

# READING BETWEEN THE LINES: TRANSLATING THE INDONESIAN HERBAL PRODUCT LABELS

Tgk Maya Silviyanti<sup>1</sup>, Yunisrina Qismullah Yusuf<sup>1\*</sup>, Nurul Aida<sup>1</sup> and Amirul Mukminin<sup>2,3</sup>

<sup>1</sup> Faculty of Teacher Training and Education, Universitas Syiah Kuala, Indonesia

<sup>2</sup> Faculty of Education, Universitas Jambi, Indonesia

<sup>3</sup> Institute of Advanced Studies Kőszeg, Hungary

## ABSTRACT

**Corresponding author:**  
Yunisrina Qismullah Yusuf  
[yunisrina.q.yusuf@unsyiah.ac.id](mailto:yunisrina.q.yusuf@unsyiah.ac.id)

**Received:** 6 January 2021

**Revised:** 9 November 2021

**Accepted:** 10 November 2021

**Published:** 13 September 2022

**Citation:**  
Silviyanti, T. M., Yusuf, Y. Q.,  
Aida, N. and Mukminin, A. (2022).  
*Reading between the lines:  
translating the Indonesian herbal  
product labels. Humanities, Arts  
and Social Sciences Studies*  
22(3): 509-522.

This study is carried out to analyze the translation method used by the translator(s) in the labels of Indonesian herbal products. About 20 labels of Indonesian herbal products (for medication and health drinks) were purposively chosen as the subject of this study. A number of 92 sentences in the labels were analyzed and classified based on the form-based and meaning-based types of translations, and within these types, they were further categorized into the composition, function, and direction parts. The results showed that within the composition part, non-translated translation had the highest percentage of use (50%), followed by free translation, and word-for-word translation. While in the function part, almost half of the sentences were free translation (40.74%), followed by word-for-word translation, and communicative translation. Then in the direction part, the free translation had the highest percentage of use (77.78%), with literal translation as the least (4.44%). Among all of the parts, non-translated translations in composition were most employed, perhaps because most herbal names were presented in Latin, and thus, they were not appropriate or less effective to be translated into English. Technical terms in the pharmaceutical field were also prevalent in Latin. Meanwhile, in the function and direction parts, the translation method mostly used was free translation because the words used in both of these parts were commonly used to attract readers or consumers commendably. It can be concluded that the translation method used in different types of texts from Indonesian to English on the herbal product labels still bears problems, and should be further adjusted to the norm of the target language to produce effective and acceptable translation results.

**Keywords:** Translation; translation methods; Indonesian-English; herbal products

## 1. INTRODUCTION

Translation is defined as an output in which a text, either spoken or written, in one language is re-contextualized into another language and this procedure is subjected to various extra-linguistic factors to effectively get the messages across (Foley and Deocampo, 2016). Translation is used "for multilingual notices, for instructions issued by exporting companies, for tourist publicity, for official documents such as treaties and

contracts, papers, articles, correspondence, textbooks to convey information, advice, and recommendations for every branch of knowledge" (Newmark, 1988: 7), even to modern narratives of films (da Silva, 2013) and songs (Fochi, 2019). The capacity of translation conducted worldwide has increased intensely in the last sixty years (Hatim and Munday, 2004), and continues to rise due to the globalization of the economy (Yamamoto, 2020). Its volume has increased with the rise of mass media, the increase in several independent countries, and the growing recognition of the importance of linguistic minorities in countries around the world (Newmark, 1988). Consequently, translation has become one important skill in English usage since English is used and spoken in many fields worldwide (Terzi and Arslanturk, 2014). To connect a person in every different field, translation is used. Even though different authors propose various definitions of translation and quality, translation is said to be successful when a translator can convey either explicit or implicit meaning from the language that one wants to translate into the target language and this translation must be accurate (Shariati and Shariati, 2014). This means that people can read and understand the messages or contents of those fields in many languages.

Many Indonesian products today are sold in international markets. One of the Indonesian products out there is herbals. It is undeniable that customers are more interested in taking herbal products than chemical products because these herbal products (or known as *jamu* in Indonesian) are made from roots, herbs, spices, and fruits and come in the form of a drink, capsule, or paste (Ismail, 2014). Since herbal products are for treatments or prevention of diseases, all information regarding its products must be presented in a written form with precise perception or interpretation. Accordingly, the government also legally requires manufacturers to include accurate information on their labels for customers (Starkey and Penn, 1984).

In the international market, English is used to explain the function, usage, and contents of products. The English language used should be understandable and appropriate so that the message transferred is correct (Shariati and Shariati, 2014). However, English is different from the Indonesian language in terms of structure and word choice, and this phenomenon requires appropriate methods of translating the Indonesian language into English. In this regard, Hartono and Azman (2019) note that when translators choose relevant translation techniques, it is important that they must be able to communicate the same meaning from the language being translated to the target language.

There appears to be a limited number of publication that investigates the translation process of herbal product labels. Meanwhile, the needs of consumers' understanding of the contents and instructions of herbal products are essential. Therefore, this study investigates the issues in the appropriateness of the translation on the Indonesian herbal product labels that are marketed internationally. When it comes to translating herbal products that serve as an alternative medicine to customers, the stakes are unvaryingly high since it involves the health of individuals. Therefore, a good translation is not to be underestimated. The researchers, therefore, develop two research questions for this study: (1) what types of translation are used in the Indonesian herbal product labels? and, (2) how (in)appropriate is the translation of Indonesian to English on Indonesian herbal product labels? Hence, this is the first study that analyses Indonesian to English herbal product labels; subsequently, this research fills in the gap on this piece. The researchers hope that the findings can add to the existing literature on translation from Indonesian to English, especially in the case of product labels. Furthermore, this study can provide an impact on companies to provide acceptable and understandable translations in the future.

## 2. LITERATURE REVIEW

Herbal products are now becoming more popular, especially during the pandemic of Covid 19 that started in December 2019. Some patients are known to take herbal medications besides chemical treatments in hospitals, hoping that they can recover from this deadly virus. Some products are even advertised online in Indonesia, such as *Qust al Hindi* (Costus Root) and *Pasak Bumi* or *Tongkat Ali* (*Eurycoma Longifolia*) which are freely available at stores. At the moment, these products are packaged in the Indonesian language, hence, should one day they be sold overseas, the target language translation would then become necessary for these products.

