

TRANSLATING AUTHENTIC TEXT BUSINESS TEXT

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Abstract

U.S. retail sales dropped overall in October partly as a result of superstorm Sandy that hit much of the East Coast in the last week of the month. Retail and food-service sales fell 0.3% last month to a seasonally adjusted \$411.59 billion, the Commerce Department said Wednesday. The decline was slightly larger than economists forecast for a 0.2% decrease. The Commerce Department said the storm had both positive and negative effects on the data. Some stores reported a drop in sales because storm damage forced them to temporarily or permanently close or they saw reduced business because of fewer customers. But other retailers experienced a sales boost as shoppers stocked up on emergency supplies, such as gas and food, ahead of the storm and then bought more goods if they had to evacuate. But the storm's effects aren't necessarily the only cause for the decline, particularly because the report doesn't provide regional figures.

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I. Introduction

"Weighing the competing claims we suspect the hurricane had some depressing effect on core retail sales, though the magnitude can only be inferred when we see what, if any, bounce back is registered in November," said Michael Feroli, an economist with J.P. Morgan Chase Bank.

For October, purchases dropped by 1.9% at building material and garden equipment stores and 1.5% at auto and parts dealers, the biggest drop in more than a year, the report said. But sales rose 1.4% at gas stations and 0.8% at food and beverage stores.

While it suspected that hardware stores and building materials outlets should see a solid rebound this month, it's less clear if clothing, furniture and electronics sellers will see the same bounce back. What's more, the cost of recovering from Sandy may be a drag on holiday sales.

"Considerable momentum has been lost and the impact of the aftermath of Hurricane Sandy on the holiday shopping season could be sizable, in addition to the negative impact on consumer confidence due to the political and media attention to the 'fiscal cliff'," Chris Christopher, an economist with IHS Global Insight.

A separate report showed U.S. wholesale prices declined in October for the first time in five months. The producer price index, which measures how much manufacturers and wholesalers pay for finished goods, decreased a seasonally adjusted 0.2% in October, the Labor Department said Wednesday.

Energy prices, which includes gas prices, declined 0.5% in October after sizable gains the prior two months.

The index may have also been skewed by a seasonal abnormality in passenger car prices, which fell 1.6% during the month. Each October, the Labor Department incorporates new model-year car prices into the index, a holdover from when auto makers would install price hikes each fall.

"These days, auto prices don't rise much at all, and the launch of new model year vehicles bleeds out whenever auto makers are ready to go, not all at the same time," said Stephen Stanley, an economist with Pierpont Securities.

In a third report, business inventories increased by 0.7% to a seasonally adjusted \$1.613 trillion, the Commerce Department said.

Inventories grew in September in large part because auto dealerships added more cars to their lots. Motor vehicles and parts inventories grew 0.9%.

The inventory figures add to evidence that third-quarter economic growth was stronger than first reported. The government's initial estimate of gross domestic product, released last month, showed that the change in private inventories was a drag, but strong September reports are likely to add to the revised growth figure out later this month.

<http://online.wsj.com/article/SB10001424127887324556304578118752062798648.html>

Penjualan eceran di AS turun secara keseluruhan pada bulan Oktober sebagian besar diakibatkan dahsyatnya Badai Sandy yang melanda hampir seluruh Pantai Timur pada minggu terakhir di bulan ini.

Penjualan eceran dan makanan turun sebesar 0,3% bulan lalu yang terjadi karena bencana ini sebesar 411,59 miliar dolar, menurut Departemen Perdagangan pada hari Rabu. Penurunan ini sedikit melebihi perkiraan para ekonom yang hanya sebesar 0,2%.

Departemen Perdagangan menyatakan bahwa badai tersebut berdampak positif dan negatif pada data. Beberapa toko melaporkan penurunan penjualan karena kerusakan yang diakibatkan oleh badai tersebut memaksa mereka menghentikan penjualan baik untuk sementara maupun secara permanen atau mereka mengalami kerugian pada bisnis ini karena sedikitnya jumlah pelanggan. Tapi di lain pihak, pengecer lain mengalami peningkatan penjualan yang disebabkan karena para pembeli membeli bahan pokok sebagai persediaan untuk keadaan darurat menjelang badai, misalnya gas dan makanan. Mereka juga akan membeli lebih banyak barang jika mereka harus dievakuasi.

