

CHAPTER I

INTRODUCTION

The first chapter is introduction. This chapter presents about the background of research, statement of problem, purpose and significant of research, conceptual framework, and procedure of research, it consists of method of research, data and source of data, technique of collecting data, and technique of analyzing data.

1.1 Background of Research

Language is a power and it has role in reaching national and international purpose of society in the world. One of the purposes is existence of international trade. Trade is the commercial exchange (buying and selling on domestic or international markets) of goods and services. International trade is that factors of production such as capital and labor are typically more mobile within a country than across countries. Thus, international trade is mostly restricted to trade in goods and services, and only to a lesser extent to trade in capital, labor or other factors of production. Then trade in goods and services can serve as a substitute for trade in factors of production.

Toward the globalization era, international trade becomes a base of success of a product. The increasing of market and the existence of export and import are the important reason that English as a universal language becomes so important in promotion process, marketing, and advertising. One of them is beauty cosmetic. The variety and popularity of cosmetic products

appoint a language as communication tools. The language conveys a message in continuous promotion and advertising process. Advertising means *“berita pesanan untuk mendorong, membujuk khalayak ramai agar tertarik pada barang dan jasa yang ditawarkan”* (Anik, 2004:1). In book *Advertising and Promotion*, advertising is defined as any paid form of non personal communication about an organization, product, service, or idea by an identified sponsor (Belch & Belch, 2004:16).

Many kind of import products attach the use of information or indication of their products, such as on label, box, and package. They provide it in two languages, for example English and Indonesian. Moreover, there are four languages in direction of how to make a product, such as in instant noodle that attach Arabic and Mandarin language beside the two languages above. Of course, this is not a big problem any longer. The problem that will be spoken is not how to understand of using the product but how good the translation quality and the meaning equivalence between source language and target language. The translator and interpreter usually obeys the rule of it, they do not care about the grammar, structure, etc.

The bilingualism in the product direction package is only for the information guiding, so that the information which is conveyed is fluent and the message could be understood by the consumer clearly. As a result, the products are more known by society widely. According to Durianto *“iklan merupakan suatu proses komunikasi yang bertujuan untuk membujuk atau menggiring orang untuk mengambil tindakan yang menguntungkan bagi*

pihak pembuat iklan” (Anik, 2004:1). According to Belch and Belch (2004:16) promotion has been defined as the coordination of all seller initiated efforts to set up channels of information and persuasion in order to sell goods and services or promote an idea.

The providing of two languages or more in the product describes that the product had gone international properly. The using of language is also purposed to influence consumer to consume the product. Therefore, the language that used as to whether source language or target language are more simple, shorter, understandable, and impressive.

In this research, the writer analyzes the meaning equivalence of cosmetic products translation between English and Indonesian. According to Nida and Taber (1982:12) “translation consists in reproducing in the receptor language the closest natural equivalent of the source language message, the first in the term of meaning and secondly in term of style”. Although the words, phrases, or sentences of source language text could render with dictionary, but the mistake usually occurs because of the vocabulary in English different from Indonesian, the culture, style, and custom are also different. Hence, the procedure of translation must be noticed to get the equivalent meaning, particularly on label, box, and package direction of the cosmetic product that produced from outside country use English as a mother language, they are Unilever USA group of companies, PZ Cussons (Int.) Ltd England, and Johnson-Johnson Int. USA.

The result of translation which is equivalent is viewed from procedures that appear in every word, phrase or sentence. How many modulations are used in each text of label? The analysis is limited in how the equivalent result viewed from the process that used in modulation, explication, omission, adaptation, and borrowing between two languages, English as the source language (SL) and Indonesian as the target language (TL) in the product. For example, in direction package of Pond's White Beauty Facial Foam from Unilever Brand Company. *The new pond's white beauty facial foam is now enhanced with pearl nutrient* translated into *formula pond's white beauty facial foam baru kini dilengkapi dengan pearl nutrients*. From this sentence the writer analyzes that the word *pond's white beauty facial foam* that was not changed into another language. It was classified as an absolute modulation. Absolute modulation appears when there is no equivalent meaning of word, phrase, or structure from SL into TL. Different from absolute modulation, free modulation occurs to explain the purpose of meaning, the equivalence and relatable are emphasizes to get the natural meaning as clear as possible, the writer finds it in the word *enhanced*, the true meaning *enhanced* is *dipertinggi* (Echols and Sadily, 1976:214), but in this text it was translated into *dilengkapi*. The writer can also finds the explication of word *formula*, explication is the act of explaining or adding to make something understandable. From the sentence above, there is a result that still appear from a process of absolute modulation is a word *pearl nutrients* that happen because of no equivalent word for the target text.

Basically, those processes are necessity to be done to reach the best result, finally the communication in the promotion in the products run well. A translator has really a big responsibility. Translating of some texts is not an easy thing; it is more than just replacing words in one language to another language. Actually, in promotion process, it gives information, contains a message, and also attracts or influences everybody. A translator must know the source of language and understand the meaning. A translator must convey the message in the direction text of the product as clear as possible to support the promotion process.

