**English-Indonesian Translation of Tagline**

**(An Analysis of 20 International Advertisements)**

**A Research Paper**

Submitted to the English Department Faculty of Arts and Letters

Pasundan University as a Partial Fulfillment of The Requirements for

Taking Sarjana Degree

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**BANDUNG**

**2013**

**Abstract**

The research paper entitled **English-Indonesian Translation of Tagline (An Analysis of 20 International Advertisements)**. In this research, the writer has two purposes, those are: to find out the reason why Indonesian tagline translation different from the English version in some advertisement, and to find out what strategy used by translator in translating each tagline. The significances of the research are: to enrich the knowledge of the writer and the readers as well, become useful analysis in the future for the journalism student in making tagline of an advertisement, and proviedes some information about how to make a good translation, especially in translating English tagline into Indonesian. In this research, the writer uses qualitative method. After analyzing the data, the writer concludes that the difference between the English tagline and the Indonesian tagline translation is caused by some reasons. First, there are social, cultural, and situational adjustments in translation process. Second, there is a difference grammatical rule between English and Indonesian language. Third, as long as the translator defends the message from the English tagline version, the tagline is still considered as an adequate translation. Although, the words are completely difference. The writer also finds that the strategy used by translator in translating the tagline including translation method, translation principles, and kind of translation. There are nine methods used by the translator in translating English tagline into Indonesian language, those are descriptive/amplification method, paraphrase, conversion, compression, replacement, addition, omission, literal, and the combination of them. But, the more often method used is paraphrase. There are two basic principles in translating the English tagline; faithfully principle to the original writer and faithfully principle to the TL text readers. The result shows that sixteen tagline are using faithfully principle to the TL text readers. The writer also finds that there are six kind of translation, those are pragmatic translation, free translation, literal translation, communicative translation, semantic translation, and word-for-word translation. Literal translation, free translation, and communicative translation are the most kind of translation appear. By contrast, the less kind of translation appear is semantic translation and word-for-word translation.

**Preface**

Praise be recited to Allah SWT, the cherisher and sustainer of the world; God who has been giving his bless and mercy to the writer to complete her final paper entitled **“English-Indonesian Translation of Tagline (An Analysis of 20 International Advertisements)”.** This paper is submitted to fulfill one of the requirements for taking Sarjana Degree at the English Department, Faculty of Arts and Letters, Pasundan University, Bandung.

This paper is about an analysis of English tagline which is translated into Indonesian language. There are so many exciting facts behind the making of tagline, especially Indonesian tagline translation. It reveals the reasons of why some Indonesian tagline translation seems like different from the original version. This paper also rolls out the strategy in translating process which is beneficial especially for English department students.

The writer realizes there are unintended errors in writing this final paper. Thus, she really allows all readers to give their suggestions to improve its content in order to be made as one of the good example for the next paper.

Bandung, Mei 2013

The writer

**Acknowledgment**

Alhamdulillah, because of the blessing of Allah the Almighty, the writer can finally finish this final paper entitled **“English-Indonesian Translation of Tagline (An Analysis of 20 International Advertisements)**. Apart from the efforts of herself, the success of this final paper depends largely on the encouragement and guidelines of many others. Later, the writer takes this opportunity to express her deepest gratitude to those people who have been instrumental in the successful completion of this paper, they are:

* **Dr. Hj. Senny S. Alwasilah, M.Pd**., the head of English Department Pasundan University and also as the writer’s second advisor.
* **Drs. Tendy K. Somantri**, the writer’s first advisor who has given valuable correction and suggestion in finishing the paper.
* All lecturers at English Department, Faculty of Arts and Letters, Pasundan University Bandung.
* The writer’s little family, super **Boat**: thank you for uncountable help, thank you for being my fairy make-up and hair-stylist since I was born (?), **Opid**: thank you for the ‘hot & spicy’ critic you said, **Euceu** and her children: **Merry**, **Gilang**, **Azka**, thank you for every *bekel* you have given, and thank you for accompanying me in finishing this paper, and also **Ahmad** with his the one and only annoying daughter: **Ufi**, thank you for cheering me up.
* The writer’s mushroom family, thank you for our togetherness, for the laugh, for the cry, for the songs, and for everything. The writer loves every
* single *geje* things have done. **Ayu Anggraini Anggen, S.S** a.k.a **Burayut** (*si tarang perpaduan panci dengan knalpot yang telah dimodifikasi*): let’s be the bad guys ever, dude. **Wina Maynurjanah, S.S** a.k.a **Iebe**: keep *sipit* (*hidungnya*) and don’t stops believe in magic. **Ika Kartika Dewi, S.S** a.k.a **Kha**: let’s fly to the moon, looking for some *jengkols* and meet & greet with ceu Yeyeh, ceu Kokom, mang Tajudin, nini Anteh and also Sailormoon.
* The writer’s beloved *‘geng geje’*, **Susanti, S.S** a.k.a **Syanti Della Concheta, Purwanti, S.S** a.k.a **Ipuy ohlalabeybeh, and Anton Nugraha, S.S** a.k.a **Tono**: don’t you guys remember we used to play *gatrik* when Halloween comes? Ah, you guys must be did, so did I. We never play that anyway. So just forget it. Well, thank you for being my *‘funtastik’* friend, gals.
* The other part of writer’s magical life: ceu **Gadiz**, **Cica**, **Vina**, **Yoga**, and the pretty **Dedi**. The writer really wants to say a thousand thanks to you guys for the pray, for the support, for the joke, and everything you guys have given to me.
* The official canteen crew: mbak **Yati**, teh **Asih** and teh **Ina**, thank you for the kisses and hugs (God!).

