste of coffee.

When translating "indocafe fine blend," the translator uses pure borrowing. In the translation, no changes in spelling or adjustments are made. The name of the product is indocafe fine blend. The producer wants to launch a coffee product in this context. Brand product is categorized as a legal name. Hence, the translator does not change the name to another name in the target language. It does not affect the translation quality. When translating a source language into a target language, the translator should keep the source language's function of speech acts. In terms of accuracy, acceptability, and readability, utterance No.068 receives a score of 3.

Modulation

According to Molina and Albir (2004), modulation is a translation technique that alters the source text's point of view, cognitive category, or focus related to the source text. Translators use the modulation technique at the level of words, phrases, and sentences in this study. This translation can be used since the translation result is unacceptable in the target language due to the different system of language. The researcher discovered 20 data, including 9 assertive speech acts, 10 directive speech acts, and 1 datum of commissive speech acts.

SL: "*Botol jangan sampai kemasukan air sebab dapat merusak Natur Tonic Rambut Alami.*" (**Datum No. 049**)
TL: Do not let water drop into the bottle which may damage the product.

Datum No. 049 shows that the utterance in the source language is categorized as directive speech act subcategory warning. It can be seen from th word "*jangan" which is tanslated into "do not".* The producer warns the customers to not pour the water into the bottle. It is uttered because the manufacturer wants the consumer to profit from the product. The utterance above, either in the source or target language included in the type of directive speech act which has the goal of making the speech partner do something according to the direction of the speaker. However, the two data have different illocutionary sub-categories even though they are still in the type of directive speech act. When the utterance of the source language is translated, it changes become prohibiting acts. The word "do not" is the forbidden speech marker, which means that the speaker forbids the speech partner from doing anything under the producer's instructions. The application of the modulation technique causes the shifting of speech acts. As a result, it affects the accuracy of the translation, but not on the consistency of the translation in terms of acceptability and readability. It gets a score of 2 in terms of accuracy.

Paraphrase

The translator attempts to present ideas and messages in the source language to make the target language more generally. This technique can also create a translation result that is free, or even outside the scope of the translation result. It can be assumed that if the source language's components seem difficult, the translator would use the paraphrase technique.

SL: "*Jika ingin di sajikan hangat, masukan ke dalam microwave atau air panas selama 2-3 menit.* (**Datum No. 73**)
TL: For warm serving, please put on microwave or hot water for 2-3 minutes.

Datum No. 073 undergoes a shift in the subcategory of speech acts. In the case above, either the source language or the target language is classified as a directive speech act. It encourages the speech partner to follow the speaker's instructions. If consumers want to eat the product in a warm serving, the manufacturer offers them advice or a recommendation in the source language. The clause "*jika ingin di sajikan hangat*" demonstrates this.

It is just another way to eat *edamame;* not everyone should try it. There are two ways to eat edamame. Despite this, the manufacturer recommends serving it. Unfortunately, after being translated into the target language, the producer's message is not well received. It transforms into the subcategory instructing of the directive speech act. The word that becomes a symbol of giving advice act was omitted by the translator. He or she used straightforward words to convey the message.

The use of an imperative sentence proves it. The customer is being directly instructed on how to eat *edamame* in a warm serving by the translator. As a result, subcategory speech acts are shifting from

advising to instructing. The use of the paraphrase technique causes the shifting. As a result, the above utterance influenced the translation's accuracy. It only receives a score of 2 out of 3.

Variant borrowing

Since Indonesian was chosen as the source language for this study, some words in the research data were borrowed from English and Latin. As a result, the borrowed words are translated back into the target language using a variant borrowing technique. This technique is applied to translate 29 utterances on the label of product packaging.

SL: "*Formula khusus Natural Honey hand & body lotion terinspirasi dari* **Madu Murni** *(Pure Honey) hasil sumber alam berkualitas."* **(Datum No. 029)**

TL: Specially formulated Natural Honey hand & body lotion is inspired by Pure Honey, a high quality resource.

Datum No. 029 is categorized as assertive acts. It has a function as informing acts. The producers gives information about one of the main ingredients to make the product. In this case, the translator applies a variant borrowing technique when translating "Pure honey". In the source language, the producer uses a term that has been existed in the target language. In Indonesia, pure honey means *madu murni.* Meanwhile, pure honey means 100% honey without any other ingredients. Both of them have a similar meaning. The translators still use this term to make the translation looks natural. The use of this techniques does not influence the shifting of speech acts. Therefore, the translation quality of the utterance above is high. It gets score of 3.