1.2 Statement of Problem

Based on the background above, the problem in this research are absolutely under the title that is Translation of Equivalence Meaning between English and Indonesian in Cosmetic Product Label. In this case the vocabulary in English different from Indonesian, the culture, style, and custom are also different. Hence, the procedure of translation must be noticed to get the equivalent meaning, particularly on label, box, and package direction of the cosmetic product. Thus, to make this paper more specific, the following questions are necessary to be carried out as identification of problems:

1. What types of translation procedure are used in the cosmetic label product?

2. What is the translation that used on label of cosmetic products in the promotion language?

1.3 Purpose and Significance of Research

Based on the explanation above, there are two purposes of this research, they are:

1. To know the types of translation procedure are used in the cosmetic product.
2. To know the translation that used on label of cosmetic products in the promotion language.

The significance of this research is to enrich the reader knowledge and as a concrete contribution for all students of English Department who will improve their knowledge of translation, and also to further research. The researcher expects that trough this research, the reader know the procedure of translation of equivalence meaning between English and Indonesia particularly in cosmetic label product.

1.4 Conceptual Framework

Language is a tool which is used by human being to make a social relationship. Thus people can communicate each other and easily express their feeling, thoughts, and also can respond what is given by other people. Wardaugh (1972:3) says that “language is a system of arbitrary vocal symbol used for human communication”. People show their identity by language. It is

used to handle a problem, to make decision, and to influence others. Hence, language is a significant element to inform an identity of every product so that people know how good and how safe of its. Language in advertising is persuasive and informative. Language also can describe the meaning which is conveyed in the message.

Meaning is property of language. It is important in translation; a translation is considers the reference of meaning and has the same meaning as the source text. Nida (1982:34) says “determining the meaningful relation between the words and combinations of words”. In translation, it must have relation between the words and meaning.

Translation is a communication process in advertisement. It must be considered by the product that serve two kinds of languages on their package or label. It must have same meaning between them. It becomes the role of translator to reach the big attention from the consumers in promotion process. Therefore, the company from each product must know the rules of translation to promote the indication of the products. Translation is the replacement of textual material in one language (SL) by equivalent textual material in another language (TL), (Catford, 1965:20).

Equivalence is taken to be a relative concept in that it is subject, on the one hand, to the historical-cultural condition under which text and their translation are produce and receive, on the other, to a variety of potentially conflicting linguistic textual and extra textual factors and circumstances (Hatim, 2001:28). The effect of equivalence is the essential result rather than

the purpose of translation because the meaning in label of a product is to inform and to affect consumer.

The meaning of the text in promotion must have similar idea with the source text, because the consumer only interested to target text, they do not care of source text. In the result of translation text on the label in cosmetic product can be considered as an adapted result not a translation, but still focused on the aim, function, and effectiveness of advertising text. To analyze the meaning of advertising language, here, some procedures of translation that most appear in advertising text.

1. According to Newmark, there are two kinds of modulation: absolute modulation and free modulation (Newmark in Machali, 2000:69). Absolute modulation occurs when there is no equivalent meaning of word, phrase, or structure from SL into TL. For example *Pond's white beauty facial foam and vitamin B3, AHA (Alpha Hydroxy Acid)*. Those words should not have rendered into different meaning. Free modulation is a translation procedure that supposes to explain the meaning, to obtain the relation meaning between SL and TL and also to achieve the equivalence meaning as natural as SL. For instance word *enhanced*, the true meaning of *enhanced* is *dipertinggi* but in this promotion text is translated *dilengkapi*.
2. Borrowing is the simplest of all translation methods. Borrowing is an adoption of a linguistic expression from one language into another

language (Bussman, 1996:55). For example: *formula* is translated into *formula*. The word formula is often used in indication of the label product.

3. Adaption used in cases where the type of situation being referred to by the SL message is unknown in the TL cultural. Translator must create a new situation which is considered has equivalence, modifying the concept but it is not beyond the purpose. Therefore, it is considered as equivalence, a situational equivalence. For example the word *effective* is translated into *efektif*.
4. Explication is to express the explicit terms what is unclear in the source language. It also considered as addition. A detailed explanation of the meaning of something.
5. Omission means that there is no translation in TL. Omission is supposed to shorten and get clearer meaning.

These procedures are used to get the equivalent meaning between two language, English as SL an Indonesian as TL that provide in the label of cosmetic product which relay the direction or indication to give information to consumer and also affect the consumer to consume the product. Thus, the language in TL must interest to attract the readers (consumer).

1.5 Organization of Writing

This research is divided into five chapters. The first chapter is introduction. This chapter presents about the background of research, statement of problem, purpose and significant of research, conceptual

framework, and procedure of research, it consists of method of research, data and source of data, technique of collecting data, and technique of analyzing data. Meanwhile, the second chapter is theoretical review. This chapter presents about the theoretical foundation, which related to the main research, and that theory consists of language, advertisement, translation, equivalence, and meaning.

The third chapter is research methodology. This chapter presents method of research, source of data and data, technique of collecting data, and technique of analyzing data. The fourth chapter is analysis. This chapter presents description of the data and analysis of data; first, the types of translation procedure are used in the cosmetic label product, it consists of absolute modulation, free modulation, explication, omission, adaptation, and borrowing. Second, the translation that used on label of cosmetic product in the promotion language, and the last discussion.

Last, the fifth chapter presents the conclusions and suggestions. The conclusions put in brief some finding in types of translation procedure are used in the cosmetic label product and translation that used on label of cosmetic product in the promotion language. The suggestions refer to the translator, consumers, and students.