Namun dampak badai bukanlah satu-satunya penyebab dari penurunan ini, disisi lain hal ini juga disebabkan karena laporan tersebut tidak memberikan angka yang sesuai di wilayah tertentu "karena beratnya persaingan, kami memperkirakan badai tersebut berdampak buruk pada penjualan eceran pusat, meskipun angka pastinya hanya dapat disimpulkan ketika kita melihat fakta yang terjadi, dilaporkan akan terjadi lonjakan kembali pada bulan November," kata Michael Feroli, ekonom JP Morgan Chase Bank.

Untuk bulan Oktober, menurut laporan yang ada pembelian di toko bahan bangunan dan peralatan perkebunan mengalami penurunan hingga 1,9% sedangkan penurunan terjadi sebesar 1,5% di dealer mobil dan suku cadang, ini adalah penurunan terbesar yang terjadi di tahun ini. Namun penjualan bahan bakar meningkat hingga 1,4% dan 0,8% untuk penjualan makanan dan minuman.

Diperkirakan bahwa toko perkakas dan bahan bangunan sebaiknya melihat lonjakan pada bulan ini, kurang jelas apakah penjualan pakaian, mebel dan peralatan elektronik akan mengalami lonjakan yang sama bulan ini. terlebih lagi, biaya pemulihan dari bencana badai pasir mungkin menjadi hambatan pada penjualan di musim liburan.

Seorang ekonom HIS Global Insight, Chris Chistopher, menegaskan “Kesempatan besar telah hilang dan dampak dari badai pasir pada musim belanja di saat liburan bisa meningkat, selain itu dampak buruk pada kepercayaan konsumen karena perhatian politik dan media terhadap 'pemeriksaan fiskal'.

Sebuah laporan terpisah menunjukkan harga grosir di AS menurun pada bulan Oktober untuk pertama kalinya dalam Lima bulan. Indeks harga produsen, yang mengukur seberapa banyak produsen dan grosir membayar untuk barang jadi, menurun 0,2% yang disesuaikan secara musiman pada bulan Oktober, ujar Departemen Tenaga Kerja pada hari Rabu.

Harga energi, yang meliputi harga gas, turun 0,5% pada bulan Oktober setelah mengalami kenaikan yang cukup besar dua bulan sebelumnya. Indeks mungkin juga telah dipengaruhi oleh turunnya harga mobil, yang jatuh sebesar 1,6% selama sebulan. Setiap Bulan Oktober, Departemen Tenaga Kerja menggabungkan harga mobil dengan model yang terbaru ke dalam indeks, guna mengantisipasi kenaikan harga mobil yang akan ditetapkan oleh produsen setiap musim gugur.

“Dewasa ini, harga mobil tidak terlalu mengalami lonjakan, dan peluncuran mobil dengan model terbaru akan mengalami lonjakan dan hal ini akan terjadi kapan saja ketika produsen ingin mengeluarkannya, namun tidak akan diluncurkan dalam waktu yang bersamaan,” kata Stephen Stanley, seorang ekonom Pierpon Securities.

Pada laporan yang ketiga, bisnis penyediaan barang akan mengalami peningkatan hingga 0.7 % yang disesuaikan secara musiman \$ 1,613 triliun, menurut pernyataan dari Departemen Perdagangan. Persediaan barang akan mengalami lonjakan Pada Bulan September dalam jumlah yang besar karena dealer mobil menambah lebih banyak mobil ke dalam unit mereka. Jumlah persediaan kendaraan bermotor dan suku cadang meningkat sebesar 0.9 %.

Angka-angka persediaan barang menambah bukti bahwa pertumbuhan ekonomi pada kuartal ketiga lebih kuat dari pada yang pertama. Perkiraan awal pemerintah dari produk domestik bruto, yang dirilis bulan lalu, menunjukkan bahwa perubahan dalam persediaan barang di sektor swasta adalah sebuah hambatan, tapi di September hal tersebut akan cenderung menambah angka pertumbuhan revisi yang akan dikeluarkan akhir bulan ini.

II. Analysis

Sentence 1:

- U.S. retail sales dropped overall in October partly as a result of superstorm Sandy that hit much of the East Coast in the last week of the month.
- Penjualan eceran di AS turun secara keseluruhan pada bulan Oktober sebagai akibat dari badai Pasir yang melanda sebagian besar Pantai Timur pada minggu terakhir di bulan ini.

