

Translation Analysis on Labels of Wardah Cosmetics

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Abstract. Translation is one of many ways to understand the meaning of a source language, in the process of conveying meaning of which there are some steps to be done. Some problems have been found and should be solved in order to get the translated text easily understood by the readers. There are two objectives in this study, i.e. describing the translation techniques used in translating Label of *Wardah* Cosmetics and identifying which technique is mostly employed. The analysis is based on the theory of translation techniques by Molina and Albir (2002). The researcher used a descriptive qualitative method during the research since the aim of this study is to describe the realization of Translation Techniques of each word, phrase and clause of the written labels of *Wardah* cosmetics. The most employed translation technique used by the translator is the Borrowing. The borrowing technique in this study is not at the etymological context because the Indonesian language is as the source language and the English language is as the target language. This study is about the translation context although some of Indonesian words borrowed the English words, but this is the reality.

Keywords: cosmetics, etymological context, label, translation techniques

Abstrak. Penerjemahan merupakan salah satu cara untuk dapat memahami sebuah teks Bahasa sumber, yang di dalamnya mencakup sebuah proses dengan beberapa tahap yang harus dilakukan. Banyak permasalahan yang dijumpai dan harus diselesaikan untuk mendapatkan sebuah hasil terjemahan yang mudah dipahami oleh pembaca sasaran. Penelitian ini dilakukan dengan tujuan untuk menjabarkan teknik-teknik penelitian yang dilakukan dalam menerjemahkan label kosmetik “Wardah” serta menentukan teknik penerjemahan yang banyak diterapkan dalam label-label tersebut. Teknik penerjemahan dari Molina dan Albir (2002) digunakan dalam penelitian ini. Penelitian ini merupakan penelitian deskriptif kualitatif, yaitu dengan menjabarkan teknik-teknik dalam menerjemahkan label kosmetik “wardah” yang mencakup dalam tataran kata, frasa dan klausa. Hasil dari penelitian ini adalah bahwa teknik borrowing merupakan teknik yang banyak dilakukan dalam menerjemahkan label kosmetik wardah. Dalam penelitian ini teknik borrowing yang dimaksud bukan merupakan sebuah konteks etimologi karena dalam hal ini bahasa Indonesia merupakan Bahasa sumber dan Bahasa Inggris sebagai Bahasa sasaran.

Keyword: kosmetik, konteksetimologi, label, teknikpenerjemahan

INTRODUCTION

As a social creation, language is one of the important things in our life, because it helps us to communicate with each other. Through language we can express our feelings, ideas and thoughts. In our daily life, we can use language in spoken or even in written text. In spoken form, it can be like a daily conversation, speech, sharing ideas and giving an argument. In written text, language can be used in newspapers, journals, novels, movie subtitles and even in the labels of cosmetic products.

Nowadays, English has already become International language. It is really important to learn more about English language, because this language has their own characteristic and of course it is different from our mother tongue, the Indonesian language. However, misunderstanding in learning the English language will make a problem. So, sometimes the combination of both languages will help to understand the meaning. According to Newmark (1988:28), translation is rendering the meaning of a text into another language in the way that the author intended the text. Newmark's statement means that a text should be the same with the author's thought when it is translated. When spoken or written language changes into another language, it is called translation. From this definition of translation, the translator should deal with two or even more different languages. Similar to the previous explanation that language has their own characteristic, it means that language depends on the culture of people in certain region. The cultural difference shown by language is clearly seen in the form of words or vocabularies (Simatupang 1999:56) and it is called cultural words. In translation subject, the difference between culture and language is interesting to study which becomes the most difficult problems in translating. A translator may face difficulties to translate two different languages because it is related with the difference in culture. In fact, the translator should make sure that there is a bridge that can relate the two different languages. The density of information is very important. The translator may add some information if it is needed, so it will help the readers to understand the message.

