

CHAPTER V

CONCLUSION AND SUGGESTION

A. Conclusion

The multitude of languages spoken worldwide has led to the emergence of global languages as a means of communication for people who speak different languages. English, as a global language, has become dominant in various countries and fields, especially academia and business. In Indonesia itself, many companies also prefer to use English in their activities, whether in administration, diplomacy or even marketing. Therefore, an English catalog is an essential marketing tool that every company should possess.

In the job training that has been carried out, I had the opportunity to work on the PT Kereta Api Indonesia (Persero) catalog translation project. The data was collected through literature studies, previous reports, company profiles, and hands-on practice. Based on the job training report that I have compiled, it can be concluded that translation is a complex activity of transferring messages from one language (source language) to another language (target language) without changing its meaning.

After a long and challenging process, the translation catalog and this report have finally been completed. The translated catalog has been submitted to PT Kereta Api Indonesia (Persero) for use in marketing to multinational companies and those companies that involved in import and export activities.

B. Suggestion

Translation is more than just the transfer of messages from the source language (SL) to the target language (TL). Literal translations can often result in unnatural or awkward phrasing. Thus, it is crucial for the translator to have a deep understanding of the text and culture of both the source and target language. This aims to achieve naturalness in conveying

the message, resulting in an equivalent and well-received translation by the audience.

For those who will choose translation as their project, an English literacy competence in any field is necessary to gain a broader knowledge. One suggestion is to engage in more English conversations, both formal and informal. Additionally, it is recommended to develop a translation report that includes more discussion on procedures for translating couplets, triplets, or even quadruplets.

