

## Error Analysis and Method of Translation in Face Care Product Labels

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### ABSTRACT

The current study was aimed to conduct additional analysis and findings further about any deviations or errors from the translation results, as well as the dominant method of translation used by the translator in three packaging labels of face care products that are widely flow in the Indonesian community. Data were collected from three local brands' packaging labels of popular face care products among Indonesian women. Data analysis consisted of words, phrases, and sentences all of which were bilingually translated from Indonesian into English and printed in the Direction for Use or How to Use the product. The research discovered that the majority of translation inaccuracies from the three packaging labels of the products were Mistranslation, Terminology, Omission, Addition, and Word From error.

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## **INTRODUCTION**

Most customers will be familiar with a number of products. Starting with foodstuff to face care products. All kinds of information required by customers are displayed in a concise and simple way, beginning with the composition and directions on how to apply it. Product labels have recently been translated into numerous languages since some manufacturers export their products to other countries. Among multiple manufacturers, English is by far the most commonly used language version. Producers prefer English since it is a worldwide language and is considered an international language.

The use of variety of language versions on product labels is essential for drawing consumer attention and ensuring that product labels are acknowledged the consumer's native language. Because some consumers might not always understand not just the information on product labels, but also the language of the market players whose products they use. In other words, product labels must be translated. Consumers who do not grasp the product manufacturer's language demand good translation. Evidently, various product labels on the market are explicitly presented in both English and Indonesian. It aims to make it easier for domestic and foreign consumers to understand. Given the importance of product labeling and translations, the information conveyed on the label in the source language and the target language should be comparable so that consumers are properly informed about the product before purchasing decision being made. Semantic bias should be avoided as much as possible. In fact, however, the translation results displayed on the label are often confusing or inappropriate.

## **THEORETICAL REVIEW**

Translating one language into another is not an easy task. According to (Larson, 1984), most translation professionals believe that the goal of translation is to discover and convey the meaning or message of the source language (SL) using the natural forms of the target language. He stated: "...the best translation is the one which (1) uses the normal language of the receptor language, (2) communicates, as much as possible, to the receptor language speakers the same meaning that was understood by the speakers of the source language, and (3) maintains the dynamics of the original source language text." This means that translators have to do two things when translating text: To translate professionally, the translator must first determine the meaning of SL and second use her TL form, which naturally conveys that meaning.

### *Language and Translation*

According to (Soemarno, 1988), translation is difficult and complicated. Translators must be proficient in the vocabulary of their domain and in the grammar of both the source language (SL) and the target language (TL). This statement relates to the conditions of the translation process and the quality of the results that we often see in everyday life. However, as mentioned in the theory above, achieving an ideal translation is not easy in practice. No two languages are the same, so there is a lot to discover. In other words, each language has its own personality and is only treated and understood slightly

differently. Language differences fall into the following categories: Grammar structure, lexical elements, cultural elements. Problems in finding the corresponding words and grammatical complexity in the process can lead to inaccurate and unnatural sentences and even difficulty in comprehension. In this case, the translation result will be considered unqualified. However, the same meaning has to be translated into different languages in different forms and adapted for translation into the components of SL culture. However, the same meaning has to be translated into different languages in different forms and adapted for translation into the components of SL culture.

This issue is closely related to the translator's skill and often leads to inconsistencies and errors in translation. According to Webster's Collegiate Dictionary, an error is something that is incorrect. an error in attitude or speech. This happens ignorantly or accidentally. (Presada, 2020) We found that learners made mistakes due to lack of knowledge of the target language, forgetfulness, confusion, and mispronunciation. In relation to language learning, errors include inter- and intra-language or educational factors, according to Touchie (1986). Interlingual errors are usually caused by native language influence. Intra-linguistic errors, on the other hand, are caused by other factors as a result of the learning process. However, the above two definitions are concepts that define deviations or errors in general and are different from the particulars that define translation errors.

