

ABSTRACT

Musifa Vertina Atikah: Translation of Equivalence Meaning between English and Indonesian in Cosmetic Product Label

Advertisement is a form of communication to convey a message for consumers to communicate well. In the promotion language that used English as mother language required translation techniques. Purposes of this research are to know the types of translation procedure are used in the cosmetic product and to know the translation that used on label of cosmetic products in the promotion language.

This research uses the qualitative method. Qualitative method is a method intended to make some descriptions about the finding data. The source of data is taken from products cosmetic are produced by Unilever Brand Company, member of the Unilever USA group of companies, PZ Cussons (Int.) Ltd England, and Johnson-Johnson Int. USA that provide two languages in those direction label, box, and package. Technique of analysis data uses text analysis. Then, data were processed by three steps, they are, data reduction, data display, and conclusion and verification.

Based on the results of the data analysis, it can be concluded that there are six procedures of translation; absolute modulation, free modulation, explication, omission, adaptation, and borrowing. The translations in the label of cosmetic product are readable and understandable. The writer hopes this paper will enrich the readers' knowledge about the procedure of translation.

