

Translation Techniques in The Label of Cosmetic Products

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Abstract: This research entitles “Translation Techniques in The Label of Cosmetic Products”. This research focuses on analyzing and identifying the translation techniques to translate the sentence on the label of cosmetic products. This research used the descriptive qualitative method. The source language of the data is English, and the target language is Indonesian. The theories employed are translation techniques by Molina and Albir (2002). The researcher found 64 data and 11 translation techniques. These are Borrowing, Established Equivalent, Literal Translation, Transposition, Discursive Creation, Amplification, Reduction, Linguistic Amplification, Linguistic Compression, Modulation, and Adaptation. From the data analysis, the most translation technique used to translate the label of cosmetic products is the Borrowing translation technique. It is because there is a word that cannot replace another word. An example is the product name. It cannot be changed because the product name is the brand's identity. The other example is a natural ingredient like vitamin E. This is a common word already known by people from both languages.

Keywords: *cosmetic products, label, sentence, translation, translation technique*

RESEARCH BACKGROUND

The linguistic elements contained in the product labels are usually in the form of imperative and declarative sentences. An imperative sentence is to command others, while declarative sentences provide information or news to others. Marinus Angipora (2002: 192) defines a label as a product component that conveys verbal information about the product or its seller. So, based on the above understanding, the label is essential for the development because it allows consumers to recognize and consider the outcome. After all, the product already has an identity containing information about the product. Label of products is part of the macro genre. The macro genre is a text that involves multiple genres because it includes descriptive text (for example, explanations, cautions, and so on) and also procedure text (for example, steps for use).

The correlation between translation and product labeling is essential in market distribution because the label of products contains information about the types of products like directions, explanations, and cautions. It helps consumers understand the types of products that will be purchased by reading the label of those products. Consumers have no idea what products they will consume if they do not have information and a translation of the label. The label translation must be clear, easy to read, and understandable to sell cosmetic products.

As previously stated, the researcher focuses on analyzing the translation techniques by words,

phrases, and clauses in written text, especially in the label of cosmetic products, and what translation technique is used the most, which are accessible in two languages; English and Indonesia. As we all know cosmetic products that we use daily. This product has become a must-have for people all over the world. This means that product information is essential for customers, primarily if people from other countries use the product. The explanations, the directions, the cautions, and so on are usually mentioned on the label of cosmetic products. As a function, label translation becomes a significant element in helping consumers understand the information on the label.

REVIEW OF RELATED LITERATURE

According to Molina and Albir (2002: 509), translation techniques are procedures for analyzing and categorizing how translation equivalence works. Techniques can also provide valuable insights into target language structures to the translator.

1) Adaptation

This technique is known as the cultural adaptation technique. This technique replaces the existing cultural elements in the source language with similar cultural elements in the target language. This is because the cultural elements in the source language are not found in the source language, or the cultural elements in the target language are more familiar to the target language. This technique is the same as the cultural equivalent technique.

2) Amplification

Amplification is used to introduce details that are not present in the source language: information, paraphrasing.

3) Borrowing

Borrowing is taking a word from the SL and transferring it to the TL. Naturalized borrowing and pure borrowing are the two types of borrowing techniques. The first explained that it is used when the translator lends the word, but the spelling or pronunciation differs between the SL and the TL. Meanwhile, the second explained that the translator lends the word without changing the pronunciation or spelling.

4) Calque

Calque is a translation technique by transferring words or phrases from SL directly literal to TL both lexically and structurally (Molina & Albir, 2002:509; Dukate, 2007:44).

5) Compensation

Compensation introduces the SL element of information or stylistic effect in another place in the TL because it cannot be reflected in the same place of SL.

6) Description

This replaces the terms of expression with a description or additional information about its form and function.

7) Discursive creation

Discursive creation is a technique that aims to provide or build something with unexpected or context equivalence.

8) Established Equivalent

An established equivalent is used for two expressions (both the SL and the TL) in the same situation produced using completely different stylistic or structural methods.

9) Generalization

A more general or natural term is often used in generalization. This technique is usually used when there is no expression in the target language with the same meaning as the source language.

10) Linguistic Amplification

The addition of linguistic elements is referred to as linguistic amplification. This is frequently used in simultaneous interpreting and dubbing.

11) Linguistic Compression

Linguistic compression refers to synthesizing linguistic elements in the target language. It is usually applied in simultaneous interpreting and subtitling.