### 2.1 Herbal product labels

Satyahadi (2013) says that a label is writing, picture, or a combination of both included on the container or package of a product in a way to put in, affixed, or printed, comprehensive information of the content of the container or packaging product. He further stated that labelling on the product packaging should be required in such a way, so it is not easily separated from the packaging, not easily washed or damaged, and is located on the packaging that is easy to see and read because the label is an identity of a product. Without a label, one cannot distinguish between one product to another. The label is an important part of a product so

that the consumers can benefit from the product as expected. Therefore, the labels should provide clear, detailed, and straightforward information to the general public or consumers in particular.

Based on Starkey and Penn (1984), government rules require manufacturers to include certain information on their labels. This information is to inform and protect the consumers. Consumers can make better buying decisions simply by reading the labels. For example, besides presenting the herbal products' health benefits, it should also warn the consumers of the side effects of taking that medicine, if any. The law requires information about the product's use and content. For example, medicine labels contain information needed in using the medicines correctly, therefore they should be read before the consumers use the medicine (Starkey and Penn, 1984). The information contains the benefit of medicine, and how it can relieve symptoms and reduce pain. However, most medicines are drugs. They can be harmful, too. Therefore, it is important to deliver correct information to the consumers by reading medicine labels carefully. Dealing with this fact, the delivery of correct information by providing appropriate vocabulary is crucial, in turn, it will help the readers in comprehending the label texts.

## **2.2 Types of translation**

Nida and Taber (1982: 12) see translation as "reproducing in the receptor language the closest natural equivalent of the source-language message, first in terms of meaning and secondly in terms of style". A good translation should deliver accurate information about the message being delivered and on the other hand, a bad translation misleads readers on the message being delivered (Hartono and Azman, 2019). According to Larson (1998), translation is categorized into two main types, which are form-based translation and meaning-based translation. The form-based translation goes by following the form of the source language or is also recognized as a literal translation. Meanwhile, meaning-based translation tries to communicate the meaning of the source language text in the natural forms of the receptor language or is also recognized as idiomatic translation.

### **2.2.1 Form-based translation**

Larson (1998) asserts that a form-based translation or literal translation sounds like nonsense and has little communication value. According to Machali (2009), the grammatical construction of a source language in literal translation is equivalence in a target language, but the lexical translation is conducted separately from the context. However, the literal translation can be understood if the general grammatical form of the two languages is similar.

Newmark (1988) classifies form-based translation into four processes: (1) word-for-word translation, (2) literal translation, (3) faithful translation, and (4) semantic translation. He further explains that in word-for-word translation, the source language is translated directly word by word into the target language. This translation is also called interlinear translation (Newmark, 1988). For literal translation, the language grammatical forms are converted into their nearest target language equivalent; however, the lexical words are translated out of context (Newmark, 1988). In faithful translation, the translation in which the words are translated into cultural content, but aberrations of grammar and word choice still exist or are allowed (Machali, 2009). In semantic translation, it attempts to transform a message from the source language into the target language by following the semantic structure and syntax of the source language as nearest as possible (Soedibyo, 2004).

### **2.2.2 Meaning-based translation**

Larson (1998) states that meaning-based translation or idiomatic translation applies the natural forms of the receptor language both in the grammatical constructions and in the choices of lexical items. The proper idiomatic translation does not sound like translation because it sounds as if it is written originally in the receptor language. Djuharie (2004) points out that idiomatic translation reproduces original 'meaning' but it tends to change the nuance of meaning by using more idioms that are not found in the source language. Machali (2009) states many international translators use this kind of translation due to its naturality and easiness to be understood in the target language.

Newmark (1988) classifies meaning-based translation into four strategies: (1) adaptation, (2) free translation, (3) idiomatic translation, and (4) communicative translation. Adaptation is the freest form of translation (Ordudari, 2007), and this is very close to the target language (Machali, 2009). Next, free translation is the translation method that is more concerned about the content rather than the original form. This translation forgoes the original form of the source language (Machali, 2009). Idiomatic translation uses natural forms in its target-language text, following its grammatical constructions and lexical choices (Larson, 1998). Finally, communicative translation attempts to provide the exact contextual meaning of the original so that both content and language are acceptable and understandable to the readership (Newmark, 1988).

## 2.3 Barriers in translation

Fadhillah et al. (2019: 173) claim that the “difficulties of translation are found at the stages of message transfer and form transfer (structure, expression, and choice of words)”. Besides that, Fernández Guerra (2012) states in translating a text, the translator typically faces some barriers such as the difficulty in finding the equivalent word from the source language in the target language caused by the differentiation of culture between the source language and the target language and the different system of both languages. The variety of the culture in the different countries lead to the appearance of word or expression that is not found in other languages, such as *Rumah Joglo*, *Rukun Tetangga*, and *Rukun Warga* in Indonesian that has no equivalence in English (Nababan, 2008). Besides, translation mistakes can happen because the English language rules or system are different from the Indonesian language system (Hartono and Azman, 2019; Yusuf et al., 2021), consequently, there are a lot of distortions in transferring the meaning from English into Indonesian. Then the lack of the translator’s comprehension of the source language also leads to the translator’s ability in communicating the message contained in the target language (Aziz, 2015). Therefore, in translation, language and culture cannot be separated, and thus it is not enough for translators to be just language experts, but they must also understand the culture of the language they are translating (Fadhillah et al., 2019). In addition, should they stumble across cultural substitutes, they must find ways to reach the meaning equivalence first before determining a culturally substituted item in translation (Pokasamrit, 2013).

