

## CHAPTER II

### THEORETICAL REVIEW

#### A. Effectiveness

##### 1. Definition of effectiveness

Effectiveness of basic word “effect” means a change that somebody/something causes in somebody/something else. While the adjective is “effective” means producing the result that is wanted or intended. Then word of effectiveness is noun of “effective” means successful or appropriate. Effective is the word basis, while the effective nature of the word is effectiveness.<sup>1</sup>

Generally indicates the extent to which the achievement of a goal that is first determined. This is in accordance with the understanding the effectiveness Hidayat explains that: "Effectiveness is a measure that states how far the target (quantity, quality and time) has

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<sup>1</sup> Hornby, A S, *Oxford Advanced Learner's Dictionary*, (New York: 2000), p.422

been reached. Where, the greater percentage of the target is achieved the higher effectiveness".

Understanding the effectiveness according to Budi Prasetyo Saksono are: "Effectiveness is the extent of attachment of output achieved with the expected output of a number of inputs".

Effectiveness of these notions can be concluded that the effectiveness is a measure that states how far the target (quantity, quality and timing) that has been achieved by the management, in which these targets have been determined in advance. Under these conditions, to find a level of effectiveness can be used formula as follows:

$$\text{Effectiveness} = \text{Output Currents} / \text{Output Target} > \\ = 1$$

➤ If the actual output target output value greater than or equal to 1 (one), then it will be achieved effectiveness.

➤ If the actual output target output value is less than 1 (one), then the effectiveness is not achieved.<sup>2</sup>

## 2. Measures of Effectiveness

Spoles defines Measures of Effectiveness as standards (specific properties) against which the capability of a solution to meet the needs of a problem may be judged. He further states that Measures of Effectiveness are statement that represents critical operational issues and identifies goal rather than methodologies.<sup>3</sup> Then Effectiveness is measured in different ways by different organizations, but typical "effectiveness" measures are defined by the business stakeholder.<sup>4</sup>

### B. Sentence

One will understand a voice of speaker, if it is spoken by clear language. Also, one will understand his letter, if it is

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<sup>2</sup> Danfar , "Pengertian Efektifitas," 28 Maret, 2009, <https://dansite.wordpress.com>

<sup>3</sup> *Measures of Effectiveness, A white paper by Technology Digest*, (Aug 2008), p.3

<sup>4</sup> Deloitte, "Lexicon Details", <http://www.bersin.com>

clear letter. Relation to the letter, it is a word or a sentence written. At a minimum sentence in the official variety, either orally or in writing must have a subject (S) or predicate (P). If it does not have a subject and predicate it was not a sentence. Structures such words can only be referred to as a phrase. This is what distinguishes a sentence with the phrase.

A sentence is a complete set of words that conveys meaning.<sup>5</sup> Sentences are made up of clauses and phrases. All sentences must have at least one independent clause.<sup>6</sup> A sentence can communicate a statement (*I am studying.*), a command (*Go away.*), an exclamation (*I'm so excited!*), or a question (*What time is it?*). A sentence is composed of one or more clauses. A clause contains a subject and verb. Sentences are divided into four categories: simple sentences, compound sentences, complex sentences, and compound-complex sentences.

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<sup>5</sup> Sarah Andersen, *Sentence Types and Functions*, (San José State University Writing Center, Spring 2014), p.1

<sup>6</sup> *Sentence Structure*, (Newzelan: Lincoln University 2016), p.1

### 1) Simple Sentences

A simple sentence contains one independent clause.

### 2) Compound Sentences

A compound sentence contains two independent clauses. A coordinating conjunction (for, and, nor, but, or, yet, so) often links the two independent clauses and is preceded by a comma.

### 3) Complex Sentences

A complex sentence contains one independent clause and one or more dependent clauses. A complex sentence will include at least one subordinating conjunction.

### 4) Compound-Complex Sentences

A compound-complex sentence combines complex sentence and compound sentence forms. A compound-

complex sentence contains one or more independent clauses and one or more dependent clauses.<sup>7</sup>

### **C. Translation**

#### 1. The definition of translation

To understand foreign language is not easy, one must need much time, even must know the key word. Of the keyword is he knows the mean and the aim a word by word or sentence. To know like a word (vocabulary) certainly he looks up the standard dictionary (a dictionary that consists a lot of words and each definition of word) used. One must able to translate foreign language (mean English) well, understand structure sentence grammatically. Perhaps structure of grammatical in foreign language, especially English language is not difference with Indonesia language in structure simple is subject (S), object (O), and predicate (P), if that structure that verbal sentence. And if that nominal sentence, its

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<sup>7</sup> Sarah Andersen, *Sentence Types and Functions*, (San José State University Writing Center, Spring 2014), p.2

structure is subject (S), predicate (P), or adding complement.