As explained before, the researcher focuses on analyzing words, phrases, and clauses by using translation techniques approach on written text especially in cosmetic labels. One of the Indonesian local brands of make-up is Wardah under PT. Paragon Technology and Innovation that focuses on beauty industry. The company was founded in 1985. The first name was *PT. Pusaka Tradisi Ibu* then it was changed into PT. Paragon Technology and Innovation in 2011. At the beginning, this company only produced hair care, then in 1995 it started to produce Wardah Cosmetics. Wardah Cosmetics has already used the two languages Indonesian and English in their label. The Indonesian language will help Indonesian people to understand the composition and the explanation about the product, then the English language will help the foreign customers of Wardah to understand the composition and the explanation about the product, too.

As we all know that cosmetics is used to improve our appearance either for fashion or art. In this era, cosmetics becomes must-have product for woman not only in Indonesia but also around the world. It means that the information of the product is very important for customers especially if the product is used by international people. Information about the product can be seen in the label. In general, a label is a piece of paper which is written or printed information about the product. The labels of product usually mention the ingredients, the steps, and the legislation that it is for food, cosmetic, cloth and so on. To translate the labels, the translator needs the theory of translation techniques, so the translator would make the translation readable to the readers.

Molina and Albir's theory about Translation Techniques has been applied as the framework in translating source language into target language of this research, because Molina and Albir's theory is one of the detailed and popular theories. There are many researchers who have used this framework in their research of translation techniques. The process of translating words or text from one language into another is called translation. Newmark (1988), states "rendering the meaning of a text into another language in the way that the author intended the text". It can be said that translation is transferring idea from one language into another language without changing the meaning, or in the other hand,

translation is the process of transferring thoughts and messages from SL (source language) into TL (target language) in the written or spoken form, for example, translating English language into Indonesian language or Indonesian language into English language. Cosmetics is used to improve our appearance either for fashion or for art and is intended to be applied externally.

Method

In conducting the research, the researcher determined the research method that would be used. This chapter discusses the research method used in this research including research design, unit of analysis, and source of data, technique of data collection and technique of data analysis. Descriptive qualitative method has been applied in this research to analyze the data. The data were taken from Wardah Cosmetic labels produced by PT. Paragon Technology and Innovation. Here, the researcher chose the body care labels translated from the Indonesian language into the English Language. The researcher chose 10 products of Wardah cosmetics. It is because not all of Wardah products use two languages in their label. The translator only chose label that mentions two languages.

Findings and Discussion

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

No	Translation Technique		Data	Presentage
1.	Borrowing	Pure	58	48.33%
		Naturalized	18	15%
2.	Established Equivalent		16	13.33%
3.	Literal		12	10%
4.	Amplification		9	7.5%
5.	Reduction		6	5%
6.	Transposition		1	0.84%
Total			120	100%

The researcher already explains that there are 55 sentences found on 10 labels of Wardah Cosmetics. Afterwards, the researcher classified the main data based on Molina and Albir theory and there are 120 data consisting of words, phrases and clauses with 6 Translation Techniques.

From the Table above, we can see there are 6 techniques found with 120 data in this research. The most techniques used in translating labels of Wardah cosmetics is Borrowing Techniques that are divided into Pure Borrowing Techniques and Naturalized Borrowing Techniques. The Pure Borrowing Techniques with 48.33% has 58 words based on the data. Then there are 18 data found in labels of Wardah cosmetics with 15% categorized into Naturalized Borrowing Techniques. The total percentage of Borrowing techniques is 63.33%.

The next techniques is Established Equivalent. According to the data, Established Equivalent techniques have 13.33% with 16 sentences. The other techniques that are used to translate the label of Wardah cosmetics is Literal Techniques. The Researcher found 12

data with 10% that is related with this techniques. Then, Amplification techniques are also found in this research. There are 9 words found with 7.5% and are classified to Amplification techniques. The two last techniques are Reduction and Particularization techniques. The First is Reduction techniques. From the finding, it can be seen that this techniques has 6 data with 5%. The last is Particularization techniques. This techniques only has 1 data with 0.84%.