A study by Wijayanti and Asmarani (2018) investigate the translation techniques used in translating labels of the *Wardah* cosmetic products from the use of words, phrases and clauses. It was found that the most employed technique for their labels was borrowing, followed by established equivalent, literal, amplification, reduction, and transposition. Borrowing is most used because there are words that cannot be replaced with other words in the target language. The example is the product’s name, *Wardah*, as the identity of the brand, and its natural ingredient, vitamin E. Furthermore, another study by Hartono and Priyatmojo (2016) look into the translation of soft drink product labels produced by factories in Indonesia. The results of their studies showed that many of the translations of the product labels contained errors. The most dominant errors were found in mistranslation into the target language, followed by addition, word choice, free translation, literal translation, word-for-word, grammar, punctuation, and spelling. They concluded that despite these products coming from local big companies, the translations of their labels are still poor and can mislead consumers or readerships. Finally, Mat (2014) analyzes the translation of food labels in the Malaysian local products into Arabic for Middle East tourists and expatriates in Malaysia. The findings showed that there were still graphology mistakes in the food labels and this needed urgent correction. The technical aspect of Arabic graphology in printing should not be taken for granted to avoid unwanted results. Another finding is the practice of Arabicization of English terms by the translator(s), especially for the ingredient texts, which resulted in varieties of new words. The study concluded that the contextualization of brand naming into Arabic in the Malaysian consumer market still had problems in terms of syllabic, tonic, semantic, and compound structures.

Consequently, what can be concluded from those studies is that there are still many inappropriate translations produced on product labels. Typically, translators would use omission, addition, and skewing of information in translation to get the meaning across (Baker, 1992), add and skew the translation in words or phrases but also sentences (Yasin et al., 2018). Thus, some of the translator(s) do not adjust the translation method to the kind of texts. This phenomenon arises concerns the need for applying an appropriate translation method to a certain condition. In some cases, translators also manipulate the text for ‘censoring’; for example, “in children’s comics, it is common that translators translate the language into the target language to suit the expectation of parents in general, i.e., the ‘decent’ language of their culture” (Yuliasri, 2017: 107).

There are also cases where some words cannot be translated because there are no relevant words in the target language and they become non-translated words. This kind of text is considered untranslatable, or in other words, a *lacuna* (lexical gap). Accordingly, untranslatability happens when certain concepts and words are much interconnected that a precise translation becomes impossible (Aranda, 2007).

## 3. MATERIALS AND METHODS

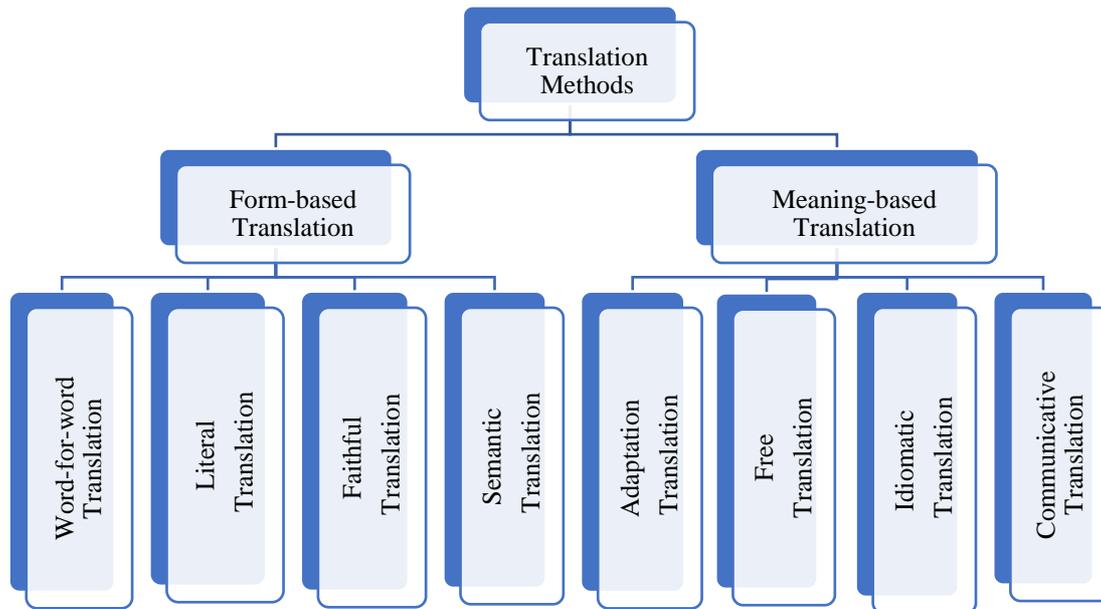
### 3.1 Data

This study is concerned with Indonesian herbal product labels that are available in the markets. Among the many national herbal products produced and marketed in Indonesia, 20 kinds of herbal products were selected purposely to get hold of diverse product labels and be representative of other products. All 20 products were for medication and health drinks. The samples selected were products that have the translation version on their labels. These samples were produced by eight companies, of which 15 products are produced

by companies in Java Island, one product is from Kalimantan Island, and the other four products are from Sumatera Island.

### 3.2 Data analysis

Every appearance of the translation method was marked or tallied. The data of the translation process were based on the combination of Larson's theory (1998) and Newmark's theory (1988). The translations were tabulated according to the form-based translation and meaning-based translation which were then divided into more specific methods. Specifically, in this research, the herbal product labels were firstly classified into form-based and meaning-based translations. The form-based translation is divided into its four processes, and the meaning-based translation is divided into its four strategies (Larson, 1998; Newmark, 1988). For a clearer view, the illustration of the translation methods is shown in Figure 1.



**Figure 1:** Translation Methods Based on the Combination of Larson's and Newmark's Theory

For herbal products, there are commonly three parts on the labels, first is the composition part which explains the materials/ingredients used in the products. Then, the function part explains the benefits of taking the herbal product, and lastly, the direction part, in which the consumers are informed of the rules in taking the herbal products. Considering these parts are important to deliver messages to consumers, appropriate translations should be provided. Moreover, Corpus of Contemporary American English or COCA (2018), Longman Dictionary of Contemporary English Online (2018), Oxford Living Dictionary (2018), English-Indonesian (Cambridge Dictionary, 2018a), and Indonesian-English dictionary (Cambridge Dictionary, 2018b) were used for references for the languages under study, Indonesian and English. The researchers also noted the translation/word usage which was not appropriate in the target language. To make the results clearer, data were presented in percentages so what is used most or least can be distinguished.

## 4. RESULTS AND DISCUSSION

The results showed that based on the eight methods from form-based and meaning-based translations (see Figure 1), not all were found in their composition, function, and direction parts. A type that was not included in the form-based and meaning-based translation, which is the non-translated translation and is considered a part of the composition part, was found in the data and discussed in this section. The gloss of every Indonesian word is provided right under it in every example.