(Newmark, 1991) offers two translation methods. (1) how to emphasize the source language (SL), and (2) how to emphasize the target language (TL). The goal of the first method is that the translation tries to accurately reflect the SL meaning. Although TS has some limitations in terms of grammar, culture, and vocabulary, the effect caused by it is the same. (Newmark, 1991). Translation discrepancies or errors can occur in the following ways: (1) Inconsistencies in meaning due to adjustments in vocabulary or changes in the order of words and sentences (2) untranslated words, phrases, or sentences; (3) the tendency to use the translator's personal language compared to the social language commonly used in society; (4) different perspectives on the source language (SL). (5) Grammar and vocabulary errors. Therefore, the language of the translation result is inappropriate. This shows that mistakes can occur among translators in written as well as spoken language. One of the factors is the difference in vocabulary.

To find other factors that contribute to translation errors, here are some expert definitions: According to (Hartono & Azman, 2019), (Hartono, 2014), translation is an attempt to replace the textual language of one language with the corresponding textual language of another language. The statement reads: *"Translation is the replacement of textual material in one language (SL) by equivalent textual material in another language (TL)"* Textual material is text written in its entirety, both in style and form and in the spirit of the language. For example, linguistic style refers to the entire writing process, including spelling, capitalization, punctuation, hyphenation, and grammar. although the form itself is closely related to the usage of the grammar. Meaning is the form of information presented in language. The above opinion is supported by the

statement that translation is the process of exchanging texts from one language to another (Bell, 1989). The presented text (translation product) is everything contained in the text, including linguistic style, meaning, form, etc., and should be translated into other languages (TL) accordingly. In the process of translation, the result undergoes changes in meaning and thus also changes in cultural and linguistic context in terms of grammar. This is consistent with the following statement (Hartono & Priyatmojo, 2016). *“Translation can be seen as (co) generation of texts under specific constraints that is relative stability of some situational factors and, therefore, register, and classically, change of language and (context of) culture”*.

#### *Translation and Method*

When translating a source language into a target language, translators work with specialized skills, such as using specific methods to deliver a suitable translation product. Below is a more detailed diagram of how the translation works:

1. Word-by-word Translation method (Newmark, 1989) Target language (TL) words are placed immediately below source language (SL) text.
2. Literal Translation Methods focus on the grammatical structure of the source language (SL), so the translation result may be similar to or close to the grammatical structure of the target language (TL).
3. Faithful Translation Method is one where context and culture are heavily used in the translation process. However, it doesn't focus much on differences in grammar and phrasing. The main goal of this method is to determine the intent and goals contained in the source language (SL). As a result, translation products may appear unnatural, stiff, or jerky.
4. Adaptation Translation Method are known to be the most liberal translation methods and best match the target language (TL) (Newmark, 1989). This method is often used in literary works such as plays and poetry.
5. Semantic Translation Method provides the translator with more flexibility because they are less bound by the rules of the target language (Machali, 2000; Newmark, 1989). This method requires the translator to consider the aesthetic value of the source language (SL) text. This means that the semantic element can be changed.
6. The Free Translation Method means that the translator puts more emphasis on the source language's content, as in (Machali, 2000; Newmark, 1989). As a result, the result is much longer than the original text. This is intended to make the message being conveyed clearer for target language (TL) users. However, if it is too verbose, the resulting translation will not look like it should.
7. Communicative Translation Methods focus on translating the contextual meaning of the source language (SL), as in (Newmark, 1989), in both linguistic and content elements. The goal of this method is to make the translated product understandable to the reader in the target language (TL), respecting the principles of communication.
8. Idiomatic Translation Method focuses on the natural forms of the target language (TL), both in grammatical structure and word choice. Some

expressions often don't seem to be the product of translation (Hartono, 2014.), more familiar and casual than the original source code (SL).

Eight methods are used by translators to obtain the right and appropriate translation product. This means that text translation results are highly dependent on the translation method used. This is because the intention or purpose influences the overall translation result. From the above discussion, we can conclude that the decision to use this type of method has a great impact on the translation result. Translators are therefore advised to decide on a translation method after considering several possible causes of potential problems with the chosen method. For translations of product packaging (package labels), the results are mainly known as "informative translation types" (Newmark, 1989). More attention is being paid to the accuracy of product information, especially when it comes to translation. It counts as a translation. This type of translation generally appears in two languages and can easily be found in magazines, electronic and machine tool manuals (instructions), brochures (leaflets), product packaging labels, etc. This type of translation is used as a form of information or practical guidance about the products consumers purchase.