1. Borrowing

Borrowing is the literal translation of a foreign word or phrase; this technique is divided into two: 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). Dealing with the findings, there are 76 data found with total percentage of 63.33% that is divided into 58 data of Pure Borrowing and 18 data of Naturalized Borrowing. The researcher gives some examples of each technique below.

1.a. Pure Borrowing

Source Language	Target Language	Label
<i>Gel</i> multi-fungsi dengan kandungan Aloe Vera natural yang memberikan kelembaban ekstra dengan efek menenangkan serta mendinginkan kulit yang kering dan memerah akibat sinar matahari.	A multi-purpose (multi-function) <i>gel</i> enriched with organic Aloe Vera that gives an extra moisturizer and cooling-soothing effect to calm your reddened and dry skin stimulated by the sun.	Label 1 : Wardah Hydrating Aloe Vera Gel

From the data above it can be seen that the word *Gel* categorizes into Pure Borrowing Technique because the word *Gel* is used in the Source Language and Target Language. Here, the translator translates the source language into target language purely without changing the word. The excerpt is in accordance with the purpose of pure borrowing technique that is used to translate the word or sentence straight from the source language.

In addition, the translator keeps the word *Gel* in the source language and the target language because the source language has the same meaning as the target language. The word *Gel* is a common word in the source language and target language, so it makes the readers easy to understand the message of the label. Based on the context of the excerpt above, *Gel* means a substance that has a thick, clear and slightly sticky texture. So, the reader will imagine the same thing after reading the word *Gel* in the label.

Wardah White Secret Intense Brightening Essence preserves the identity of the product. It helps the customer to identify the product of Wardah Cosmetics. In the source language and target language the word *vitamin E* has same meaning. *Vitamin E* is useful for promoting healthy skin and hair that contains a fat-soluble vitamin, and its antioxidant properties (www.make-upusa.com). Furthermore, the translator un-translates the word *vitamin E*, to make the target readers in the target language understand with the message in the label of Wardah Cosmetic.

Source Language	Target Language	Label
Gel multi-fungsi dengan kandungan <i>Aloe Vera</i>	A multi-purpose (multi-	Label 1 :

natural yang memberikan kelembaban ekstra dengan efek menenangkan serta mendinginkan kulit yang kering dan memerah akibat sinar matahari.	function) gel enriched with organic <i>Aloe Vera</i> that gives an extra moisturizer and cooling-soothing effect to calm your reddened and dry skin stimulated by the sun	Wardah Hydrating Aloe Vera Gel
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From the data above it can be seen that the translator used Pure Borrowing Technique to translate the word *Aloe Vera* from the source language into the target language. Here, the translator translates the source language into target language purely without changing the word. The translation above is in accordance with the purpose of pure borrowing technique that is used to translate the word or sentence straight from the source language.

Aloe Vera is known as a plant with a wonderful benefit. When *Aloe Vera* is used in the cosmetics, it helps to soften and cool the skin. In the source language the writer does not use the word *Lidah Buaya* although *Lidah Buaya* is Indonesian word and more familiar than *Aloe Vera* for Indonesian people. Here, the translator did the same thing with the writer to keep using the *Aloe Vera* word in the label because that word is part of the product name. Besides, the translator maintains the word *Aloe Vera* because this word is a common word in the target language. Furthermore, the word *Aloe Vera* also becomes the identity of the product, so the translator chooses to keep the word.

