

**TRANSPOSITION AND MODULATION TECHNIQUES AND
TRANSLATION ACCURACY OF RESTAURANT ADS TRANSLATION
IN RESORT WORLD SENTOSA**

THESIS

Presented to
State Islamic Institute (IAIN) of Kediri
In Partial Fulfillment of the Requirements
For the Degree of *Sarjana* in English Language Education



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This thesis is to fulfill the requirement for the degree of Sarjana (S1) in English Study Program, State Islamic Institute (IAIN) of Kediri.

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Demikian agar maklum dan atas ketersediaan ibu kami ucapkan banyak terima kasih.

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Setelah diperbaiki materi dan susunannya, sesuai dengan beberapa petunjuk dan tuntunan yang diberikan dalam siding munaqosah yang dilaksanakan pada 23 Desember 2024 kami dapat menerima dan menyetujui hasil perbaikannya.

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TRANSLATION ACCURACY OF RESTAURANT ADS TRANSLATION IN
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MOTTO

“Indeed, with hardship (will be) ease”

(Q.S. Al-Insyirah: 6)

DEDICATION PAGE

1. Thank You to Allah SWT, *sholawat*, and greetings to our Prophet Muhammad SAW. Thank you for all the blessings, and *ridho* that accompany every way that I step, thank you for all the health that has been given both physically and spiritually. With all the help and permission from Allah, I can finish this thesis.
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Thank you very much and the researcher realizes that this thesis is still far from perfect. Critics and suggestions are needed to make this thesis better.

Kediri, December 1st 2024



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ABSTRACT

Cahyani, Fatma Arum Nur. 2024. *Transposition and Modulation Techniques and Translation Accuracy of Restaurant Ads Translation in Resort World Sentosa*. Thesis, English Department, Faculty of Tarbiyah, State Islamic Institute (IAIN) of Kediri. Advisors: (1) Bahruddin, S.S., M.Pd (2) Iwan Kurniarahman, M.Pd.

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Translation is a transformation of text meaning from source language into target language. Translation has helped many needs in this globalized era, where information can be obtained quickly. Translation of advertisements is increasingly common due to global trade activities. This study aimed to analyze the use of transposition and modulation techniques as well as the accuracy of translation of restaurant ads in *Resort World Sentosa*. The formulation of the problem includes how is the frequency of phrases or sentences translated using transposition and modulation techniques and how is the accuracy of restaurant ads translated using transposition and modulation techniques.

This study is a qualitative descriptive. This study applies the translation technique theory by Molina and Albir (2002) and Nababan's (2012) translation accuracy theory. The data source in this study amounted to 52 restaurant ads texts in *Resort World Sentosa* published in 2024 on the website rwsentosa.com and the data are phrases or sentences of restaurant ads translated using transposition and modulation techniques in *Resort World Sentosa* and there are 110 data in total. The data was gathered by transcribing the restaurant ads texts in English and Indonesian. In the process of analyzing the data, the researcher identified and classified the phrases or sentences translated using transposition and modulation, the researcher then identified the frequency of phrases or sentences translated using transposition and modulation, then the researcher analyzed the accuracy of restaurant ads translation and finally, the researcher made conclusions based on the results of the analysis that has been done.

The findings showed that the transposition technique was used on 75 phrases or sentences, with 72 data (96%) of the results classified as accurate and 3 data (4%) classified as less accurate. The modulation technique was applied to 35 phrases or sentences, with 34 data (97%) of the results classified as accurate and only 1 data (3%) of the results classified as less accurate. The findings indicate that both techniques are effective in maintaining the accuracy of restaurant ads translation in *Resort World Sentosa*.

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