Researchers also found bilingual translations of some of the packaging labels of facial care products, which are very popular with Indonesian women. This is because it is available in a wide variety of stores, from small shops to supermarkets. Product labels are bilingual in Indonesian and English. In some translation results, the Indonesian source language and the English target language do not match. This can make the target text look unnatural and even difficult to understand. The example is as follow:

Table 1. The Target Text Look Unnatural and Even Difficult to Understand

SL	TL
<b>Cara Pemakaian:</b>	<b>How to Use:</b>
Tuangkan pada kapas dan usapkan ke wajah setelah menggunakan Sariayu Cleansing Milk.	Apply to the cotton and softly dub onto the face after using Sariayu Cleansing Milk.

From the example, there are extra words in the translated version or target language (TL) and a few things to make the results clearer. Readers (consumers in this case) who do not fully understand the source language (SL) may be confused about the product (Sariayu Cleansing Milk). The translation result is incorrect but correct. The example above is the result of a translation that does not fully reflect the meaning of the TA and may result in usage errors. Research is therefore of particular interest in studying the translation of facial product labels. Theoretically, this study adds data on the translation of labels for food, pharmaceuticals, and face care products, which needs to be thoroughly investigated. Additionally, the functional importance of product

labels also allows different stakeholders to learn and embrace how the translation process works. In practice, it is hoped that this survey will be one of the inputs used to determine the quality of the translation work done by previous translators. In addition, current research allows translators and translation teachers to identify the translation methods and procedures used to translate product labels. The study can also be used as a teaching aid for translation students and as a teaching aid for translation criticism. As a way to increase knowledge in this field, especially the translation of food, drug, and cosmetic labels, the translation of food, drug, and face care products is really difficult due to the complexity of the Indonesian language (e.g., SL). It can also be difficult to find equivalents in English (TL).

However, as there are still not many studies on the translational analysis of facial product labels, this draws the attention of the authors for further analysis and insight into deviations or errors from translational results and the three packages of facial care in major translational methods. Products used by the Indonesian community are widely spread. However, for the sake of clarity, this study focuses only on analysing translations that appear in product orientation or use. This research has potential theoretical and practical benefits. The results are also of great benefit to other translators, consumers, or the general public in terms of the bilingual translation results printed on most package labels.

## **METHODOLOGY**

The tools used in this study were text documents for translating package labels and observation sheets, using content analysis and observations as data collection methods. To select the products for this study, researchers first made observations of several facial care products by identifying consumers' (especially women's) preference levels through informal interviews. Two students from vocational school participated in the survey, helped interview and categorize all the data. Those were conducted before the analysis took place over three weeks in the supermarket to look at product preference levels. During the second week, the text in the form of words, phrases, and sentences printed on the label was determined. The package label was observed because the product text is printed on it.

The types of data analysed are in the form of bilingually translated words, phrases, and sentences from Indonesian to English. In addition, researchers used the ATA framework (American Translators Association, 2020) to analyse the main translation models used for labels and errors in the translation results of three facial care products. The Framework was a set of translation error classification guidelines developed by the American Translators Association. There are 23 indicators in the standardized error score referenced in ATA, as shown in the following table.

Table 2. Translation Error Classification based on ATA's Framework for Standardized Error Marking