Reduction

The reduction is a translation technique that eliminates some of the source language's components. It's also known as omission, subtraction, or deletion, and it suppresses information in the TL. The information is removed from the source language and translated into the target language with some considerations for the word's effectiveness. This technique is used in 10 of the 94 utterances on the product packaging label.

SL: *Perhatikan tanggal kadaluarsa pada bagian samping kemasan.* **(Datum No. 015)**
TL: The expiry date is at the side of packaging.

When a speech act subcategory in the source language is translated into a different subcategory in the target language, but the speech act remains in the same form of illocutionary speech act, it is called a change in the speech act subcategory. In this case, the source language is classified as a warning act, but when translated into the target language, it becomes an assertive act subcategory informing. The manufacturer warns readers to verify the expiration date before consuming the product in the source language. By using the imperative word *"perhatikan,*" the producer emphasizes this point. In the source language, the reader is the object of the utterance, while the focus sentence in the target language is the expired date. Unfortunately, the translator reduces the term *"Perhatikan,"* causing the function of speech acts in the source language to be altered. As a consequence, the accuracy of the translation decreases.

Transposition

Transposition is a technique for changing the source language's grammatical category. This technique is the same with shift (in category, structure, and unit shift, such as changing singular to plural, the position of an adjective, changing the word class or part of speech). In the context of translating Indonesian into English, the change occurs when translating Indonesian into English due to differences in the systems and structures of both Indonesia and English in conveying the same meaning.

SL: "*Produk ini adalah makanan beku, harap disimpan dalam pendingin dengan suhu dibawah -18'C."* **(Datum No.076)**
TL: This product is frozen food. Please keep on freezer at or below -18'C, consume this product soon once thawed/defrosted.

The datum above is classified as assertive acts. The function of this utterance is to give information to the readers. It is translated by using the transposition technique. It can be seen from the structure of the language in the source language. It is unlike the target language's structure. This datum

is composed of one sentence in the source language. It transforms into two sentences after being translated into the target language. The translator translated one sentence into two sentences in the target language. The first sentence is "This product is frozen food" and the second sentence is "Please keep on freezer at or below -18'C, consume this product soon once thawed/defrosted." This transition is referred to as a structural shift. This situation arises as a result of the use of the transposition technique. It has no impact on the translation quality.

Deletion

The meaning is not transmitted in other sections of the TL text due to the omission of a portion or the entirety of the source language text. In this technique, the meaning of the text is lost as well as the text. This technique is used to suppress source information in the target language. The total frequency of this technique used is 6 times.

SL: *Produk ini mengandung pemanis buatan sukralosa.***(Datum No. 080)**
TL: -

As it can be seen from the datum above, the producer delivered a message. He or she informs about the ingredients of the product. Therefore, it is categorized as assertive acts subcategory informing. This product contains *sucralose.* The translator did not transfer the message of the producer. It is due to the utterance in the source language is completely erased without any single or small part of the source text. The translator deleted a clause *"Produk ini mengandung pemanis buatan sukralosa".* It is considered that there is a shifting of speech acts. As a result, the readers will be unaware that the manufacturer provides details about the product's ingredients. Artificial sweeteners are used in this drink. The deleting technique affects the accuracy of the translation outcome. The translator decisions occupy the lowest level of accuracy, acceptability, and readability. It should be translated into "**this product contains sucralose, artificial sweeteners.**"

Compensation

Compensation is a translation technique when a piece of information or stylistic device is moved to another location in the text because it does not have the same effect if maintained in the same place as in the original text**.** This is a technique that is used when something cannot be translated and the lost meaning is translated by compensating it somewhere else in the statement to make it make sense. This technique is used to translate 1 datum of assertive speech act subcategory informing, and 3 data of directive speech act subcategory instructing, for example:

SL: "*Setelah dibuka, simpan dibawah suhu 4'C."* **(Datum No. 093)**
TL: Keep refrigerated at 4'C or less after opening.

Datum No. 093 is classified as directive acts subcategory instructing. It uses the compensation technique. It can be seen from the word "*setelah dibuka".* The translator translates *setelah dibuka* into after opening. Both are adverbial phrases. The meaning contained is conveyed clearly. However, the translator moves the position of the phrase. It is due to the differences in structure language between the source language and the target language. In the source language, the adverb *setelah dibuka* is inserted before the predicate of the sentence. The translator puts the adverbial phrase after the adverb. Therefore, the sentence looks natural in the target language. The application of the compensation technique does not impact the shifting of speech acts. Consequently, the translation quality is still high.