1.b. Naturalized Borrowing

Source Language	Target Language	Label
Gel multi-fungsi dengan kandungan Aloe Vera natural yang memberikan kelembaban <i>ekstra</i> dengan efek menenangkan serta mendinginkan kulit yang kering dan memerah akibat sinar matahari.	A multi-purpose (multi-function) gel enriched with organic Aloe Vera that gives an <i>extra</i> moisturizer and cooling-soothing effect to calm your reddened and dry skin stimulated by the sun	Label 1 : Wardah Hydrating Aloe Vera Gel

The word *ekstra* in the Indonesian language as the source language is translated into *extra* in the English language as the target language. The excerpt above shows that the translation word of *ekstra* into *extra* categorizes into Naturalized Borrowing. The translation of the word *ekstra* into *extra* is in accordance with the purpose of naturalized borrowing technique that is used to translate the word or sentence straight from the source language and change the spelling or pronunciation in the target language.

2. Established Equivalent

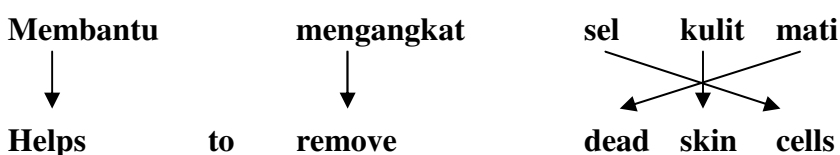
This translation technique uses a common word in the Target Language (TL). It can be based on dictionary or daily expression. For this technique, the translator found 16 sentences with percentage 13.33%. The researcher gives some examples of Established Equivalent technique below. Here, the translator looked for the equivalent word to translate the source language into the target language based on daily language or dictionary.

Source Language	Target Language	Label
Dilengkapi dengan AHA Natural yang	Contain AHA Natural <i>helps to</i>	Label 6 : Wardah

<i>membantu mengangkat sel kulit mati</i> dan regenerasi sel-sel kulit.	<i>remove dead skin cells</i> and promote cells regeneration.	White Secret Night Cream
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The researcher finds a sentence that can be categorized into Established Equivalent Technique. The sentence *membantu mengangkat sel kulit mati* in the Indonesian language as the source language is translated into *helps to remove dead skin cells* in the English language as the target language. Established Equivalent technique uses a daily language to translate source language (SL) into the Target Language (TL).

Established Equivalent technique is different from Literal Translation technique. Established Equivalent technique does not translate the source language into target language, word by word. It can be seen below.



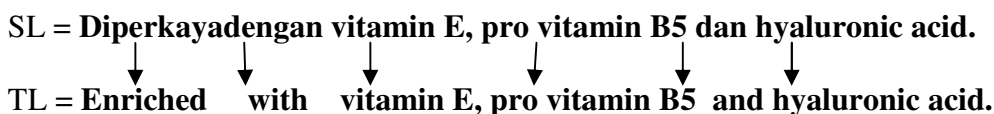
In this technique, the translator focused to get the equivalent word to translate source language into target language so can deliver the message to the readers.

3. Literal Translation

This translation technique translates the data, word by word into the Target Language (TL). In this research, the researcher found 12 data with percentage 10%. The researcher gives some examples of Literal Translation technique below.

Source Language	Target Language	Label
<i>Diperkaya dengan Vitamin E, Pro Vitamin B5 dan Hyaluronic acid</i> yang memberikan kelembaban dan nutrisi bagi kulit.	<i>Enriched with Vitamin E, Pro Vitamin B5 and Hyaluronic Acid</i> help to maintain moisture and nourish to your skin.	Label 5: Wardah White Secret Intense Brightening Essence.

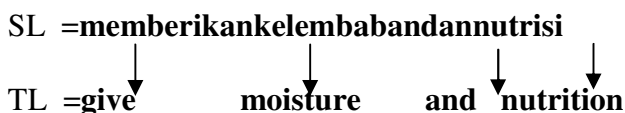
Here, the translator translated the sentence *Diperkaya dengan Vitamin E, Pro Vitamin B5 dan Hyaluronic acid* in the Indonesian language as the source language into *Enriched with Vitamin E, Pro Vitamin B5 and Hyaluronic Acid* in the English language as the target language used Literal Translation Technique. The translation above is compatible with the purpose of Literal Translation Technique that is used to translate the data, word by word into the Target Language (TL).



