

CHAPTER V

CONCLUSION AND SUGGESTION

This chapter discusses the study's conclusion and offers suggestions to other researchers, readers, translators, and promoters.

5.1 Conclusion

This chapter presents the study's conclusion and suggestions based on its findings. This study focuses on imperative sentences in public notices of NCT concert regulation in Dyandra Global Edutainment's Instagram posts. After analyzing the data using Rahardi's (2005) theory on types of imperative sentences, Molina and Albir's (2002) theory on translation techniques, and Nababan et al.'s (2012) accuracy scale, the researcher concludes the following:

1. Based on the first research question, the researcher identifies 75 imperative sentences in the SL and 74 in the TL, with one sentence not translating into an imperative form. Among the five types of imperative sentences identified based on Rahardi's (2005) theory, the most frequently found is the ordinary imperative sentence, with 38 instances in the SL (50,7%) and 38 in the TL (51,4%). Order imperative sentences follow, appearing 20 times in the SL (26,7%) and 17 times in the TL (23%). Request imperative sentences occur 13 times in the SL (17,3%) and 16 times in the TL (21,6%). Invitation imperative sentences are found 3 times in the SL and TL (4% and 4,1%, respectively). Lastly, permission-granting imperative sentences appear once in the SL (1,3%) but are absent in the TL (0%). This classification confirms that all five imperative sentence types appear in the SL, although the translation does not retain all of them in the TL. These sentences exhibit the key characteristics of ordinary imperatives, such as relying on the base verb form, avoiding politeness markers, and delivering straightforward, unambiguous guidance. The main objective of public notification is to keep the event's safety, control, and efficacy; this guarantees that the crowd is aware of and abides by the concert rules. The direct tone and lack of softer expressions emphasize how urgent and clear

these messages must be. In contrast, permission-granting imperative sentences (*kalimat imperatif pemberian izin*) are less prevalent, as they typically indicate optional actions, which are less suited to concert regulations' strict and directive nature. This distinction in sentence usage influences the translation techniques applied, with ordinary imperatives often translated literally to preserve their accuracy and authority.

2. Based on the second research question, this study identified nine translation techniques, with literal translation being the most frequently used, occurring 50 times (66,7%). Amplification appears six times (8%), followed by modulation with five instances (6,7%) and established equivalence with four (5,3%). Less common techniques, such as particularization, borrowing, discursive creation, generalization, and transposition, are each applied twice (2,7%). The limited use of these less frequent techniques reflects the nature of the source text—public notices for concert regulations—that prioritizes accuracy over naturalness or cultural adaptation. As public notices require precise and unambiguous communication to ensure audiences clearly understand the rules, there is little room for stylistic or cultural adaptation. For instance, transposition, which involves grammatical restructuring, occasionally shifts imperative sentences into noun phrases but is minimally applied due to the text's demand for directness. Literal translation, however, is highly used because English and Indonesian share structural similarities in expressing instructions, reducing the need for significant modifications. By preserving the original intent, this technique ensures the translated message remains accurate and relevant to the target audience.
3. For the last research question, the questionnaire analysis results regarding the accuracy of imperative sentences in NCT concert regulation public notices from Dyandra Global Edutainment's Instagram posts are as follows: 60 data points (80%) show accuracy, 15 data points (20%) show less accuracy, and none fall under the “not accurate” category. The frequent use of literal translation, which accurately maintains the original message's

structure and intent without changing its meaning, is the reason for the high accuracy rate. On the other hand, using techniques like amplification and transposition frequently led to less accurate translations. Amplification, while aiming to add cultural appropriateness through politeness markers like “please,” led to less accuracy because it introduced additional words that altered the original meaning, making the translation less concise. Similarly, the imperative tone was occasionally lost in accuracy due to transposition, which changed grammatical structures like verb-based sentences into noun phrases. Despite these challenges, the overall accuracy of the techniques employed is demonstrated by the lack of inaccurate translations. These findings underscore the critical role of literal translation in delivering precise and authoritative instructions while highlighting the nuanced impact of other techniques on meaning and intent.

In summary, the level of accuracy achieved corresponds precisely with the techniques of translation used to translate imperative language on NCT concert regulation public notices from Dyandra Global Edutainment's Instagram posts. The accuracy of the message was guaranteed by using a literal translation, which maintains the original structure and meaning. However, when trying to match a translation to grammatical and cultural standards, transposition and amplification resulted in a shift in meaning and tone, reducing accuracy. In particular, less accurate translations occurred when the imperative sentence's category shifted, such as when a direct command was changed to a softer request. These results emphasize the importance of choosing appropriate translation techniques to keep the original message's accuracy and guarantee that the target audience understands it.

5.2 Suggestion

Based on the findings, the researcher suggests that this study can serve as a valuable suggestion for:

5.2.1 Other Researchers

Based on the results, a more profound comprehension of translation techniques would be possible by broadening the analysis to include posts from

different promoters or studying different sentence kinds, such as declarative and interrogative sentences. Other translation models developed by Vinay and Darbelnet or Newmark may also provide techniques that improve accuracy. Future studies could examine other concerts outside of NCT for greater scope and evaluate readability or acceptability.

5.2.2 Readers

Readers are suggested to use this study to expand their knowledge of translating imperative sentences on NCT concert regulation public notices and better understand how translation techniques influence accuracy and intent. This study further urges readers to study translated content thoroughly, acknowledging language nuances and their impact. This study could also be a helpful reference for those interested in translation studies on correctly translating imperative sentences.

5.2.3 Translators

Translators ensure accurate message delivery by bridging the gaps between promoters and the target audience. This study offers important insights into the proper techniques to avoid misunderstandings when translating imperative sentences in public notices, especially for events. It highlights how crucial it is to keep the tone while modifying language to match linguistic and cultural standards. It is also essential to properly understand the audience and the context because precise word choice and grammar guarantee that translated instructions are suitable for the occasion and remain clear.

5.2.4 Promoters

Promoters of international events, such as Dyandra Global Edutainment, should prioritize the accuracy of public notices. It is crucial to convey information clearly so that local and international fans know the regulations to ensure order and safety. Collaborating with qualified translators may help ensure successful event management for large-scale K-pop concerts by reducing misunderstandings and improving fan satisfaction.