SL: "***Untuk hasil yang maksimal****, gunakan sesering mungkin agar kulit tetap lembut dan terasa halus.* **(Datum No. 056)**
TL: Use it regularly **for maximum result.**

The source language above is categorized as directive acts subcategory giving advice. In this case, the producer advises the customers to use the product as often as possible for getting maximum results. The translator translates the utterance above using several techniques. One of them is the compensation technique. According to the bolded example, the phrase '***Untuk hasil yang maksimal***' in the source text is translated into '**for maximum result**'. Both are prepositional phrases. Although they have the same meaning, the translator changed the position of the phrase because of the grammatical system of each language. In the source language, *untuk hasil yang maksimal* is placed before the predicate of the

sentence; meanwhile, the translator puts the prepositional phrase for the maximum result after adverb regularly. The translator applied the compensation technique to translate it. This technique does not bring to the change of speech acts. It is used to make the translation results look natural and acceptable in the target language. This case does not influence the accuracy.

Discursive Creation

Discursive Creation is to establish a temporary equivalence that is unpredictable out of context. It is due to the differences in the meaning between the source language and target language. Therefore, the message of the source language is less accurate. 3 data are using the discursive creation technique

SL: "*Produk ini adalah makanan beku, harap disimpan dalam pendingin dengan suhu dibawah -18'C.*" **(Datum No. 076)**

TL: This product is frozen food. Please keep on freezer at or below -18'C, consume this product soon once thawed/defrosted.

The datum above is classified as directive acts, which is a subcategory of giving advice. Since the translator conveys messages in the target language that are not found in the source language text, the translator employs the discursive construction technique. In the source language text, the producer does not provide information about when the product should be consumed. In the target language, the translator adds information. This can be seen from the clause "consume this product soon once thawed/ defrosted." This information does not need to be added because the message from the source language has been conveyed. After the source text is translated into the target text, the shifting of speech acts does not occur. However, the accuracy of the translation decrease, but the acceptability and the readability get a maximum score. It is due to the use of the discursive creation technique.

Generalization

Generalization is a translation technique that uses common and familiar terms. This technique is used when a term in the source language refers to a specific part, which equivalent in the target language does not refer to the same part.

SL: "*1 sachet (2,5g) Tropicana Slim I-Sweet = 2 sendok the (10g) gula pasir.*" **(Datum No. 066)**
TL: One sachet (2, 5 g) of this sweetener (5kkal) is equivalent in sweetness to 10g of sugar (40kkal)

The sentence above shows that it is classified as assertive acts. The translator uses implicitation techniques to translate the label on the product packaging. The word "*Tropicana Slim I-Sweet*" is translated into "this sweetener". In this case, it can be defined as an occurrence of the source language unit with a specific meaning that is replaced by the target language with a more general meaning. *Tropicana Slim I-Sweet* is the name of the product. This is a sugar product. According to the Cambridge dictionary, sugar means a sweet substance used to make food and drinks sweet. It can be said that sugar has a function as a sweetener. Therefore, the translator decided to translate implicitly the word *Tropicana Slim I* in the word this sweetener which has a more general meaning. It makes the translation less accurate.

Addition

The addition technique is one part of the amplification technique. It is a translation technique that adds information or details to the target language but is not contained in the source language. The addition is used by a translator to make the translation clear by adding some information. This technique becomes one of the translator's efforts in making the text of translation look natural and easy to understand by the target readers. This technique is used to translate 2 utterances on the label of product packaging.

SL: "*Gosokkan Kanna White secara merata sampai meresap.*" **(Datum No. 055)**
TL: Apply Kanna White and let it dry until it is absorbed.

This utterance is classified as directive acts subcategory instructing. The translator uses the addition techniques when translating "*secara merata sampai meresap*." This can be seen from the phrase "let it dry". In the source language, there is no information that the customers should let the product dry when applies it on the feet. The translator adds information to clarify how to use the product. It clarifies

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the word absorbed. Therefore, buyers will understand and apply how these products are used properly. This information is very important because it will impact the result after using this product. Even though the translator adds a piece of information, it does not influence the translation quality.

CONCLUSION

Based on the results of the study, it can be concluded that in this study was found 94 utterances on the label of product packaging, including assertive, directive, and commissive acts. The utterances were translated by using 14 translation technique; established equivalent, explicitation, implicitation, pure borrowing, modulation, paraphrase, variant borrowing, reduction, transposition, deletion, compensation, discursive creation, generalization, and addition. The applied of translation technique used by the translator resulted several shifting of speech acts. Therefore, translation techniques could influence the result of translation in terms of accuracy, acceptability, and readability. In translating speech acts, Translators must pay attention to not only the meaning but also the message or function of the utterance that the writer tried to deliver in order to produce a good quality translation.

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