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Chapter I

Introduction

This chapter belongs to the most important part of the research paper. It might be brief, but represents the outline of what paper is all about. This first chapter arranged to convey the reasons why does the writer conduct this research. For more details, the whole explanation will be presented below:

1. Background of Study

There are a lot of international product comes to Indonesian market. They are introduced to the Indonesian through an advertisement on media, both printed and electronic. The whole packaging of that product’s advertisement of course use English language, including its copywriting.

Tagline which is part of copywriting belong to the most important part of an advertisement because it is used as a tool to convey its idea to the audience or customer. It also has important role to make custumer decide to buy the product or not. In order to cath easly, the word of tagline is made as unique as possible. But as an international product, the tagline of that product has own problem. That is: no matter how unique it is, tagline will be difficult to understand if served in English which is belong to the foreign language for Indonesian. So, it needs a translation process to make it easier to understand.

In some cases, the translation of tagline is too far from the original one. For example, Axe Effect advertisement has tagline “Even Angel Will Fall”. But, when translated into Indonesian, it becomes “*Wangi seksinya bikin bidadari lupa diri”.* The words *bidadari lupa diri* seems like appropriate with “Even Angel Will Fall”, but the additional words *wangi seksinya* little bit does not make sense. This translation, of course can not conclude in one times. It needs deep anlysis to know from where it is.

The other example can we see in the tagline of fast-food advertisement, KFC. The tagline is “Finger lickin’ good”. But the Indonesian translation is *Jagonya Ayam.* Those two example of tagline translation has additional words that can not find in the original English tagline version. The question is, according to what kind of condition it should be added by that words or vice versa? So, the writer wondering “*Is that translation correct or not*?”

As an English department student who take journalism, the writer’s studying activity focus on something related to words, sentences, or texts in social media, either printed or electronic one. Then through studying foreign language such as English, it also makes the writer feel that she has duty to find out the truth behind that different Indonesian tagline translation.

Why does tagline become interesting to be recited? Is there something special with tagline? The answer is definitely yes. Since writer get involved in journalism world, thinker with some words being her favorite activity. Besides trying to make article and sent it to some printed media in Bandung, writer also love to make unique words and share it in her social networking such as Facebook and blog. Afterwards, when she watching television and pay attention to tagline in some advertisements, it seems like she find a magnet. Yes, that is truly magnet that formed by words. Tagline is brief but unique and sufficient to magnetize writer’s attention as well.

The writer’s curiosity to what kept within the tagline is somewhat tempered by a subject that she got in journalism. The subject is called *copywriting and editing.* Through this subject she learns more about copywriting where taglines belong to. It gives strong influence in motivating the writer to analyze it as a research on her final paper. It also implants a big dream for the writer to be brave become a great copywriter in the future.

Through recite tagline in her final paper, the writer wants to invite the readers who curious about the magic words in tagline to find the answer why it so unique and magnetizing. Especially for Indonesian tagline translation, the writer also wants to invite the readers to understand why in some advertisement it will be has different translation with the English version.

1. Identification of the Problem

According to the background of the study, the problem that would be appearing are;

* Tagline is kind of simple, brief, and unique words. But sometimes to catch the meaning, there is word that need full attention. Moreover in tagline translation from English into Indonesian.
* The tagline translation process is not about transfer or change a word into other, but it is a cross culture transfer from English culture into Indonesian culture. In its realization, it needs full attention and fully careful to make it as Indonesian tagline. So, it needs a deep analysis to make a good one.
* A copywriter is not an amateur. He or she must be experienced in making a tagline, either Indonesian tagline advertisement or the translation one. So, if there are any different tagline translation, it will be need a deep analysis.