### 4.1 Types of translations used in the herbal product labels

Table 1 shows the results based on the data of the parts of the Indonesian herbal product labels and the types of translations they employed from Indonesian into English.

**Table 1:** The Parts of the Indonesian Herbal Product Labels and the Types of Translations They Employed from Indonesian into English

No.	Parts of the herbal product labels	Types of translation	Total of translation	Frequency
1.	Composition part	Non-translated words	20 sentences	50%
		Literal translation		25%
		Communicative translation		20%
		Free translation		5%
2.	Function part	Free translation	27 sentences	40.74%
		Word-for-word translation		29.63%
		Communicative translation		25.93%
		Literal translation		3.70%
3.	Direction part	Free translation	45 sentences	77.78%
		Word-for-word translation		17.78%
		Literal translation		4.44%

There were 20 sentences in the composition part of herbal product labels consisting of 50% of non-translated words (or words that were not translated and presented as it is in the source language), 25% of literal translation, 20% of communicative translation, and 5% of free translation. Consequently, non-translated sentences/words were found as a majority; this is likely due to the ingredients of the herbs that have their Latin names. So instead of translating it, the translator prefers using the original terms. Next, related to the function part of the herbal products, 27 sentences comprised four methods of translation: free translation (40.74%), followed by the word-for-word translation (29.63%), communicative translation (25.93%), and literal translation (3.70%). Lastly, in the direction part, 45 sentences consisted of three kinds of translation methods: free translation (77.78%), word-for-word translation (17.78%), and literal translation (4.44%). Both in the function and direction parts, the most frequent translation method applied is the free translation.

#### 4.2 Form-based translation

Larson (1998) explains that a form-based translation or literal translation sounds like nonsense and has little communication value. From the four processes of translation in this type, only word-for-word translation and literal translation were found in the herbal product labels. Meanwhile, faithful translation and semantic translation were not found, probably because the English and Indonesian languages have different semantic patterns.

##### 4.2.1 Word-for-word translation

In word-for-word translation, the source language is translated directly word by word into the target language. The following examples of translations are grouped into the word-for-word translation since each word was conveyed directly from the source language (Indonesian) into the target language (English).

E1     *Menjadikan badan selalu sehat dan segar*  
 Make     body   always healthy and fresh  
 [E1 is translated into 'Make the body always health and fresh']

In E1, the translation sample has a one-to-one correspondence with the source text. This word-by-word translation adopts Indonesian into English. Besides the meaning, there is also wrong word usage. The word *sehat* is translated into 'health' as a noun, but in the case of E1, the word *sehat* is an adjective and should be translated as 'healthy' in English. This example shows that the translation does not reach language sense in terms of meaning. This is a model of translation where the translator's ability in communicating the message contained in the target language is not enough (Aziz, 2015).

Another one-to-one translation example is shown in E2 below:

E2     *Membantu memelihara stamina*  
 Help     care     stamina  
 [E2 is translated into 'Help care of stamina']

The target text in E2 is unacceptable because the words 'help care of stamina' are not found in COCA (2018). The sentence applies to the first language rule in which the meaning makes sense in the Indonesian language but sounds improper in English. It is better to replace it with 'help maintain stamina' to be acceptable in English.

E3     *...membantu meredakan pegal linu dan nyeri otot*  
 help     relieve   sore   rheumatic pain and painful muscle  
 [E3 is translated into '...help relieve stiff and sore muscles']

The translation sample in E3 is inappropriate because the phrase 'stiff muscle' was not found in COCA (2018), but the phrase 'sore muscle' can be found in the corpus. Further, the word *pegal linu* as a noun is translated into 'stiff' that works as an adjective. It is more appropriate to replace it with 'stiffness' that has similarity in the part of speech or to add a noun after the adjective 'stiff', such as 'stiff neck' or 'stiff muscles'.

E4     *Tiap 2 atau 3 hari sekali sebungkus secara teratur*  
 Every 2 or 3 days once a pack     in a way regular  
 [E4 is translated into 'Every 2 or 3 days 1 pack regularly']

Each word in E4 is translated into English as the formation of the word in the source text. This sentence is not complete. It only gave an adverb of time but it did not provide the verb so the consumers may be confused about what they should do every two or three days.

E5     *Membantu memelihara kesehatan dan membantu menyegarkan badan*  
 Help     maintain     health     and help     refreshing     body  
 [E5 is translated into 'Help maintain the health and help refresh the body']

This translation sample in E5 is acceptable because the context and the grammatical construction of both languages are the same. Moreover, the phrase used in this target text is found in COCA (2018), which is the phrase 'maintain the health' and 'refresh the body'. Even though they are acceptable, it is better to use standard English. It can cause misunderstanding, especially among English native speakers. To conclude, most word-for-word translations found on the herbal product labels are odd. This is likely due to the translator(s)' lack of English comprehension which led to the failure of developing meaningful sentences.

#### 4.2.2 Literal translation

More literal translations are found when explaining the herbal function, where the source text is translated literally into English, and the grammatical construction of the target text is adjusted to the pattern of the target language. For literal translation, it was found that some texts are translated literally into English, and the grammatical construction of the target texts is adjusted to the pattern of the target language. The translation samples are acceptable because the translated texts produced are understandable to the readers. Below are the examples.

E6     ...*dan bahan lain*  
 and ingredient other  
 [E6 is translated into 'and other ingredients']

E7     *jahe merah*  
 ginger red  
 [E7 is translated into 'red ginger']

E8     *gula aren*  
 sugar palm (tree)  
 [E8 is translated into 'palm sugar']

E6, E7, and E8 are acceptable because the context of both the source language and the target language is similar and the grammatical construction is adjusted to the English's pattern. This can be said to be a successful translation because the meaning from the source language is accurately translated into the target language (Shariati and Shariati, 2014).

Hence, there are also cases of inappropriate translation found in the herbal product labels, and examples are as the following:

E9     *batuk*  
 cough  
 [E9 is translated into a different form in English, which is 'throat ache']

In E9, the meaning of the words 'throat ache' is not *batuk* in Indonesian. In English, *batuk* is 'cough', meanwhile *sakit tenggorokan* is 'sore throat'. This translation sample is inappropriate in the target language because the message contained in the source text is not conveyed in the target language as it is. Thus, it can lead to misunderstandings among foreign customers because the translation does not make sense in English.