Moreover, in understanding from language to other language is translation. Translation made of the word basic (verb), it is “translate” means to express the meaning of speech or writing in a different language. While, the word of translation (form of noun), means the process of changing something that is written or spoken into another language.<sup>8</sup>

From Nida’s definition, translation is to reproduce the closest natural meaning of source language information in target language firstly, while its stylistic features of both source language and target language are of second importance. From philosophy, the definition presupposes the determinacy of meaning and ultimate translation, and it also emphasizes the centrality of original text and the priority of meaning, which neglects the creativity and dynamicity of translation. “Translation

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<sup>8</sup> Hornby, A S, Oxford Advanced Learner’s Dictionary, NewYork: 2000, P.1438

is not only the intellectual, creative process by which a text written in a given language is transferred into another<sup>9</sup>.

According Hoed Translation is an attempt to revive the message or intent contained in the text of a language or text into the form language of the text in another language or target text.

Further Hoed stated there are three important factors in translation; they are the difference between the source language and the target language, context factors, as well as the procedures and translation techniques.<sup>10</sup>

Translation is used for multilingual notices, which have at last appeared increasingly conspicuously in public places; for instructions issued by exporting companies; for tourist publicity, where it is too often produced from the native into the 'foreign' language by natives as a matter of national pride; for official documents, such as treaties and

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<sup>9</sup> Philosophical Interpretation on E. A. Nida's *Definition of Translation Asian Social Science*, Vol.5, No.10, (October, 2009), p.46

<sup>10</sup> Mahmood Ordudari, "Journal: *Translation procedures, strategies and methods*, "<http://www.bokorlang.com>



contracts; for reports, papers, articles, correspondence?  
Text books to convey information, advice, and recommendations for every branch of knowledge. Translation has been instrumental in transmitting culture, sometimes under unequal conditions responsible for distorted and biased translations, ever since countries and languages have been in contact with each other. As a technique for learning foreign languages, translation is a two-edged instrument: it has the special purpose of demonstrating the learner's knowledge of the foreign language, either as a form of control or to exercise his intelligence in order to develop his competence.<sup>11</sup>

## 2. Translation Procedure, Strategy and method

### a. Translation procedure

The translating procedures, as depicted by

Nida are as follow:

- 1) analysis of the source and target languages;

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<sup>11</sup> Peter Newmark, *A Textbook of Translation*, (Hongkong: Shanghai Foreign Language Education Press, 1988), p.7

- 2) a thorough study of the source language text before making attempts translate it;
- 3) Making judgments of the semantic and syntactic approximations; and
- 4) Taking into account the process and product of translation;

Jaaskelainen divides strategies into two major categories: some strategies relate to what happens to texts, while other strategies relate to what happens in the process.

b. Translation strategy

Krings defines translation strategy as "translator's potentially conscious plans for solving concrete translation problems in the framework of a concrete translation task," and Seguinot believes that there are at least three global strategies employed by the translators: (i) translating without interruption for as long as possible; (ii) correcting surface errors immediately; (iii) leaving the monitoring for

qualitative or stylistic errors in the text to the revision stage.<sup>12</sup>

c. Method

Newmark mentions the difference between translation methods and translation procedures. He writes that, "While translation methods relate to whole texts, translation procedures are used for sentences and the smaller units of language". He goes on to refer to the following methods of translation:

1. In which the SL word order is preserved and the words translated singly by their most common meanings, out of context.
2. In which the SL grammatical constructions are converted to their nearest TL equivalents, but the lexical words are again translated singly, out of context.

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<sup>12</sup> Maruoane Zakhir, Alex Gross, Nigel Massey, *The Theories of Translation From History to Procedures*, edited by Zainurrahman, Taken from Translation Directory and Translation Journals, (2009), p.121

3. It attempts to produce the precise contextual meaning of the original within the constraints of the TL grammatical structures.
4. Which differs from 'faithful translation' only in as far as it must take more account of the aesthetic value of the SL text.
5. Which is the freest form of translation, and is used mainly for plays (comedies) and poetry; the themes, characters, plots are usually preserved, the SL culture is converted to the TL culture and the text is rewritten.
6. It produces the TL text without the style, form, or content of the original.
7. It reproduces the 'message' of the original but tends to distort nuances of meaning by preferring colloquialisms and idioms where these do not exist in the original.
8. It attempts to render the exact contextual meaning of the original in such a way that both

content and language are readily acceptable and comprehensible to the readership.<sup>13</sup>

### 3. Google-Translate

#### a. Google

Certainly, the writer explains about history of Google that the application often used before by someone in looking for information. Google is just part of Internet Company, however it has a history in establish and develop it. In the surf said Google is not a foreign word for someone. Google also ranked the best in the category of the most popular search engines. To know Google, follow the following review. If traced from its history, Google is a company started by two Stanford Ph.D. Stanford University, named Larry Page and Sergey Brin in early 1996. They developed the theory that by using mathematical analysis, the relationship between the

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<sup>13</sup> Maruoane Zakhir, Alex Gross, Nigel Massey, .....p122

sites will give better results than using a basic search technique at the time.