12) Literal Translation

Literal is used to express a word or expression word for word. A literal translation is more adaptable than a word-for-word translation because it can transform meaning based on equivalence rather than focusing on a word-for-word meaning.

13) Particularization

Particularization is the use of a more precise or concrete term.

14) Reduction

Reduction is a technique for suppressing or reducing the source language information item in the target language. This is the inverse of the amplification technique or the closest thing to omission, in which the explicit information from SL changes the implicit information in TL.

SL: She got into a **car** accident.

15) Substitution

The change of linguistic and paralinguistic elements (intonation, gesture) or vice versa is referred to as substitution. It is commonly used in interpretation.

16) Variation

Variation is defined as a change in linguistic or paralinguistic elements that affect the aspects of linguistic variation: changes in textual tone, style, social dialect, and geographical dialect.

17) Transposition

Transposition is used to change the grammatical syntax of the source language. It includes a shift of class, unit, structure, and level/rank.

18) Modulation

A cognitive category shift is referred to as modulation. In this section, the translator alters the translator's point of view, focus, or cognitive category concerning the SL.

RESEARCH METHOD

In this research, the researcher determined the method that would be used. This chapter discusses the research method used in this research including research design, the unit of analysis, source of data, the technique of data collection, and technique of data analysis. A descriptive qualitative method has been applied in this research to analyze the data. The data were taken from several cosmetic products. Here, the researcher chose the label of cosmetic products translated from the Indonesian language into the English Language. The researcher chose 29 cosmetic products mentioned in two languages.

RESULT AND DISCUSSION

The researcher classified translation techniques used by the translator in the product. Molina and Albir's theory is applied to categorize and identify translation techniques. The result can be seen in the table below.

Table 1 Translation Techniques

No	Types of Translation Techniques	Data	Percentage
1.	Established Equivalence	7	10.94%
2.	Borrowing	17	26.56%
3.	Literal Translation	11	17.19%

4.	Transposition	5	7.82%
5.	Discursive Creation	6	9.37%
6.	Amplification	7	10.94%
7.	Reduction	4	6.25%
8.	Linguistic Amplification	4	6.25%
9.	Linguistic Compression	1	1.56%
10.	Modulation	1	1.56%
11.	Adaptation	1	1.56%
Total		64	100%

From the table above, we can see 11 techniques found with 64 data in this research. The most technique used in translating the label of cosmetic products is Borrowing; there are 17 data found in this research (26.56%). The following technique is Established Equivalent; there are 7 data found on the label of cosmetic products (10.94%). Next, the translation technique used to translate the label of cosmetic products is the Literal Technique. The researcher found 11 data (17.19%) related to this technique. Then, Transposition techniques are also found in this research. There are 5 data found (7.82%) classified as Transposition Techniques. The researcher also found Discursive Creation techniques with 6 data (9.37%). The following technique is Amplification; 7 data (10.94%) are found in this research related to this technique. The other technique used to translate the label of cosmetic products is Reduction. The researcher found 4 data (6.25%) associated with this technique. Next, Linguistic Amplification techniques are also found in this research, and from the findings, it can be seen that this technique has 4 data (6.25%). The three latest techniques are Linguistic Compression, Modulation, and Adaptation. The first is Linguistic Compression. It can be seen that this technique has 1 data (1.56%). The next is the Modulation technique with 1 data (1.56%). The last is Adaptation techniques. This technique only has 1 data (1.56%).

1) Borrowing

Borrowing is the literal translation of a foreign word or phrase; this technique is divided into pure Borrowing (without changing the Source Language and Target Language) and naturalized borrowing (where the spelling or pronunciation word in Source Language changes in the Target Language).

Excerpt 1

SL: With mild on eyes **formula**.

TL: Dengan **formula** yang lembut di mata.

(Eskulin Kids Shampoo)

The sentence *with mild on eyes formula* translated into *Dengan formula yang lembut di mata* used Pure Borrowing Technique. The word *formula* is a common science word that has well known in some languages, so this word should not be translated.

Excerpt 2

SL: Stop using this **product** if skin **irritation** occurs and **consult** a **doctor** immediately.

TL: Hentikan penggunaan **produk** apabila mengalami **iritasi** kulit dan segera **konsul** ke **dokter**.