Here, the translator failed to analyze the word level in English and this analysis is important because the context in which the word appears clarifies its semantic value (Pârlog, 2005).

- E10 *Mengencangkan kembali perut dan otot-otot yang kendur*  
Tighten back stomach and muscles which loose  
[E10 is translated into 'To restores the youthful condition of the body']

In E10, the translator translated the sentence into the target language without following the original sentence in the source language. It is proven by the different words in the source text and the target text. Even though the translation sample is acceptable in English if the grammatical form is also correct, the sentence 'To restores the youthful condition of the body' is incorrect because after the word 'to', the verb should be in the base form. Therefore, the sentence 'To restores the youthful condition of the body' should be written as 'To restore the youthful condition of the body'. This grammatical structure may affect readers of speakers whose language has very different grammatical patterns.

Meanwhile, an example of literal translation, which received the least used type in the direction part, an example from data is:

- E11 *Untuk pemakaian serbuk cebok vagina*  
For usage powder wipe vagina  
[E11 is translated into 'For using wash vagina powder'].

For E11, this literal translation is inappropriate because it is against the rule of the noun phrase in English. This translation can cause misunderstanding; thus, it should be translated into: 'for vagina powder wash usage'. The phrase 'powder wash' is found in COCA (2018), so this translation is more understandable for foreign customers.

#### 4.3 Meaning-based translation

Newmark (1988) categorized meaning-based translation into four strategies and all were found in the data except for idiomatic translation. The translation of idioms, like puns, is culture bound (Eftekhari, 2008). Since idioms are not involved in the presentation of the herbal product labels, therefore none are found in the data. Other findings in this type of translation are explained in the following sub-sections.

##### 4.3.1 Adaptation

Ordudari (2007) claimed that adaptation is the freest form of translation, and the translation process is not very far from the target language (Machali, 2009).

- E12 *rempah-rempah pilihan*  
spices chosen  
[E12 is translated freely into 'specially chosen spices']

E12 is an example of adaptation translation because it does have a linear correspondence with its original version. The meaning of 'specially chosen' is *dipilih secara khusus*, not *pilihan*. Despite there being an addition to its original form, this translation is likely understandable in the target language.

##### 4.3.2 Free translation

Machali (2009) asserts that free translation concerns more about the content rather than the original form. This translation goes to the original form of the source language. Examples of free translation found in data are seen in the following examples.

- E13 *Mengurangi lendir dan kelebihan lemak pada tubuh*  
Reduce mucus and excess fat on body  
[E13 is translated into 'Alleviates mucus']

The sentence *Mengurangi lendir dan kelebihan lemak pada tubuh* is translated in different ways in English. This is translated in a shorter sentence into 'Alleviates mucus'. Some words are eliminated in the target text. This made the text appear shorter than its original form. This might be perceived as an acceptable translation if the meaning contained in the target text is the same as the meaning contained in the target text. However, the word *mengurangi* does not have the same meaning as 'alleviate'. The word 'alleviate' means 'to make something less bad or severe'. The message intended in the source text is not 'to make mucus less severe'.

It would be better to replace it with the word 'lessen'. This clearly shows that the original form of the source language is relinquished (Machali, 2009).

- E14     *Sebungkus jamu*                     *diseduh dengan 1/2 gelas (±100 ml) air*     *matang panas*  
 A pack   herbal medicine brewed with   ½ glass (±100 ml) water ripe     hot  
*lalu diminum seluruhnya*  
 then drink    whole  
 [E14 is translated into 'Mix the whole content of the packet with 1/2 glass (±100 ml) of hot water and drink the mixture']

In E14, the source language is changed into the active form in its translated text, which becomes 'Mix the whole content of the packet with 1/2 glass (±100 ml) of hot water and drink the mixture'. Furthermore, several parts of the source text are translated differently into English, such as *sebungkus jamu* is translated into 'the whole content of the packet'; here, some words are added. Then *diminum seluruhnya* is translated into 'drink the mixture'. Nevertheless, the translation sample is acceptable in the target language because the message contained in the source text is conveyed in the target language as it is intended in the source text, even though there is some addition in the target text. It was noticed that several words are used for the translation of *bungkus*. For instance, it has been translated into 'pack', 'package', 'packet', and 'sachet'. In British English, 'packet' means a small container made of paper or plastic that something is sold in. The word 'pack' also means similarly to 'packet', but this is American English. Then, 'package' means box, bag, etc. that food or other goods are sold in (similar to 'packet' in British English). Meanwhile, 'sachet' is defined as a small bag containing liquid or powder, and the herbal product ingredients are usually in the form of powder. The translators had used each of these words depending on the products being sold. Despite Pärlog's (2005: 77) claim that in the context of collocation, "the verbal contexts in which words appear to influence or at least clarify their semantic value; it is because of contextual factors that a word may have more than one meaning", but the translation of the herbal products is related to the extra-linguistic context rather than the verbal context. Therefore, the use of multiple terms for *bungkus* by the translator(s) can confuse consumers, which the researchers deemed the most appropriate translation for *bungkus* is 'sachet'.

As for 'water', it was also noticed that the source text of herbal products employed different kinds of water in the ingredients. For instance, *air matang panas* is translated into 'hot water'. However, *air panas* is also translated into 'hot water'. But then again, there is also a translation of *air panas* into 'boiled water', and *air mendidih* that is translated into 'boiling water'. Moreover, *air hangat* is translated into 'lukewarm water'. As in English, the word 'hot' literally means having a high temperature, while 'boiling' refers to an extremely hot temperature. Then the word 'lukewarm' means only slightly warm (i.e., a little hot). Therefore, when *air panas* is used interchangeably between 'hot water' and 'boiled water'; this can confuse the readers and even different outcomes of the products since the way they are prepared would affect the results to the consumers. Translators of health products, then, must be cautious in properly interpreting the pragmatics communicated in the source language to the target language to avoid misunderstanding.

Another example of free translation from data is shown in E15.