The word partly in the sentence was omitted since the Indonesian Translation of the sentence does not have the expression *partly* like in the SL that we can see in SL, the word partly is appeared after the name of the month. If we translated the word partly, the

translation would become Penjualan ritel AS turun secara keseluruhan pada bulan Oktober sebagian, so that the translation would not make any sense in the target language.

Sentence 2:

- *Retail and food-service sales fell 0.3% last month to a seasonally adjusted \$411.59 billion, the Commerce Department said Wednesday.*
- *Penjualan eceran dan makanan menurun hingga 0,3% bulan lalu yang terjadi karena bencana ini sebesar \$ 411.590.000.000, pernyataan dari Departemen Perdagangan pada hari Rabu.*

From the sentence above we can see the implicit meaning of the text. We can see that the sentence *Retail and food-service sales fell 0.3% last month to a seasonally adjusted \$411.59 billion, the Commerce Department said Wednesday* was translated into *Penjualan eceran dan makanan menurun hingga 0,3% bulan lalu yang terjadi karena bencana ini sebesar \$ 411.590.000.000, pernyataan dari Departemen Perdagangan pada hari Rabu*. In the translation we can see the additional information that is given in the sentences gave a more understandable sentences for the reader of the target language. The source language does not mention why the sales felt. The information was actually determined as implicit information.

“Part of the information which occurs in the semantic structure is left implicit in the grammar in order to indicate old information, in order to add cohesion, and in some cases even to mark theme of focus.” (Larson: 1984). The information was related to the of yang terjadi karena bencana ini was related to the previous sentence, eventhough this is an old information in the text, this information is still important to be given in the translation since the translation would be more understandable and have more sense with this additional meaning.

Sentence 3:

- *The decline was slightly larger than economists forecast for a 0.2% decrease.*
- *Penurunan ini sedikit melebihi perkiraan para ekonom yang hanya sebesar 0,2%.*

In this translation we could also see the word *decrease* in the last part of the sentence was omitted. This information is not important to be translated again in the target language since in Indonesian we do not have the construction like in the SL. Meanwhile, we change the word, *a* which we could see in the source language into *sebesar* in the TL this is because to make the translation more sounds natural for the target reader. If we translate the sentence into the literal translation it would be *Penurunan ini sedikit lebih besar dari perkiraan ekonom untuk penurunan 0,2%*. That is why we should change some construction in the translation process to make the final result of the translation sounds natural for the target reader in TL.

Sentence 4:

- The Commerce Department said the storm had both positive and negative effects on the data.
- Departemen Perdagangan menyatakan bahwa badai tersebut berdampak positif dan negatif pada data.

The word said was translated to the word *menyatakan* in the TL since *menyatakan* has a sense in which the word is used in a formal situation. In this case when we would like to quote what the representative of the Commerce Department said, we should use a formal word to describe it. Besides, the word *menyatakan* has a high degree of politeness in Indonesian Language. It mean that we honor the speaker himself.

In addition, the phrase *had both positive and negative effects* was translated to *berdampak positif dan negatif pada data*. The affix *ber-* in the translation means *to have* in English. So *berdampak* means to have an effect.

Sentence 5:

- *Some stores reported a drop in sales because storm damage forced them to temporarily or permanently close or they saw reduced business because of fewer customers.*
- *Beberapa toko melaporkan penurunan penjualan karena kerusakan yang diakibatkan oleh badai tersebut memaksa mereka menghentikan penjualan baik untuk sementara maupun secara permanen atau mereka mengalami kerugian pada bisnis ini karena berkurangnya jumlah pelanggan.*

In the sentence above we could see that that the translation is being skewed. If we see the literal translation of the sentence above, we could see that the translation is *Beberapa toko melaporkan penurunan penjualan karena kerusakan badai memaksa mereka untuk sementara atau permanen dekat atau mereka melihat business berkurang karena lebih sedikit pelanggan*. We could see that the information is not in the same position as it is in SL, this is because if we literally translate the sentence the information given by the writer would not have the same message as in Indonesian.