(Guardian Goat's Milk Shower Cream)

The sentence *Stop using this product if skin irritation occurs and consult a doctor immediately* translated into *Hentikan penggunaan produk apabila mengalami iritasi kulit dan*

segera konsul ke dokter used Naturalized Borrowing Technique. The naturalized Borrowing in *product*, *irritation*, *consult*, and *doctor* has similar pronunciation. They have a slight change in writing. This is a naturalized borrowing case in translation. The Borrowing occurs because the words in the target language text absorb from the source-language text.

2) Literal Translation

Literal is used to express a word or expression word for word. A literal translation is more adaptable than a word-for-word translation because it can transform meaning based on equivalence rather than focusing on a word-for-word meaning.

Excerpt 3

SL: Avoid contact with eyes.

TL: Hindari kontak dengan mata.

(Guardian Goat's Milk Shower Cream)

The researcher classified into Literal Translation techniques. It can be seen; that the sentence *Avoid contact with eyes* in the source language is translated into *Hindari kontak dengan mata* in the target language. The translation above is compatible with the purpose of the Literal Technique that is used to translate the data, word by word, into the target language.

3) Established Equivalent

An established equivalent is used for two expressions (both the SL and the TL) in the same situation produced using completely different stylistic or structural methods.

Excerpt 4

SL: Promotes healthier, more supple skin.

TL: Membantu kulit lebih sehat dan kenyal.

(Avoskin Your Skin Bae Marine Collagen)

The translator translated the sentence *Promotes healthier, more supple skin* into *Membantu kulit lebih sehat dan kenyal* used Established Equivalent since the translator uses a more term familiar in the target language and more appropriate to the context of the sentence.

4) Amplification

Amplification is used to introduce details not present in the source language: information paraphrasing.

Excerpt 5

SL: Apply Caladine Powder original after bathing.

TL: Taburkan Caladine Powder Original **setiap** habis mandi.

(Caladine Powder)

From the excerpt above, the researcher classified it into the Amplification technique. Caladine Powder gives information about the steps to use the product. The data is compatible with the Amplification technique that is used to add more details by adding more information in the TL (Target Language) that is not found in the SL (Source Language). The translator adds the word *setiap* in the target language to show that Caladine Powder products can be used every day, especially after bathing.

5) Discursive Creation

Discursive creation is a technique that aims to provide or build something with unexpected or context equivalence.

Excerpt 6

SL: Use under adult supervision.

TL: Ajari anak anda untuk menggunakannya dengan benar.

(Eskulin Kids Shampoo)

The researcher classified it into the Discursive Creation technique. Based on the data above, the sentence *Use under adult supervision* is translated into *Ajari anak anda untuk menggunakannya dengan benar*, whereas if we translated literally it could be *gunakan di bawah pengawasan orang dewasa*. In that case, the translator wants to give the information as politely as possible.

6) Transposition

Transposition is changing the word class without changing the meaning or the grammatical categories.

Excerpt 7

SL: Avoid exposure from **direct sunlight**.

TL: Hindarkan dari **sinar matahari langsung**.

(YOU Foundation)

From the excerpt above, there is a Transposition case in the phrase *direct sunlight*. The term *direct sunlight* has a structure of adjective + noun, but after the translation process, the structure changes. The phrase *direct sunlight* is translated into Indonesian *sinar matahari langsung*. The phrase *sinar matahari langsung* has a structure of noun + adjective. Therefore, the structure changes from adjective + noun to noun + adjective.

Excerpt 8

SL: I was born with high-quality **ingredients**.

TL: Aku berasal dari **bahan** alami pilihan.

(Crushlicious Organic Facemask)

From the excerpt above, there is a case of Transposition, by which the phrase *I was born with high-quality ingredients* is translated into Indonesian *Aku berasal dari bahan alami pilihan*. As we see, there is a grammatical change in the word *ingredients*. The word *ingredients* are plural, but after a translation process, its form becomes singular (*bahan*). It is not rendered into *bahan-bahan* to make the text simpler but still understandable.

7) Reduction

Reduction is a technique for suppressing or reducing the source language information item in the target language. This is the inverse of the amplification technique or the closest thing to omission, in which the explicit information from SL changes the implicit information in TL.

Excerpt 9

SL: For external use **only**.

TL: Untuk pemakaian luar.

(Makarizo Texture Experience)

The researcher classified the data into the Reduction Technique. It can be seen the word *only* is reduced. The translator did not translate this word because the information in this context is still well and doesn't change the information, although the word *only* is reduced. After this Reduction, the translation will be *Untuk pemakaian luar*.