1. Limitation of the Problem

In this paper, the limitation of this research is only in analysing 20 translation taglines from English into Indonesian. Those are listed below:

**Table 1.1**

**List of Advertisement**

|  |  |  |  |
| --- | --- | --- | --- |
| **No** | **Advertisement** | **English Tagline** | **Indonesian Tagline** |
| 1 | Rexona | It Won’t Let You Down | *Setia Setiap Saat* |
| 2 | Axe Effect | Even Angel Will Fall | *Wangi Seksinya Bikin Bidadari Lupa Diri* |
| 3 | Close Up | The Closer, The Better | *Lebih Dekat, Lebih Baik* |
| 4 | Downy Passion | Perfume Everyday | *Seperti Memakai Parfum Setiap Hari* |
| 5 | KFC | Finger Lickin’ Good | *Jagonya Ayam* |
| 6 | Sprite | Obey Your Thirst | *Segarkan Ekspresimu* |
| 7 | Coca-Cola | Open Happiness | *Buka Semangatmu* |
| 8 | Koko-krunch | Great Chocolaty Taste | *Rasa Coklat Yang Dahsyat* |
| 9 | L’oreal | Because You’re Worth It | *Karena Anda Begitu Berharga* |
| 10 | Clear Man | Total 3 Scalp Defense | *Total Perlindungan 3 Masalah Kulit Kepala* |
| 11 | Vaseline Men Oil Control | For Visibly Fairer  Looking Skin | *Untuk Kulit Cerah Bebas Kilap* |
| 12 | Panadol Extra | Caring Takes Strength | *Kepdulian Butuh Kekuatan* |
| 13 | Anmum Materna | Takes Care of You.  Takes Care of Your Baby. | *Memperhatikan Bayi dan Juga Ibu* |
| 14 | Blue Band | Daily Blue Band. Daily Growth | *Tumbuh Besar Setiap Hari* |
| 15 | Nestlé Cerelac | Big Nutrition For Small Tummies | *Gizi Lengkap Untuk Perutnya Yang Kecil* |
| 16 | Enfagrow A+ | Stronger Children Learn More | *Dukung Hebatnya Anak* |
| 17 | Baygon Max | Kills Bugs Dead  Protects Your Family | *Bunuh Mati Serangga*  *Lindungi Keluarga* |
| 18 | Pizza Hut | Pizzas and much more | *Berbagi bersama* |
| 19 | Pampers | Peaceful Night.  Playful Day. | *Tidur Nyenyak Sepanjang Malam,*  *Bermain Ceria Sepanjang Hari.* |
| 20 | TRESemmé | Salon Style Hair at Home,  Everyday | *Rambut Indah Salon Setiap Hari* |

1. Research Problem

This paper is conducted to answer these following questions:

* Why Indonesian taglines translation in some advertisements are different from the English version?
* What strategy used by copywriter/translator in translating those tagline?

1. The Objectives of Study

* To analyze the reasons why Indonesian taglines translation in some advertisements are different from the English version
* To find out about what strategy used by copywriter/translator in translating those tagline

1. Significances of Study

The significances of study devided into two part, they are theoritically and practically**.** Theoritically, this research epected to:

* Enrich the knowledge of the writer and the readers as well. Especially about tagline of an advertisement.

Practically, this resesarch expected to:

* Become useful analysis in the future for the journalism student in making tagline of an advertisement.
* Proviedes some information about how to make a good translation, especially in translating English tagline into Indonesian.
* Support the writer’s ability to be a good copywriter in the future.

Chapter II

Theoretical Foundation

This chapter will discuss about the review of related theories. Those are definition of translation, kind of translation, translation process, translation method, principles of translation, definition of advertisement, kind of advertisement, elements of advertisement, and the way of how to make a good tagline. Furthermore, can be read as follows:

1. Definition of Translation

There are a lot of definitions of translation which is put forward by expert. Their opinions have been enriching writer’s knowledge in understanding what translation is. The explanation might be differing, but their intent is almost alike.

Translation is a process of changing one language into other. Thus, in this case there are two terms emerge, those are source language which is condensed as SL and target language which is condensed as TL. Related to this statement, Brislin in Suryawinata & Haryanto (2003:12) states:

“Translation is the general term referring to the transfer of thoughts and ideas from one language (Source language) to another (target language), whether the languages are in written or oral form; whether the languages have established orthographic or do not have such standardization or whether one or both languages based on sign, as with sign language or the deaf”

From the definition above, Brislin widely delimit the term of translation. For him, translation is about transferring ideas from one language into other. It might between language family, for example Sundanese language and Javanese language, or another language such as Indonesian and English.