Source Language	Target Language	Label
Kandungan Vitamin E, Pro Vit B5 dan	Vitamin E, Pro Vit B5 and	Label 6 : Wardah

Hyaluronic Acid <i>memberikan kelembaban dan nutrisi</i> bagikutit wajah.	Hyaluronic Acid <i>give moisture and nutrition</i> to your skin.	White Secret Night Cream
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The researcher finds a sentence that can be categorized into Literal Translation Technique. The sentence *memberikan kelembaban dan nutrisi* in the Indonesian language as the source language is translated into *give moisture and nutrition* in the English language as the target language. From the sentence in the excerpt above, the researcher analyzed the source language and target language below:



Based on the analysis above, it can be seen that the translator used Literal Translation Technique. The translation above is in accordance with the purpose of Literal Translation Technique that is used to translate the data, word by word into the Target Language (TL).

4. Amplification

This technique is used to add more details that cannot be found in the SL (Source Language) by adding more information, explicative paraphrasing, without changing the whole meaning of the text. In this research the researcher found 9 data with percentage 7.5%. The researcher gives some examples below.

Source Language	Target Language	Label
Cara Pakai :Gunakan pada pagi hari, oleskan tipis merata pada wajah dan leher yang telah dibersihkan.	Direction To Use : Apply thoroughly into cleansed face and neck in the morning <i>everyday</i> .	Label 7 : Wardah White Secret Day Cream

Wardah White Secret Day Cream gives information to the readers about the steps to use the product. From the excerpt above, the researcher categorizes it into Amplification technique. The excerpt is compatible with the purpose of Amplification technique that is used to add more details by adding more information in the TL (Target Language) that are not found in the SL (Source Language).

From the excerpt, it can be seen that the Indonesian language as the source language is translated into English language as the target language with Amplification technique. The translator adds the word *everyday* in the target language in terms of giving information that Wardah White Secret Day Cream product can be used everyday especially in the morning.

In this technique, the translator should make sure if the meaning of the label does not change even the translator adds some informations. In this case, the word *everyday* would not change the meaning of the label because the product name Wardah White Secret Day Cream already shows that the customer can use this product everyday by the word **Day**.

Source Language	Target Language	Label
Dilengkapi dengan AHA Natural yang membantu mengangkat sel kulit mati dan regenerasi sel-sel kulit.	Contain AHA Natural helps to remove dead skin cells and <i>promote</i> cells regeneration.	Label 6 : Wardah White Secret Night Cream

From the data above, Wardah White Secret Night Cream product gives information to te reader that this product contains ingredients that help to handle the skin problems. After reading the excerpt above, the researcher categorizes it into Amplification technique. In accordance with the purpose of Amplification technique that is used to add more details by adding more informations in the TL (Target Language) not foundin the SL (Source Language) From the excerpt above, it can be seen that the Indonesian language as the source language is translated into the English language as the target language with Amplification technique. The translator addsthe word *promote* in the target language although there is no equivalent word in the source language.

By adding the word *promote* in the target language, the translator gives the information to the readers that Wardah White Secret Night Cream helps to increase the number of skin cells because this product containsAHA Natural as the ingredient. The requirement to use Amplification technique is that the translator should not reduce the message or changethe whole meaning of the text. If the translator doesnot add the word *promote*in the target language, it would not change the message of the label because the word *promote* in the text is addedto support the word *regeneration*. The word regeneration in the text means that the dead skin cells will replace with the new skin cells. The replacement is followed by the increasing of the skin cell number.

5. Reduction

This translation technique compresses the information in Source Language (SL) to Target Language (TL) without changing the message from the Source Language (SL). The researcher found 6 data with precentage 5.04% in this research. The researcher gives some examples below.