Development of the two students resulted in the formation of "Backrup". A year later the two students have held a unique approach on the reputation of their network analysis "Backrup". Throughout the beginning of tahun1998 Larry and Sergey continued to perfect the technology Google in addition to continuing to find investors to develop the sophistication of Google's technology. Precisely on September 7, 1998 stood Google after the collection of funds by Larry and Sergey that come from family, friends and colleagues to finally accumulated fund of about 1 million US dollars.<sup>14</sup>

Google.com is international sites with English language (default).<sup>15</sup> Of course, each country is different domain. As for Indonesia domain, one can

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<sup>14</sup> *Mahir Dalam 7 Hari Berinternet Dengan Google*, (Yogyakarta: Andi Yogyakarta dan MADCOMS, 2010).p.24-25

<sup>15</sup> *Ber-Internet Dengan Google*, (Yogyakarta: Andi dan Madcoms, 2010), p.3

use Google branch sites that are in Indonesia URL”www.google.co.id” (co.id is domain for Indonesia). This is because Google has been developed based on the location of the country with the region domains of different countries. Google service in each of countries can different depending on the development of the country's Google.<sup>16</sup> There are facilities Google that one used to variety of activity of internet. Author needs to show Google display on 1988, as follows:

Picture 2.1

Google display on 1998<sup>17</sup>



<sup>16</sup> *Ber-Internet Dengan Google*,.....,p.3-4

<sup>17</sup> Fitra Khoirul Umam, “Tampilan Google Dari Tahun Ke Tahun (1997-2012),” Minggu, 22 April 2012, <http://fitrakhoerulumam.blogspot.co.id/2012/04/tampilan-google-dari-tahun-ke-tahun.html>

For ease of understanding, the Google facility can be grouped into four, namely:

1. Search, for example, looking for answers all the questions, seeking information about the scientific work, and others.
2. Communication, such as Google Mail, Google Blogger, Google talk, Google Calendar.
3. Web Tool, such as Google Analytic, Google Adwords, and Google Adsense.
4. Tool, provided by Google to a person's specific activities, such as: Picasa, Google Earth, Google Docs, Google SketchUp, and Google Translate.<sup>18</sup>

b. Google-Translate

Google Translate is part of Google Tool; it is the application of multi-language subtitles of the most complete in the world. Application translation made by Google gets updates and improvements.<sup>19</sup> Google

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<sup>18</sup> *Ber-Internet Dengan Google*,.....,p.4-6

<sup>19</sup> "Cara Menggunakan Google Translate Secara Offline Tanpa Koneksi Internet", 12 Agustus 2015, Teksnologi, <http://teknologi.com/>



Translate received a minor update today to version 5.8, bringing easy-to-access definitions for translated words; a quick account switcher like that found in most of Google’s other first-party Android apps, some new strings referencing China, and (assumably) the usual bug fixes.<sup>20</sup>

Google Translate is getting brainier. The online translation tool recently started using a neural network to translate between some of its most popular languages – and the system is now so clever it can do this for language pairs on which it has not been explicitly trained. To do this, it seems to have created its own artificial language.

Traditional machine-translation systems break sentences into words and phrases, and translate each individually. In September, Google Translate unveiled a new system that uses a neural network to work on

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<sup>20</sup> Stephen Hall, “Google Translate 5.8 adds definitions for translated words, easy account switcher”, 27 March 2017, <https://9to5google.com>

entire sentences at once, giving it more contexts to figure out the best translation. This system is now in action for eight of the most common language pairs on which Google Translate works.

Although neural machine-translation systems are fast becoming popular, most only work on a single pair of languages, so different systems are needed to translate between others. With a little tinkering, however, Google has extended its system so that it can handle multiple pairs – and it can translate between two languages when it hasn't been directly trained to do.