Sentence 6:

- *But other retailers experienced a sales boost as shoppers stocked up on emergency supplies, such as gas and food, ahead of the storm and then bought more goods if they had to evacuate.*
- *Tapi dilain pihak, pengecer lain mengalami peningkatan penjualan yang disebabkan karena para pembeli membeli bahan pokok sebagai persediaan untuk keadaan darurat menjelang badai, misalnya gas dan makanan. Mereka juga akan membeli lebih banyak barang jika mereka harus dievakuasi.*

In this text there also two kinds of information which should divided into two sentences. The second information is the result of the first information. It is said in the sentences that the first event is:

- a) The retailers experienced the sales boost because of the storm, such as gas and food.
- b) The retailers will buy more goods if they have to evacuate.

From the explanation above we could divided the sentences that should be translated to the TL so that the translation would become clear for the reader. We could see clearly that the second sentence is the result of the previous event.

In addition, the translation also skews the sentences, we could see in the SL the second sentence used past tense *then bought more goods if they had to evacuate* meanwhile in the translation of this sentence, the translation do not use past tense indicator in the TL, since this is because the second event is the result that would make the people would buy the goods if they have to evacuate. So, it changes the tense from past tense to future tense.

Sentence 7:

- *But the storm's effects aren't necessarily the only cause for the decline, particularly because the report doesn't provide regional figures.*
- *Namun dampak badai bukanlah satu-satunya penyebab dari penurunan ini, disini lain hal ini juga disebabkan karea laporan tersebut tidak memberikan angka yang sesuai di wilayah tertentu*

The implicit information of the *angka yang sesuai* is appeared in the translation. The additional information was given to make the information in the translation clear for the reader. This information is necessary to understand the whole part of the sentence. Additional information in translation is crucial if the information in the target language is not clear.

Sentence 8:

- *"Weighing the competing claims we suspect the hurricane had some depressing effect on core retail sales, though the magnitude can only be inferred when we see what, if any, bounce back is registered in November," said Michael Feroli, an economist with J.P. Morgan Chase Bank.*
- *"karena beratnya persaingan, kami memperkirakan badai tersebut berdampak buruk pada penjualan eceran pusat, meskipun angka pastinya hanya dapat disimpulkan ketika kita melihat fakta yang terjadi, dilaporkan akan terjadi lonjakan kembali pada bulan November," kata Michael Feroli, ekonom JP Morgan Chase Bank.*

The implicit information of *fakta yang terjadi* is added to the translation. When we see the sentence the word *melihat* need an object. So, from the contexts, we know that the object that is appropriate is the word *fakta yang terjadi*. So, the addition of this information would make the information of the translation clear for the reader. Besides, the word *if any* is omitted in the translation. These words has no role in the target language. So that this word is

omitted. Actually in the source language the word *if any* is used by the writer to stress the information without adding some new information.

Sentence 9:

- *For October, purchases dropped by 1.9% at building material and garden equipment stores and 1.5% at auto and parts dealers, the biggest drop in more than a year, the report said.*
- *Untuk bulan Oktober, menurut laporan yang ada pembelian di toko bahan bangunan dan peralatan perkebunan mengalami penurunan hingga 1,9% sedangkan penurunan terjadi sebesar 1,5% di dealer mobil dan suku cadang, ini adalah penurunan terbesar yang terjadi di tahun ini.*

The information in the target language must be skew. This can be seen in the sentence above. The word *the report said* must be in the beginning of the sentence, it is a statement of the report that the information was based on the report. So it must be clear for the reader that the information given in the sentence was based on the report. That is why in the translation of this sentence, the word *the report said* must be in the beginning of the sentence.

The second phrase that change its position in the sentence is the word *pembelian di toko bahan bangunan dan peralatan perkebunan* this information was also given in the beginning of the sentence compare with the original text in the TL. The initial information the writer wants to give is about *building material and garden equipment stores*. This is the reason why this information should be in the beginning rather than in the middle of the sentence.

III. Conclusion

A separate report showed U.S. wholesale prices declined in October for the first time in five months. The producer price index, which measures how much manufacturers and wholesalers pay for finished goods, decreased a seasonally adjusted 0.2% in October, the Labor Department said Wednesday. Energy prices, which includes gas prices, declined 0.5% in October after sizable gains the prior two months. The index may have also been skewed by a seasonal abnormality in passenger car prices, which fell 1.6% during the month. Each October, the Labor Department incorporates new model-year car prices into the index, a holdover from when auto makers would install price hikes each fall. "These days, auto prices don't rise much at all, and the launch of new model year vehicles bleeds out whenever auto makers are ready to go, not all at the same time," said Stephen Stanley, an economist with Pierpont Securities.

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