Source Language	Target Language	Label
<i>Dilengkapi</i> Vitamin E sebagai antioksi dan serta Allantoin yang membantu regenerasi alami kulit.	Vitamin E as antioxidant and Allantoin that helps to enchance natural skin regeneration.	Label 10 : Wardah C-defense DD Cream

From the data above, the sub-clause “*dilengkapi* Vitamin E sebagaiantioksidansertaAllantoin yang membanturegenerasialamikulit” is translated into “Vitamin E as antioxidant and Allantoin that helps to enchance natural skin regeneration” in the target language. Here, the word *dilengkapi* in the Indonesian language as the source language is not transferredinto the English language as the target language by the translator.

The researcher classifies the translation above into Reduction techniques. In accordance with the purpose of Reduction techniques that is used to compress the information in Source Laguage (SL) to Target Language (TL) is without changing the message from the

Source Language (SL). Based on the context, the word **dilengkapi** means that Wardah C-defense DD Cream product contains Vitamin E and Allantoin as the ingredients. Here, the message in the label will not change although the word **dilengkapi** is not transferred in the target language. It is because Wardah C-Defence DD Cream still contains Vitamin E and Allantoin.

Source Language	Target Language	Label
Kandungan Vitamin E, Pro Vit B5 dan Hyaluronic Acid memberikan kelembaban dan nutrisi bagi kulit wajah.	Vitamin E, Pro Vit B5 and Hyaluronic Acid give moisture and nutrition to your skin.	Label 6 : Wardah White Secret Night Cream

The researcher classifies the translation above into Reduction technique. In accordance with the purpose of Reduction technique that is used to compress the information in Source Language (SL) to Target Language (TL) is without changing the message from the Source Language (SL).

From the data above, the sentence “**Kandungan** vitamin E, Pro Vit B5 dan Hyaluronic Acid memberikan kelembaban dan nutrisi bagi kulit wajah” is translated into “Vitamin E, Pro Vit B5 and Hyaluronic Acid give moisture and nutrition to your skin” in the target language. Here, the word **Kandungan** in the Indonesian language as the source language is not transferred into the English language as the target language by the translator.

The word **Kandungan** in the source language means that Wardah White Secret Night Cream product contains several ingredients such as Vitamin E, Pro Vit B5 and Hyaluronic Acid that give moisture and nutrition to the skin. Here, the translator does not translate the word **kandungan**.

6. Transposition

This translation technique changes the grammatical category in Source Language (SL) to Target Language (TL) because of the different language structure between Source Language (SL) and Target Language (TL). The researcher found 1 data with percentage 0.84% in this research. The researcher analyzes the technique below.

Source Language	Target Language	Label
Dilengkapi dengan AHA Natural yang membantu mengangkat sel kulit mati dan regenerasi sel-sel kulit.	Contain AHA Natural helps to remove dead skin cells and promote cells regeneration.	Label 6 : Wardah White Secret Night Cream

The researcher finds a word that can be categorized into Transposition Technique. From the excerpt above, it can be seen that the word **sel-sel** in the Indonesian language is translated into **cells** in the English language. This is in accordance with the purpose of Transposition technique that changes the grammatical category in Source Language (SL) to Target Language (TL). The word **cells** in the target language is from the word cell that adds the suffix –s to changes the grammatical noun as the plural object. The word **cells** is the translation of **sel-sel**.

CONCLUSION

Based on the explanation above, it can be concluded that there are 6 techniques from 18 techniques used by the translator in this Wardah Cosmetic product, i.e. Borrowing, Established Equivalent, Literal, Amplification, Reduction, and Transposition. The finding shows that Borrowing technique is applied more often than the others. It is because there is a word that cannot replace another word. The example is the product name. It cannot be changed because the product name is the identity of the brand. The other example is natural ingredient like vitamin E. This is a common word that is already known by people from both languages.

Borrowing techniques in this study is not at the etymological context because Indonesian language is as the source language and English language is as the target language. This study is about the translation context, although some Indonesian words borrowed the English words, but this is the reality.

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