For example, if the neural network has been taught to translate between English and Japanese, and English and Korean, it can also translate between Japanese and Korean without first going through English. This capability may enable Google to quickly

scale the system to translate between a large numbers of languages.<sup>21</sup>

Google-Translate could be used by computer, laptop, or hand phone (especially for android). There are 2 techniques in use android; 1) Online, and 2) Offline.

Technique in use Google-Translate by Online for laptop, computer or android, as follows:

1. Active data packet on android or connect to Wi-Fi for computer or laptop.
2. Open Google-Translate on URL “<http://translate.google.com/>”.
3. Determine the direction of translation language (Indonesian-English)
4. Paste the URL address has been copied
5. Click the translate button.<sup>22</sup>

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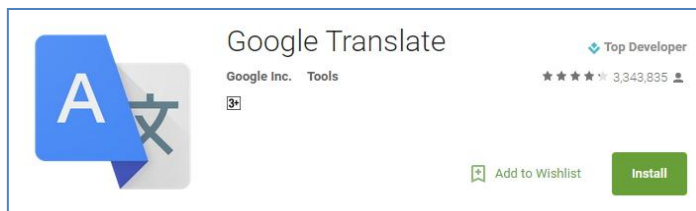
<sup>21</sup> “Google Translate AI invents its own language to translate with”, *DAILY NEWS*, 30 November 2016, <https://www.newscientist.com>

<sup>22</sup> *Ber-Internet Dengan Google*,.....,p.230

Besides As for technique use Google-Translate by Offline for android, as follows:

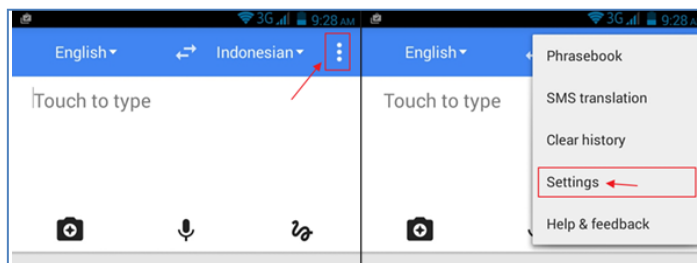
*Step1:* Download & Install Google Translate app from the Google Play Store.

Picture 2.2<sup>23</sup>



*Step 2:* Open the Google Translate app & Go to Menu Settings

Picture 2.3<sup>24</sup>

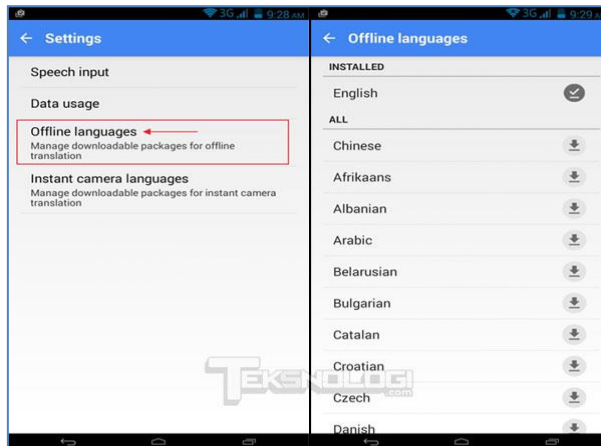


<sup>23</sup> “Cara Menggunakan Google Translate Secara Offline Tanpa Koneksi Internet”, 12 Agustus 2015, Teksnologi, <http://teknologi.com/>

<sup>24</sup> “Cara Menggunakan Google Translate Secara Offline Tanpa Koneksi Internet”, 12 Agustus 2015, Teksnologi, <http://teknologi.com/>