- E15     *Diminum 2-3 kali sehari, 1 bungkus diseduh dengan 50 ml (1/4 gelas) air*     *hangat atau air*     *dingin*  
 Drink    2-3 times a day 1 pack    brewed with    50 ml (1/4 glass) water warm or    water cold  
*atau dimakan langsung*  
 or   eat    directly  
 [E15 is translated into '1 sachet 2-3 times a day, mixed with 50 ml (a quarter glass) of luke warm water or take in directly']

In E15, the words *diminum* and *atau air dingin* disappeared in the target text, and the word order of the target text is not the same as the word order of the source text. The translator translated the sentence into the target language without following the original sentence in the source language. These changes do not cause the translation sample to become unacceptable. However, the translation of *air hangat atau air dingin* was an inappropriate diction used in the target language because the phrase 'lukewarm water' did not have the same meaning as *air hangat atau air dingin* (literally translated as 'warm water or cold water'). Then the word 'luke warm' was mistyped. It should be 'lukewarm' without space. This can cause customers to incorrectly prepare the herbal drink due to the incorrect instructions from the translation; this can also lead to a delay in the healing process that is expected to be achieved by taking the herbs.

### 4.3.3 Communicative translation

The communicative translation is to give the exact contextual meaning of the original so that both content and language are acceptable and understandable to the readership (Newmark, 1988). The following examples explain this method of translation:

- E16 *Berguna untuk mengurangi keputihan (pek tay) dan bau yang tidak menyenangkan*  
Useful to lessen whitening (vaginal discharge) and smell which not pleasant  
[E16 is translated into 'Very effective to cure leucorrhoea (Fluor Albus) and unpleasant smell']

In E16, a more appropriate translation for *keputihan (pek tay)* to the laypeople is 'vaginal discharge' instead of *leucorrhoea*. Nevertheless, the overall translation of E16 is considered communicative because it emphasizes the message (Nykyr, 2010) (i.e., 'very effective to cure', 'unpleasant smell') to provide easy reading, simpler, clearer, and more direct language (Che, 2019) to the customers.

Other examples of communicative communication are as shown in E17, E18, and E19. Although the grammar used in those examples and some of the words chosen are inaccurate, thus the translations convey a general message and where the substance is as important as the style. E17 should have been translated as 'To help reduce excessive production of vaginal discharge; itchiness and unpleasant smell of the vagina'. Furthermore, E18 should be translated as 'Frequent cold sweats and the urge to urinate constantly'. Meanwhile, E19 should have been translated as 'Tolak Angin is effective to relieve common colds and symptoms such as fever, headache, nausea, flatulence, and stomach ache'.

- E17 *Membantu mengurangi lendir yang berlebihan; rasa gatal-gatal dan bau tidak sedap pada organ khusus kewanitaan;*  
Help lessen mucus which excessive; feel itchy and smell not pleasant on organ special womanhood;  
[E17 is translated as 'To help reduce of over leucorrhoea; itchiness and unwell smell mucus and unwell smell of female areas']

- E18 *Sering keluar keringat dingin dan ingin kencing terus menerus.*  
Often exit sweat cold and want urinate continuously  
[E18 is translated into 'Having often cold perspirations and inclination to urinate continuously']

- E19 *Tolak Angin baik digunakan untuk membantu meredakan masuk angin dan gejala-gejalanya seperti meriang, pusing, perut mual, kembung, sakit perut.*  
fever dizziness, stomach nauseous bloating pain stomach  
[E19 is translated into 'Tolak Angin is good for helps relieve common colds and symptoms such as fever, headache, nausea, flatulence, stomach ache']

### 4.4 Non-translated sentences

The data shows that non-translated translation was used most in the composition aspect of herbal product labels. Certain technical terms were found to be applied in both the source and target texts, for instance, *Eurycomae Radix*, *Raphanus Sativus*, and *Sericocalisys Folium* that cannot be found in both Indonesian and English language dictionaries (Cambridge Dictionary, 2018a; 2018b), but are known as specific words used in the pharmaceutical field, which are mostly in Latin. These translations are acceptable because the technical terms used are related to herbal products. Typically, all specific words or terms used in the pharmaceutical field are maintained in Latin in other medical labels.

However, surprisingly, some common sentences were not translated. The explanation on why this happened could not be provided; was it due to an intentional element or was it unclear to the translators themselves.

- E20 *...dan bahan-bahan lain hingga 7 g yang terdiri dari...*  
and ingredients other up to 7 g which stand of  
[E20 is not translated and written as it is in the label]

- E21 *Ektrak jamu 60% terdiri dari'...*  
Extract herbal medicine 60% stand of  
[E21 is not translated and written as it is in the label]

E22 ...*dan bahan-bahan lain hingga 100%*  
and ingredients other up to 100%  
[E22 is not translated and written as it is in the label]

In E20 to E22, those words or phrases are not translated into English. They are merely presented in Indonesian. This is a problem, should non-Indonesian speakers read the labels, since no comprehensible information can be attained from the labels. Unfortunately, this occurs most in the composition part and the reasons are unknown. There are times when the meaning of the source language does not influence the meaning when not translated into the target language; this is what Baker (1992: 40) calls 'translation by omission'. In the case of this study, the translator(s) have completely ignored or made no effort to translate not just the words or phrases, but also the sentences. This can affect the loss of meaning when these sentences are omitted from a translation.

Besides non-translated words, some words were not translated into English. The translators of the companies only wrote the Latin words and this may confuse the herbal users as well. Examples are provided in the following extracts from data:

E23 *keputihan (pektay)*  
whiteness  
[E23 is translated by using specific technical terms *leucorrhea (Fluor Albus)*]

*Fluor Albus* is, in fact, not found in the Longman Dictionary (2018) and English-Indonesian dictionary (Cambridge Dictionary, 2018a). Meanwhile, the lay term for *keputihan* in English is 'vaginal discharge'. If the translator(s) had provided this translation, the purpose of the herbal medicine would be much more comprehensible to the consumers instead of simply providing its Latin term.

E24 *mengobati cacingan*  
treat worms  
[E24 is translated into 'anthelmintic']

E25 *perut mual dan kembung'*  
stomach nauseous and bloated  
[E25 is translated into 'nausea and flatulence']

The translations in E23 and E24 are inappropriate in English because they are not translated communicatively in the target language (i.e., did not use lay terms that are available to ease the comprehension of laypeople or consumers).