Afterward, Nida and Taber put forward that translating consists of reproducing in the receptor language the closest natural equivalent of the source language message, firstly in term of meaning and secondly in term of style (Suryawinata & Hariyanto, 2003:12). Yet, it should be note here that “equivalent” does not mean “equal”. Because according to Hoed (2006:51):

“Kesepadanan adalah keserupaan pesan yang diterima. Di satu pihak oleh penerima dalam bahasa sumber dan di pihak lain oleh penerima dalam bahasa penerima. Itu berarti bahwa kesepadanan tidak hanya diukur dengan makna unsur bahasa yang bersangkutan, tetapi dengan pemahaman suatu terjemahan oleh penerima dalam bahasa penerima.”

“Equivalence is the similarity of messages received. On the one hand by the recipient in the source language and on the other by the recipient in the target language. It means that equivalence is not only measured by the elements of language meaning, but through translation understanding by the recipient of target language.”

Catford (Choliludin, 2009:4) also has similar argument. He said:

“Translation is the replacement of textual material in one language (SL) by equivalent textual material in another language (TL)”

It should be noted here that textual material told by Catford above should not be written only. So, the translation might be comes from oral or written language. Furthermore, Catford states:

“The biggest problem of translation is how to find equivalent translation of target language (TL)”

Meanwhile, Moentaha (2008:11) states:

“Translation is a process of replacing text from source language (SL) into target language (TL) without changing any level content of the source language. Yet, it needs to be emphasizing here that “level content” should understand widely, not only concern about basic meaning (material meaning), idea, or concept that is contained in level content, but also all kind of information within source language: all norms of language such as lexical meaning, grammatical meaning, stylistic nuance/expressive nuance.”

This definition tends to draw attention to equivalent text between source language (SL) and target language (TL). Newmark (Suryawinata & Hariyanto, 2003:15) state:

“Translation is a craft consisting in the attempt to replace a written message and/ or statement in one language by the same message and / or statement in another language.”

The statement talks about two subject matters. First, Newmark considered translation as written text. It might be meant to differentiate with interpretation. Second, the translation expert did not use ‘equivalent’ term, but using ‘the same statement’ in another language.

From all definitions above, it can conclude that translation is about changing language from one into other while keeping its message and meaning. Language form might be change, so does its sentence, but the message should not be broken.

1. Kind of Translation

In practice, there is a lot of kind of translation which is put forward by experts. It probably caused by many reasons. Nababan (2008:29) proposes:

“It caused by four factors, namely: 1) the difference between system of SL and TL, 2) the difference of translated subject matter text, 3) there is an opinion that translation is kind of communication tools, 4) the difference purpose in translating a text.”

Nababan (2009:30) classified kind of translation as follows:

1. Word-for-word translation

Word-for-word translation basically very bound to word rank/level. The word order in translation sentence result is precise to the original version.

1. Free translation

In this kind of translation, the translator has to be able to catch the meanings of SL in paragraph rank entirely and then re-express it in TL.

1. Literal translation

This type is in between word-for-word and free translation. It seems like word-for-word translation, but word order is modified. For more detail, will be illustrated in example bellow:

**Table 2.1**

**Example of word-for-word, free, and literal translation**

|  |  |  |  |
| --- | --- | --- | --- |
| **English**  **Sentence (SL)** | **Word-for-word**  **translation** | **Literal**  **translation** | **Free**  **Translation** |
| His heart is in the right place | *Kepunyaannya hati adalah dalam itu benar tempat* | *Hatinya berada di tempat yang benar* | *Dia baik hati* |

1. Dynamic translation

In this kind of translation, the message of SL is expressed by proper expressions in TL. Suryawinata and Hariyanto (2003:41) added:

“Dynamic translation is translation consist of five elements delimit by Nida and Taber, namely: 1) message reproduction, 2) equivalent, 3) proper equivalent, 4) closer equivalent, 5) give priority to meaning.”

1. Pragmatic translation

It refers to the translation of a message with an interest in accuracy of the information that was meant to be conveyed in SL form and it is not concerned with other aspect of the original language version.

1. Aesthetic-poetic translation

This refers to translation in which the translator takes into account the affect, emotions, and feeling of an original agnate version, the aesthetic form used by the original author, as well as any information in the message.

1. Ethnographic translation

The purpose of ethnographic translation is to explicate the cultural context of the SL and TL versions. Translators have to be sensitive to the way words are used and must know how words fit into culture. An example is the use of the word ‘yes’ versus ‘yea’ in America.