No	Error Type	Code	Description
1.	<b>Addition</b>	<b>A</b>	An <b>addition</b> error occurs when the translator introduces superfluous information or stylistic effects. Candidates should generally resist the tendency to insert "clarifying" material.
2.	<b>Ambiguity</b>	<b>AMB</b>	An <b>ambiguity</b> error occurs when either the source or target text segment allows for more than one semantic interpretation, where its counterpart in the other language does not.
3.	<b>Capitalization</b>	<b>C</b>	A <b>capitalization</b> error occurs when the conventions of the target language concerning upper-and-lower case usage are not followed.
4.	<b>Cohesion</b>	<b>COH</b>	A <b>cohesion</b> error occurs when a text is hard to follow because of inconsistent use of terminology, misuse of pronouns, inappropriate conjunctions, or other structural errors. Cohesion is the network of lexical, grammatical, and other relations which provide formal links between various parts of a text. These links assist the reader in navigating within the text. Although cohesion is a feature of the text as a whole, graders will mark an error for the individual element that disrupts the cohesion.
5	<b>Diacritical marks/Accents</b>	<b>D</b>	A <b>diacritical mark</b> -error occurs when the target language conventions of accents and diacritical marks are not followed. If incorrect or missing diacritical marks obscure meaning (sense), the error is more serious.
6	<b>Faithfulness</b>	<b>F</b>	A <b>faithfulness</b> error occurs when the target text does not respect the meaning of the source text as much as possible. Candidates are asked to translate the meaning and intent of the source text, not to rewrite it or improve upon it. The grader will carefully compare the translation to the source text. If a "creative" rendition changes the meaning, an error will be marked. If recasting a sentence or paragraph—i.e., altering the order of its major elements—destroys the flow, changes the emphasis, or obscures the

			author's intent, an error may be marked.
7	<b>Faux ami</b>	<b>FA</b>	A <b>faux ami</b> error occurs when words of similar form but dissimilar meaning across the language pair are confused. Faux amis, also known as false friends, are words in two or more languages that probably are derived from similar roots and that have very similar or identical forms, but that have different meanings, at least in some contexts
8	<b>Grammar</b>	<b>G</b>	A <b>grammar</b> error occurs when a sentence in the translation violates the grammatical rules of the target language. Grammar errors include lack of agreement between subject and verb, incorrect verb tenses or verb forms, and incorrect declension of nouns, pronouns, or adjectives.
9	<b>Illegibility</b>	<b>ILL</b>	An <b>illegibility</b> error occurs when graders cannot read what the candidate has written. It is the candidate's responsibility to ensure that the graders can clearly discern what is written. Candidates are instructed to use pen or dark pencil and to write firmly enough to produce legible photocopies. Deletions, insertions, and revisions are acceptable if they do not make the intent unclear.
10.	<b>Indecision</b>	<b>IND</b>	An <b>indecision</b> error occurs when the candidate gives more than one option for a given translation unit. Graders will not choose the right word for the candidate. Even if both options are correct, an error will be marked. More points will be deducted if one or both options are incorrect.
11.	<b>Literalness</b>	<b>L</b>	A <b>literalness</b> error occurs when a translation that follows the source text word for word results in awkward, unidiomatic, or incorrect renditions.
12.	<b>Mistranslation</b>	<b>MT</b>	A <b>mistranslation</b> error occurs when the meaning of a segment of the original text is not conveyed properly in the target language. "Mistranslation" includes the more specific error categories described in separate entries. Mistranslations can also involve choice of prepositions, use of definite and indefinite articles, and choice of verb tense and mood.
13.	<b>Misunderstanding</b>	<b>MU</b>	A <b>misunderstanding</b> error occurs when the grader can see that the error arises from misreading a word, for example, or misinterpreting the syntax of a sentence.



14.	<b>Omission</b>	<b>O</b>	An <b>omission</b> error occurs when an element of information in the source text is left out of the target text. This covers not only textual information but also the author's intention (irony, outrage). Missing titles, headings, or sentences within a passage may be marked as one or more errors of omission, depending on how much is omitted. Implication is permissible. Implication is defined as "A translation procedure intended to increase the economy of the target text and achieved by not explicitly rendering elements of information from the source text in the target text when they are evident from the context or the described situation and can be readily inferred by the speakers of the target language.
15.	<b>Punctuation</b>	<b>P</b>	A punctuation error occurs when the conventions of the target language regarding punctuation are not followed, including those governing the use of quotation marks, commas, semicolons, and colons. Incorrect or unclear paragraphing is also counted as a punctuation error.
16.	<b>Register</b>	<b>R</b>	A register error occurs when the language level or degree of formality produced in the target text is not appropriate for the target audience or medium specified in the Translation Instructions. Examples of register errors include using everyday words instead of medical terms in a text intended for a medical journal, translating a text intended to run as a newspaper editorial in legalese, using the familiar rather than the polite form of address, and using anachronistic or culturally inappropriate expressions.
17.	<b>Spelling</b>	<b>SP</b>	A spelling/character error occurs when a word or character in the translation is spelled/used incorrectly according to target-language conventions. A spelling/character error that causes confusion about the intended meaning is more serious and may be classified as a different type of error using the Flowchart and Framework. If a word has alternate acceptable spellings, the candidate should be consistent throughout the passage.
18.	<b>Style</b>	<b>ST</b>	A style error occurs when the style of the translation is inappropriate for publication or professional use as specified by the Translation Instructions. For example, the style of an

