

CHAPTER V

CONCLUSION AND SUGGESTION

5.1 Conclusion

Based on the result of the discussion and data analysis that has been carried out in this study, it can be concluded that.

1. The analysis of Bazaar magazine articles reveals five types of fashion-related terms. The most found type is clothing, with 30 terms identified, followed by design with 19 terms and style with 10 terms. Additionally, two novelty types were found by the researcher those are Individual terms (Producer, Distributor, Consumer), which include those related to people who create or enjoy fashion items, totaling 7, and Accessories (Overhead, Midst, Lower), which accounted for 20 terms. Clothing stands out as the most common category in the articles, reflecting the magazine's focus on kinds of outfits. In contrast, the individual category is the least term found.
2. The translation techniques, identified in the research process are quite diverse. According to Molina and Albir, out of 18 translation techniques, 11 were found in the study. The established equivalence technique was found 39 times, The pure borrowing technique was noted 21 times, The naturalized borrowing technique appeared 7 times, The calque technique was found 6 times, The adaptation technique was found 4 times. Generalization and amplification techniques were noted twice each and both were translated accurately as well. And last, compensation, discursive creation, linguistic compression, description each appeared once and all of them are translated accurately. In conclusion, the Established Equivalence technique is the most commonly used approach for translating fashion-related terms in Bazaar magazine articles. This is likely due to the fact that people today are quite familiar with fashion terminology. As a result, there are many equivalent terms between the source and target languages that are utilized in daily conversation.
3. All of the fashion-related terms in Bazaar magazine articles in this research are translated accurately, of which there are 85 total terms. Accurate translations are

assigned a score of 3, indicating that they successfully convey the full meaning from the SL to the TL.

5.2 Suggestion

Based on the results of the research on translation technique and accuracy of fashion-related terms in Bazaar magazine, the researcher intends to give some suggestions that hopefully can be useful for translator and future researcher, as follows.

1. Translator

The translator plays a crucial role in the success of a translated product. To achieve a high-quality translation, a qualified translator is essential. A translator must be able to see the text from the perspective of the reader or consumer. Observations of translation techniques reveal a significant relationship between these techniques and the level of accuracy. While many accuracy scores from this analysis are positive, there are still shortcomings in translation accuracy, often due to the translator's incorrect choice of techniques for translating fashion-related terms.

Therefore, it is important for translators to select the appropriate translation techniques to achieve better accuracy. Additionally, translators should strive to convey the message in a consistent style so that the impact felt by the reader remains the same. This study found instances where translations were less accurate when different styles of message delivery were used from the source language (SL) to the target language (TL).

2. Future Researcher

This assessment involved three respondents who evaluated the accuracy of translations of fashion-related terms in articles from Bazaar magazine. For researcher interested in examining fashion terminology, translation techniques, and translation accuracy, it is crucial to engage in comprehensive research and literacy related to the subject matter, as unexpected findings can sometimes emerge during

the observation process. In addition to focusing on objective factors, the researcher should be prepared to handle subjective aspects, such as the time required to receive assessment results from respondents. A thorough understanding of various components will significantly assist researcher in overcoming challenges they may encounter. Moreover, the careful selection of the research object is vital, as researcher will consistently engage with that subject throughout their study.