#### 4.5 The (in)appropriate translation in the herbal product labels

Another purpose of this research was to analyze the appropriateness and the (in)appropriateness of the translations from Indonesian into the English language of the herbal product labels. Some explanations have been made in the previous sub-sections. Hence, Table 2 shows the inappropriate translations found in the data.

**Table 2:** The (In)Appropriate Translations from Indonesian into the English Language of the Indonesian Herbal Products Labels

Original source	Inappropriate English translation	Example
The use of the adjective	Translated with a noun	<ul style="list-style-type: none"> <li>• <i>sehat</i> is translated into 'health' rather than 'healthy'</li> </ul>
The use of terminology	Wrong translation of terminology	<ul style="list-style-type: none"> <li>• <i>batuk</i> 'cough' is translated into 'throat ache'</li> </ul>
Explained in terms not common to the public/laypeople	Changed into Latin terminologies that are not common to the public/laypeople	<ul style="list-style-type: none"> <li>• <i>beras</i> 'rice' is translated into <i>Oryza Sativa</i></li> <li>• <i>adas</i> 'fennel' is translated into <i>Foeniculli Fructus</i></li> </ul>
The use of one word (noun)	Translated inconsistently in many places	<ul style="list-style-type: none"> <li>• The meaning of <i>bungkus</i> is translated multiply to 'pack', 'package', 'packet', or 'sachet'</li> </ul>
Phrases	Non translated	<ul style="list-style-type: none"> <li>• ...<i>dan bahan-bahan lain hingga 7 g yang terdiri dari...</i></li> <li>• <i>Ektrak jamu 60% terdiri dari...</i></li> <li>• ...<i>dan bahan-bahan lain hingga 100%</i></li> </ul>

Table 2 shows some failures in translating texts from the Indonesian language into English. An example of the use of an adjective is when an adjective is translated into a noun (i.e., *sehat* 'health' to 'healthy') from literal translation (Machali, 2009). This is because the Indonesian language has mostly the same word for adjectives and nouns. Thus, the addition of suffixes is used for verb formation. Another problem found in the translation of the herbal product labels is providing the incorrect translation of the word (Mat, 2014) (i.e., *batuk* 'cough' to 'throat ache'). Hence, this denotes the lack of knowledge by the translator(s) on the lexicon of the English language (Aziz, 2015). Then, another setback of translation is due to the use of Latin or pharmaceutical terms to explain the source language that is not common to the laypeople (i.e., *beras* 'rice' (common) to '*Oryza Sativa*' (not common)). The use of multiple words to refer to one thing is also problematic to consumers, such as *bungkus* which is multiply translated to 'pack', 'package', 'packet', or 'sachet'. Finally, many phrases are not translated at all. These conditions complicate consumers' comprehension, especially those who are not from Indonesia and do not speak the Indonesian language. Since the purpose of these herbal products is to improve health, thus translations must be accurate to avoid further health problems due to the misunderstanding in consuming the products by the customers (Starkey and Penn, 1984).

## 5. CONCLUSION

This present study shows that the translation of the Indonesian herbal product labels into the English language is still problematic. There are still some sentences or words that are inappropriately translated into the target language. Some translations are acceptable when the message delivered can be understood. Yet, this needs further study related to native speakers' understanding when reading the herbal products, and so, further studies regarding this matter are needed.

Based on the findings of this study, free translation was found mostly used in translating the explanation of the herbal product labels into English. This is probably due to the different contexts and different sentence patterns between Indonesian and English. Some translation samples come in paraphrase forms, which are longer or shorter than their original forms. The translators try to communicate and convey the message of the source texts in the colloquial language to ease readers to better understand them in the target language. Nevertheless, despite the efforts, in many cases, the texts produced in the target language were different from their original texts because the translators forfeited the original form of the source texts.

Moreover, communicative translation was found in the composition and function parts, but this translation was not found in the direction part. This was because the words used in the direction part should not be medical lingos or words and phrases used by the medical group of people. It should be understood by the lay people or public at large to minimize their false construction in the direction of taking the herbal products.

Henceforth, the above findings show that there is still a great deal of errors in the English translation of the Indonesian herbal product labels. To overcome this problem, there must be a standard of terms used in translating marketed products since the products cover a wide range of consumers in other countries that do not speak the source language of the products. The companies should also provide more acceptable translations for their products because as mentioned earlier, inappropriate translations can confuse the readers (i.e., consumers) and even different outcomes of the products since the way they are prepared would affect the results to the consumers. The Indonesian government should also control the quality of the language of worldwide marketed products because this is related to products that are consumed by people and affect their health. In brief, the translation method used in different types of texts should be adjusted to the norm of the target languages to produce effective and acceptable translation results.

This study has analyzed the translation method used by the translator(s) in the labels of Indonesian herbal products into the target language of English. However, it was conducted not without limitations. Future research on this similar topic is recommended to be conducted by employing different frameworks and techniques, and larger data sets of the herbal product labels to reinforce and complement the current findings of this study.

## REFERENCES

- Aranda, L. (2007). *Handbook of Spanish-English Translation*. Lanham: University Press of America.
- Aziz, Z. (2015). Theoretical and practical reviews of the Indonesian translated 'Harry Potter and the Sorcerer's Stone' novel. *Studies in English Language and Education* 2(2): 118-131.
- Baker, M. (1992). *In Other Words: A Course Book on Translation*. London: Routledge.