			instructional text should correspond to the style typical of instructions in the target culture and language, or the temper of a persuasive essay may need to be toned down or amplified in order to achieve the desired effect in the target language.
19.	<b>Syntax</b>	<b>SYN</b>	A syntax error occurs when the arrangement of words or other elements of a sentence does not conform to the syntactic rules of the target language. Errors in this category include improper modification, lack of parallelism, and unnatural word order. If incorrect syntax changes or obscures the meaning, the error is more serious and may be classified as a different type of error using the Flowchart and Framework.
20.	<b>Terminology</b>	<b>T</b>	A terminology error occurs when a term specific to a special subject field is not used when the corresponding term is used in the source text. This type of error often involves terms used in various technical contexts. This also applies to legal and financial contexts where words often have very specific meanings. In more general texts, a terminology error can occur when the candidate has not selected the most appropriate word among several that have similar (but not identical) meanings.
21.	<b>Unfinished</b>	<b>UNF</b>	A substantially unfinished passage is not graded. Missing titles, headings, or sentences within a passage may be marked as one or more errors of omission, depending on how much is omitted.
22.	<b>Usage</b>	<b>U</b>	A usage error occurs when conventions of wording in the target language are not followed. Correct and idiomatic usage of the target language is expected.
23.	<b>Word form/Part of speech</b>	<b>WF/P S</b>	A word form error occurs when the root of the word is correct, but the form of the word is incorrect or non-existent in the target language (e.g., "conspiration" instead of "conspiracy"). A part of speech error occurs when the grammatical form (adjective, adverb, verb, etc.) is incorrect (e.g., "conspire" instead of "conspiracy").

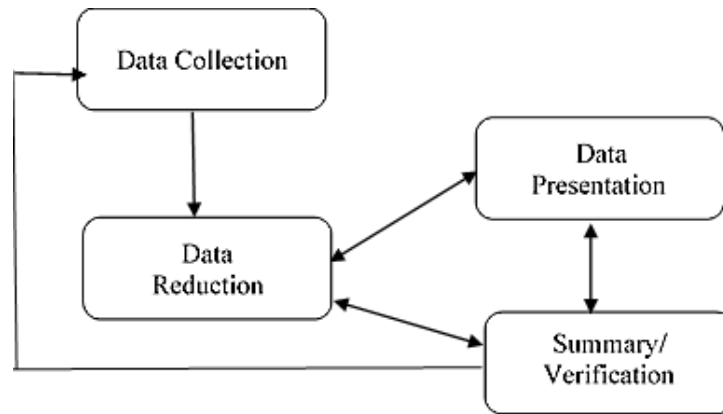


Figure 1. Interactive Analysis Model Flow

First, three bilingual texts on the package label of facial care products were documented. All data were then reduced and selected based on the nature and aspects of language: words, phrases, sentences, grammar, vocabulary, and mechanical aspects. The next step was to present the data in descriptive and tabular form for analysis, evaluation, and interpretation. The final stage was the conclusion or validation presented as a result of the research. Researchers were directly involved in the data collection process to draw conclusions. This was done to obtain complete and accurate data results that will later support the success of this study.

