ABSTRACT


This study aims at examining translation techniques and its quality on online booking guide by AirAsia which is published in January 7, 2014. This research applied qualitative method because the data of this research are sentences, which contains of audiences instruction. Source of data is a subject that is used in the research to obtain the data. In this research, the writer used more than one source of data. Those are documents and informants.

The result of this study indicates that there are 10 techniques applied by the translator. It is in the form of 2 single techniques and 21 multiple techniques; Established Equivalent (3 times or 8.82%), Reduction (1 time or 2.94%), Established Equivalent+Naturalized Borrowing (4 times or 23.54%), Established Equivalent+Amplification (2 times or 5.90%), Established Equivalent+Linguistic Amplification (1 time or 2.94%), Established Equivalent+Reduction (1 time or 2.94%), Established Equivalent+Literal Translation (1 time or 2.94%), Established Equivalent+Transposition (1 time or 2.94%), Established Equivalent+Pure Borrowing+Naturalized Borrowing (4 times or 23.54%), Established Equivalent+Pure Borrowing+Amplification (1 time or 2.94%), Established Equivalent+Pure Borrowing+Linguistic Amplification (1 time or 2.94%), Established Equivalent+Naturalized Borrowing+Reduction (1 time or 2.94%), Established Equivalent+Naturalized Borrowing+Amplification (3 times or 8.82%), Established Equivalent+Naturalized Borrowing+Linguistic Amplification (1 time or 2.94%), Established Equivalent+Naturalized Borrowing+Generalization (1 time or 2.94%), Established Equivalent+Calque+Literal Translation (1 time or 2.94%), Established Equivalent+Naturalized Borrowing+Transposition+Reduction (1 time or 2.94%), Established Equivalent+Naturalized Borrowing+Pure Borrowing+Literal Translation (1 time or 2.94%), Established Equivalent+Naturalized Borrowing+Pure Borrowing+Generalization (1 time or 2.94%), Established Equivalent+Pure Borrowing+Linguistic Amplification+Reduction (1 time or 2.94%), Established Equivalent+Pure Borrowing+Amplification+Transposition (1 time or 2.94%), Established Equivalent+Naturalized Borrowing+Amplification+Reduction (1 time or 2.94%), Established Equivalent+Pure Borrowing+Modulation (1 time or 2.94%). In relation to the translation quality of accuracy, out of 34 data, 23 or 67.65% are accurate, 10 data or 29.42% are less accurate and 1 data or 2.94% are inaccurate. Out of 34 data, 19 data or 55.89% are acceptable, 14 data or 41.17 % are less acceptable, and 1 data or 2.94% are unacceptable. Out of 34 data, 27 data or 79.36% are readable, 6 data or 17.70% are less readable, and 1 data or 2.94% are unreadable. It shows that most data are well transferred.

Keywords: translation technique, translation quality, procedure translation