- Cambridge Dictionary. (2018a). *English-Indonesian*. [Online URL: <https://dictionary.cambridge.org/dictionary/english-indonesian/>] accessed on June 12, 2020.
- Cambridge Dictionary. (2018b). *Indonesian-English*. [Online URL: <https://dictionary.cambridge.org/dictionary/indonesian-english/>] accessed on June 15, 2020.
- Che, M-M. (2019). Study on communicative translation. Paper presented at *International Conference on Social Science, Economics and Management Research*. Hangzhou, China. May 25-26.
- Corpus of Contemporary American English (COCA). (2018). [Online URL: <https://corpus.byu.edu/COCA/>] accessed on June 14, 2020.
- Da Silva, C. A. V. (2013). Modern narratives and film adaptation as translation. *Acta Scientiarum: Language and Culture* 35(3): 269-274.
- Djuharie, S. (2004). *Teknik dan Panduan Menerjemahkan Bahasa Inggris-Bahasa Indonesia* [Techniques and Guides of Translation of English-Indonesian]. Bandung: YramaWidya. [in Indonesian]
- Eftekhari, E. (2008). *A Brief Overview on Idiomatic Translation*. [Online URL: <https://www.translationdirectory.com/articles/article1739.php>] accessed on September 12, 2020.
- Fadhillah, N, Lubis, M. H., Sinar, T. S. and Setia, E. (2019). Translation strategies used in Indonesian translation of Acehese poem 'Munajat Perempuan Sufi Aceh Pocut Di Beutong'. *International Journal of Innovation, Creativity and Change* 9(4): 172-182.
- Fernández Guerra, A. (2012). Translating culture: Problems, strategies and practical realities. *Art and Subversion* 1(3): 1-27.
- Fochi, A. (2019). A translational continuum: The multiform migration of the iconic song 'O sole mio'. *inTRAlinea* 21. [Online URL: <http://www.intraline.org/archive/article/2401>] accessed on October 26, 2020.
- Foley, J. A. and Deocampo, M. F. (2016). The use of English as a lingua franca in translation. *Indonesian Journal of Applied Linguistics* 5(2): 146-153.
- Hartono, R. and Azman, M. N. A. (2019). Product label translation in Indonesian context: Mistake, quality, and solution. *International Journal of Innovation, Creativity and Change* 9(9): 68-87.
- Hartono, R. and Priyatmojo, A. S. (2016). *Translation errors of soft drink product labels from Indonesian into English*, In Djatmika, Sumarlam and R. Santosa, Proceedings of the International Seminar Prasasti III: Current Research in Linguistics, pp. 659-664. Surakarta: Universitas Sebelas Maret.
- Hatim, B. and Munday, J. (2004). *Translation: An Advanced Resource Book*. London: Routledge.
- Ismail, N. (2014). *Herbal Remedies Maven Emerges as Billionaire in Indonesia*. [Online URL: <https://www.bloomberg.com/news/articles/2014-02-20/herbal-remedies-maven-emerges-as-billionaire-in-indonesia>] accessed on October 17, 2020.
- Larson, M. (1998). *Meaning-Based Translation*. 2<sup>nd</sup> ed. Lanham: University Press of America.
- Longman Dictionary of Contemporary English Online. (2018). [Online URL: <https://www.ldoceonline.com/>] accessed on June 15, 2020.
- Machali, R. (2009). *Pedoman Bagi Penerjemah* [A Guide for Translators]. Bandung: Kaifa. [in Indonesian]
- Mat, A. C. (2014). Translation of brand and food label products into Arabic: A preliminary linguistically analysis. *International Journal of Languages and Literatures* 2(2): 121-135.
- Nababan, N. (2008). *Penerjemahan dan Budaya* [Translation and Culture]. [Online URL: <https://www.proz.com/translation-articles/articles/2074/1/Penerjemahan-dan-Budaya>] accessed on December 15, 2020. [in Indonesian]
- Newmark, P. (1988). *A Textbook of Translation*. Hertfordshire: Prentice-Hall.
- Nida, E. and Taber, C. R. (1982). *The Theory and Practice of Translation*. Leiden: E. J. Brill.
- Nykyr, S. (2010). *Equivalence and Translation Strategies in Multilingual Thesaurus Construction*. Biskopsgatan: Åbo Akademi University Press.
- Ordudari, M. (2007). Translation procedures, strategies and methods. *Translation Journal* 11(3): 1-9.
- Oxford Living Dictionary. (2018). [Online URL: <https://en.oxforddictionaries.com/english>] accessed on July 10, 2020.
- Pârlog, H. (2005). The semantics of heart: Translation problems. *ELOPE: English Language Overseas Perspectives and Enquiries* 2(1-2): 77-85.
- Pokasamrit, P. (2013). An analysis of cultural substitution in English to Thai translation. *Silpakorn University Journal of Social Sciences, Humanities, And Arts* 13(1): 215-230.
- Satyahadi, A. (2013). *Pentingnya Penggunaan Label pada Kemasan* [The Importance of Label Usage on Packaging]. [Online URL: <http://www.indonesiaprintmedia.com/pendapat/225-pentingnya-penggunaan-label-pada-kemasan.html>] accessed on August 17, 2020. [in Indonesian]
- Shariati, M. and Shariati, A. (2014). A point about the quality of English translation of Gulistan of Saadi by Rehatsch. *International Journal of English Language & Translation Studies* 2(2): 1-10.

- Soedibyo, M. (2004). *Analisis Kontrastif Kajian Penerjemahan Frasa Nomina* [Contrastive Analysis of Translation Review of Nominal Phrases]. Surakarta: Pustaka Cakra Surakarta. [in Indonesian]
- Starkey, C. M. and Penn, N. W. (1984). *Building Real Life English Skills*. Chicago: St National Textbook Company.
- Terzi, C. and Arslanturk, Y. (2014). An analysis of dissertation abstracts in terms of translation errors and academic discourse. *International Journal of English Language & Translation Studies* 2(4): 1-11.
- Wijayanti, V. P. and Asmarani, R. (2018). Translation Analysis on Labels of Wardah Cosmetics. Paper presented at the *Seminar Nasional Struktural*. Semarang, Indonesia, November 2018.
- Yamamoto, K. (2020). Job needs and task analysis of Japanese-speaking Thai translators and interpreters: Implications for Japanese language education. *Humanities, Arts and Social Sciences Studies* 20(1): 65-89.
- Yasin, B., Fata, I. A. and Husyitiara. (2018). Analyzing the English translation of the novel 'Laskar Pelangi' (The Rainbow Troops). *Studies in English Language and Education* 5(1): 54-68.
- Yuliasri, I. (2017). Translators' censorship in English-Indonesian translation of Donald Duck comics. *Indonesian Journal of Applied Linguistics* 7(1): 105-116.
- Yusuf, Y.Q., Mustafa, F. and Iqbal, R. M. (2021). An inquiry into grammatical errors in writing committed by high achieving EFL students. *International Journal of Language Studies* 15(2): 1-22.