## RESULTS AND DISCUSSIONS

The introduction notes that this study focuses on translational analysis in the form of deviations or errors in product translation or use printed on the package labels of three face care products. The primary translation methods used consistently with research objectives. Analysis of translation errors based on the analysis of the ATA framework. The following data were obtained:

Table 3. Data Analysis of the Translation of Facial Care Product Packaging Labels

PRODUCT 1	
INDONESIAN TEXT (SL)	ENGLISH TEXT (TL)
<p><b>Cara Pemakaian:</b>                      Tuangkan pada (1) kapas dan usapkan ke wajah (2) setelah menggunakan Sariayu Cleansing Milk.</p> <p>(1) Tuangkan                      (2) Usapkan ke wajah</p>	<p><b>How to Use:</b>                      (W-F-WT) Apply to (1) the cotton and softly dub onto the face (2) after using Sariayu Cleansing Milk. (CT)</p> <p>(1) Apply to (T)                      (2) Softly (ADD) dub onto the face (MT)</p>

Table 4. Data Analysis of the Translation of Facial Care Product Packaging Labels

PRODUCT 2	
INDONESIAN TEXT (SL)	ENGLISH TEXT (TL)
<p><b>Cara Pakai:</b>  <b>Tuangkan</b> (1) <i>Ovale Micellar Cleansing Water Brightening</i> pada kapas. <b>Usapkan</b> (2) pada wajah dan area mata <b>hingga bersih dari kotoran dan riasan</b> (3). Gunakan pada pagi hari dan malam hari. Tidak perlu dibilas.</p> <p>(1) Tuangkan                      (2) Usapkan                      (3) Hingga bersih dari kotoran dan riasan</p>	<p><b>Direction:</b>  <i>(W-F-WT)</i> <b>Pour</b> (1) <i>Ovale Micellar Cleansing Water Brightening</i> on cotton. <b>Apply on</b> (2) the face and eye area. <i>(CT)</i> (3) Use in the morning and evening. No need to rinse. <i>(W-F-WT)</i></p> <p>(1) Pour <i>(MT)</i>                      (2) Apply on <i>(MT)</i>                      (3) ___ <i>(O)</i></p>

Table 5. Data Analysis of the Translation of Facial Care Product Packaging Labels

PRODUCT 3	
INDONESIAN TEXT (SL)	ENGLISH TEXT (TL)
<p><b>Cara Pakai:</b>  <b>Oleskan</b> pada (1) wajah dan leher <b>sambil lakukan</b> (2) massage ringan, <b>kemudian bersihkan</b> (3) dengan kapas/tissue. Lanjutkan <b>pembersihan</b> (4) dengan Viva Astringent Cucumber.  <b>Lakukan</b> (5) dua langkah pembersihan <b>secara teratur setiap hari</b> (6) untuk mendapatkan wajah yang terawat dan terasa lebih bersih dari minyak.</p> <p>1. Oleskan pada                      2. Sambil lakukan                      3. Kemudian bersihkan                      4. Pembersihan                      5. Lakukan                      6. Secara teratur setiap hari</p>	<p><b>How to Use:</b>  <i>(W-F-WT)</i> <b>Apply it on</b> (1) face and neck, <b>make a</b> <i>(CT)</i> (2) slight massage, <i>(CT)</i> <b>wipe it</b> (3) off with cotton/tissue. <i>(W-F-WT)</i> Continue <b>cleansing step</b> <i>(WF)</i> (4) with Viva Astringent Cucumber. <b>Apply</b> (5) two cleansing steps <b>every day</b> (6) to get well cared face and feel more clear from oil. <i>(W-F-WT)</i> <i>(CT)</i></p> <p>1. Apply it on <i>(MT)</i>                      2. Make a <i>(T)</i>                      3. ___ wipe it <i>(O)</i>                      4. Cleansing step <i>(WF)</i>                      5. Apply <i>(T)</i>                      6. Every day <i>(O)</i></p>

Table 6. Descriptions of Errors of Translation Results of Facial Care Product Packaging Labels