8) Linguistic Amplification

The addition of linguistic elements is referred to as linguistic amplification. This is frequently used in simultaneous interpreting and dubbing.

Excerpt 10

SL: Regenerates epidermal cells.

TL: **Membantu** regenerasi sel kulit.

(Shinzui Skin Lightening Body Lotion)

The Shinzui Skin Lightening Body Lotion product tells the reader that this product contains ingredients that help handle skin problems. After reading the excerpt above, the researcher classified it into the Linguistic Amplification Technique. Following the purpose of the Linguistic Amplification technique, which adds more linguistic elements by adding more information in the target language that is not found in the source language. The translator translated *Regenerates epidermal cells* into *Membantu regenerasi sel kulit*. Although there is no equivalent word in the source language, the translator adds the word *membantu* in the target language. By adding the word *membantu* in the target language, the translator gives information that the product helps regenerate epidermal cells. The requirement to use the Linguistic Amplification technique is that the translator should not reduce the information or change the texts. If the translator does not add the word *membantu* in the target language, it will not change the labels because the word *membantu* in the text is added to support the word regeneration.

9) Linguistic Compression

Linguistic compression refers to synthesizing linguistic elements in the target language. It is usually applied in simultaneous interpreting and subtitling.

Excerpt 11

SL: Light natural scent fragrance.

TL: Keharuman alami.

(Cussons Baby Wipes)

The translator translated *Light natural scent fragrance* in the source language into *Keharuman alami* in the target language using Linguistic Compression Technique. Compared with the target language, two words are compressed the linguistic elements; they are *light* and *scent*. Well, here, the translator aims not only to shorten sentences but also to do translations that are natural and not strange to listen to. For example, if we translate with free translation, the sentence becomes *Aroma wangi alami yang ringan*. Maybe we can understand the text, but the sentence is weird.

10) Modulation

A cognitive category shift is referred to as modulation. In this section, the translator alters the translator's point of view, focus, or mental category concerning the SL.

Excerpt 12

SL: To keep wipes fresh and moist, close the front resealable sticker properly after use.

TL: Tutup kembali dengan rapat untuk menjaga kelembapan dan kesegarannya.

(Cussons Baby Wipes)

From the excerpt above, it can be classified as the Modulation Technique. The translator translated the sentence *to keep wipes fresh and moist, close the front resealable sticker properly after use* into *Tutup kembali dengan rapat untuk menjaga kelembapan dan kesegarannya*.

kesegarannya. Since the source language had a different point of view from the sentence in the target language. The translator changes the point of view of the focus of the translation.

11) Adaptation

This technique is known as the cultural adaptation technique. This technique replaces the existing cultural elements in the source language with similar cultural aspects in the target language.

Excerpt 13

SL: Apply a **pea-sized** amount to your skin in the morning.

TL: Gunakan krim **seujung jari** pada kulit wajah dipagi hari.

(The Ordinary Vitamin C Suspension 23% + HA Spheres 2%)

The translator translated the sentence *Apply a pea-sized amount to your skin in the morning* into *Gunakan krim seujung jari pada kulit wajah di pagi hari* using the Adaptation technique. There is a term "*pea-sized*" in the sentence; this term tries to give information on how to use the product correctly. The term "*pea-sized*" is translated into "*seujung jari*" to follow the target language's cultural context. The translation will be unnatural if the word "*pea-sized*" is translated literally will be "*ukuran kacang*", then the translation will be unnatural. In Indonesian, the term "*seujung jari*" is equivalent to "*pea-sized*". So, this translation result can deliver the information from the original text properly.

CONCLUSION

Based on the research findings, it can be concluded that there are 11 techniques from 18 techniques utilized by the translator in the label of this cosmetic product, i.e., Borrowing, established equivalent, Literal Translation, Transposition, Discursive creation, Amplification, reduction, Linguistic Amplification, Linguistic Compression, Modulation, and adaptation. The finding indicates that the Borrowing technique is implemented more frequently than the others. It is because there's a word that cannot replace another word. An example is the product name. It can't be modified because the product name is the logo's identity. The alternative example is a natural ingredient like vitamin E. this is a common word known by humans in both languages. Borrowing techniques in this study are not in the grammatical context because English is the source language and Indonesian is the target language. This study is about the translation context; even though some Indonesian phrases are borrowed from English, that is the truth.

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