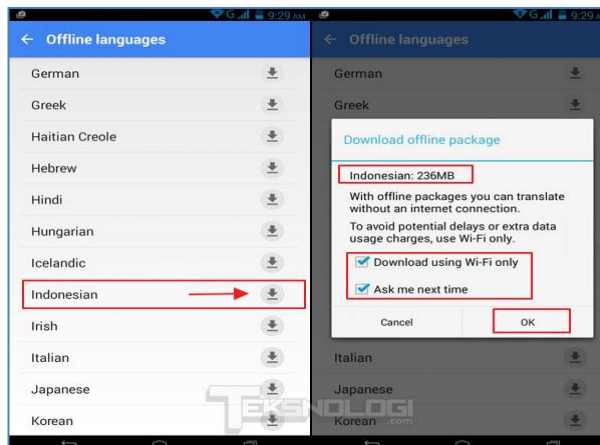
Step 3: Settings > Offline Languages

Picture 2.4<sup>25</sup>



Step 4: Download Indonesian Pack in Google Translate

Picture 2.5<sup>26</sup>



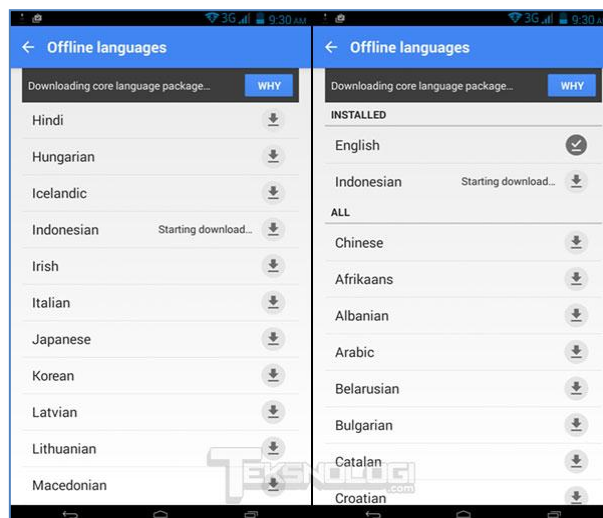
<sup>25</sup> “Cara Menggunakan Google Translate Secara Offline Tanpa Koneksi Internet”, 12 Agustus 2015, Teksnologi, <http://teknologi.com/>

<sup>26</sup> “Cara Menggunakan Google Translate Secara Offline Tanpa Koneksi Internet”, 12 Agustus 2015, Teksnologi, <http://teknologi.com/>

Indonesian packages, size can reach 236 MB. So make sure someone has an adequate internet connection. Or if he does not want to run out of quota, he can use the Wi-Fi network. Click the OK button to start downloading.

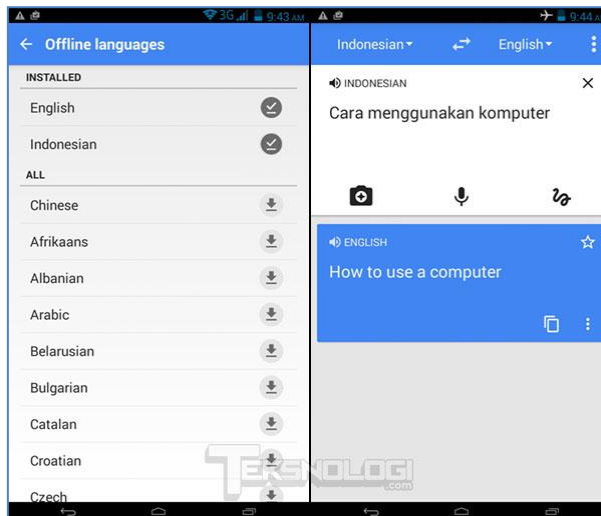
Later, the download will start automatically. Wait for it to finish.

Picture 2.6



*Step 5: Start Translate Offline without Internet Connection.*<sup>27</sup>

Picture 2.7<sup>28</sup>



### c. Benefit and disadvantages of Google-Translate

#### 1. Benefits

There are many different benefits to using Google Translate. Among them is the access that it provides users. Individuals who have an internet connection and can access Google Translate via their computer are ready to begin

<sup>27</sup> “Cara Menggunakan Google Translate Secara Offline Tanpa Koneksi Internet”, 12 Agustus 2015, Teksnologi, <http://teknologi.com/>

<sup>28</sup> “Cara Menggunakan Google Translate Secara Offline Tanpa Koneksi Internet”, 12 Agustus 2015, Teksnologi, <http://teknologi.com/>

working their translations. Mobile applications for phones and cellular devices are also available, furthering the accessibility of the device. There is also the fact that individuals who use this application find that they can have access to more than fifty languages from which to make their translation. Included are Western, Eastern, and African languages as well. This allows for great options in untraditional translations as well.<sup>29</sup>

## 2. Disadvantages

As with any piece of technology or an application, there are also reasons for concern. First, and foremost, the use of Google Translate may be too easily accessed instead of really learning a language. An individual that has access to the translator may not put in the time or effort, to fully absorb the language. This can be a detriment, especially when it comes to high school

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<sup>29</sup> “The Good And Bad Of Google Translate On Language Education”, *Newyork*, March 8, 2017 <http://www.mydaily.news>



students or those attending classes who may rely too much on this device. Further, Google Translate offers individuals the chance to translate without a full grasp of what is being presented before them. The result is a lack of true understanding if the translation is correct and whether or not the words are in the correct order. For that reason, this can be a drawback of this translation device and one that impacts language education.<sup>30</sup>

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<sup>30</sup> “The Good And Bad Of Google Translate On Language Education”, *Newyork*, March 8, 2017 <http://www.mydaily.news>