Code	Error Type	Product 1	Product 2	Product 3	Total
A	Addition	1	0	0	1
AMB	Ambiguity	0	0	0	0
C	Capitalization	0	0	0	0
COH	Cohesion	0	0	0	0
D	Diacritical marks/ Accents	0	0	0	0
F	Faithfulness	0	0	0	0
FA	Faux am	0	0	0	0
G	Grammar	0	0	0	0
ILL	Illegibility	0	0	0	0
IND	Indecision	0	0	0	0
L	Literalness	0	0	0	0
MT	Mistranslation	1	2	1	4
O	Misunderstanding	0	0	0	0
P	Omission	0	1	2	3
R	Punctuation	0	0	0	0
SP	Register	0	0	0	0
ST	Spelling	0	0	0	0
SYN	Style	0	0	0	0
T	Syntax	0	0	0	0
UNF	Terminology	1	0	2	3
U	Unfinished	0	0	0	0
WF/PS	Word Form/Part of Speech	0	0	1	1
<b>Number of Errors</b>		<b>3</b>	<b>3</b>	<b>6</b>	<b>12</b>

An analysis performed on the package labels of the three facial care products in Table 2 revealed three discrepancies or errors. Errors found in Product 1 come in the form of *Terminology Errors (T)*, *Mistranslation Errors (MT)*, and *Addition Errors (A)*. In Table 3, we found three errors in Product 2: a *Mistranslation Error (MT)* and an *Omission Error (O)*. In Table 4 of Product 3, there are six errors in the translation result: *Mistranslation Error (MT)*, *Omission Error (O)*, *Terminology Error (T)*, and *Word Form Error (WF)*. Based on the analytical data in Table 2, Table 3, and Table 4, 12 Indonesian-to-English translated texts of face care product package labels, especially related to instructions for use were identified. Some errors were discovered. In general, the most dominant errors are *Mistranslation Errors (MT) = 4*, *Terminology Errors (T) = 3*, and *Omission Errors (O) = 3*. On the other hand, *Addition Errors (A)* and *Word Form Errors (WF)* are minimal. This agrees with the result of (Newmark, 1991).

Table 7. The Dominant Translation Methods Used in Three Facial Products

No	Translation Method	Product 1	Product 2	Product 3
1	Word-for Word Translation	-	-	-
2	Literal Translation	60%	60%	50%
3	Faithful Translation	-	-	-
4	Semantic Translation	-	-	-
5	Adaptation Translation	-	-	-
6	Free Translation	-	-	-
7	Idiomatic Translation	-	-	-
8	Communicative Translation	40%	40%	50%

Table 7 shows the methods used to translate the text on the package labels of three facial care products from Indonesian to English. The analysis shows that the translator uses the *Literal Method* (literal translation) of 60% for the product 1 and 2 labels and 50% for the product 3 label. In contrast, 40% of product 1 and 2 labels and 50% of product 3 labels use the communication translation method.

## CONCLUSIONS AND RECOMENDATIONS

Based on the results and discussion, there are many errors in the translation of instructions for product usage from the three packaging labels of face care products. These include: *Mistranslation Error* as part of the original text's meaning is not correctly represented in the target language. *Terminology Errors* consisting of choosing multiple words with inappropriate meanings or choosing words with similar (but not identical) meanings. *Word Reduction (Omission Error)* which is information in the source language (SL) text that is not used in the Translation Results (TL). *Addition Error* which translators add words or enter new words that do not exist or are not written in the source language (SL). *Word Form Errors* or know as structural or grammatical errors. It can be concluded that translators mainly use *Literal* and *Communicative Translation* methods. Results showed that some methods used by translators were consistent with (Newmark, 1991). The study shows the urgent need for good quality and proper use of foreign languages, especially English, in product package labels. Before launching the product, you should evaluate various forms of translation errors such as using *Editing and Proofreading services* specifically for *Product labels and Package Labels*. The aim is to give the consumer a comprehensive understanding of the product.

## **FURTHER STUDY**

There are a number of gaps in our knowledge from our findings. This is due to less in-depth exploration of how the community relies on the errors of the translation results. The followings would benefit from further research:

1. The community point of view on the inaccuracies of translation results in other facial care product labels.
2. Current findings toward translation inaccuracies as one of current choices that could be used as reference among industrials before product launching.

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