1. Linguistic translation

This is concern with equivalent meaning of the constituent morpheme of SL and grammatical form. An example is language in computer program and machine translation.

1. Communicative and semantic translation

Beside stresses into transferring meaning, communicative translation also cares about translation effect that emerged to reader or listener. This point, of course, is important. Newmark (Nababan, 2008:44) states:

“The most important problem is the intuitive nature of communicative translation – the fact its success can be measured only by investigating the reaction of the readers to whom is addressed”

Semantic translation concept is almost alike with communicative translation. This type of translation is trying to defend semantic and syntactic structure and also contextual meaning. For example:

**Table 2.2**

**Example of semantic and communicative translation**

|  |  |  |
| --- | --- | --- |
| **English**  **Sentence (SL)** | **Semantic**  **Translation** | **Communicative**  **Translation** |
| Keep off the grass | *Jauhi rumput ini* | *Dilarang berjalan di atas rumput* |

According to Larson, translation is classified into two main types, namely form-based and meaning-based translation. Form-based translation attempts to follow the form of SL and is known as literal translation. While meaning-based translation makes every effort to communicate the meaning of the SL text in the natural form of TL. Such translation is called idiomatic translation (Choliludin, 2009:22).

1. Translation Process

Translation process can be meant as an activity of transferring message from SL into TL by a translator. Hence, in doing a translating, it needs to be very careful because one mistake in one step can be caused other bigger mistake in other further step (Nababan, 2008:24).

According to Larson (Choliludin, 2009:30) when translating a text, the translator’s goal is an idiomatic translation which makes every effort to communicate their meaning of SL text into the natural form of the TL. Furthermore he states that translation is concerned with a study of the lexicon, grammatical structure, communication situation, and cultural context of the SL text, which is analyzed in order to determine its meaning. The discovered meaning is then re-expressed or re-constructed using lexicon and grammatical structure which are appropriate in the TL and its cultural context. Larson simply presents the diagram of translation process as follow:

**Picture 2.1**

**Translation process by Larson**

**Source Language Target Language**

Text to be translated

Discover the meaning

Re-express the meaning

Translation

The form of the text to be translated and the translation results are shown by the different forms between square and triangle. They describe that in translation text, the form of the SL may be changed into appropriate form of TL in order to achieve the idiomatic translation.

According to Nida and Taber (Choliludin, 2009:33), in the translation process, the first thing to do is understand the total meaning of SL. Furthermore, they said:

“In the analysis of meaning of SL, there are three types of ‘meaning’ that can be determined, namely: grammatical meaning, referential meaning, and connotative meaning.”

Moreover, Nida and Taber (Suryawinata & Hariyanto, 2003:19) also describe the translation process into such a diagram.

**Picture 2.2**

**Translation process by Nida and Taber**

Evaluation and revision

External process

Analysis/ restructure/

Understanding rewrite

Internal process

Transfer

Equivalent

Furthermore, the picture above will be explained below:

1. Analysis or understanding step. In this step sentences are analyzed based on grammatical correlation, based on word meaning or word combination, textual and even contextual meaning.
2. Transfer step. In this step, the analyzed subject matter is produced and transferred into TL. This step has not resulted phrase yet; everything is only occurring on translator’s mind.
3. Restructure step. In this step, the translator is trying to looking for equivalent, idiom, and suitable sentence structure in TL, so that the content, meaning, and message of SL can be delivered completely.
4. Evaluation and revision step. After resulting the TL translation, the result is evaluated and re-matched to the original text.

From the two pictures above, we can see that the translation process by Larson is simpler than the translation process proposed by Nida and Taber. But, the most appropriate process to be used related to the tagline translation process is the second one. It because of tagline translation process is quite complex. It needs more step than just discover the meaning and then re-express it into Indonesian language as like proposed by Larson. In Nida and Taber translation process, at least, there is evaluation and revision step which is very useful to minimize any error translation.

1. Translation Method

Moentaha (2008:48) classified translation method as follows:

1. Literal

The result of this translation method commonly is on under standard, because it is done in word level by using word-for-word translation. For example: *He is a regular ass*. It is translated into Indonesian: *Dia adalah keledai regular.* In fact, the most suitable translation is *Dia bodoh sekali.* It is because of *“a regular ass”* should be translated into phrase level as *“bodoh sekali.”*

1. Substitution

Substitution is a translation process which ignoring the meaning. It commonly occurs in automatic/machine translation.

* + 1. Paraphrase

Paraphrase is a process of retell or re-expresses something in other way with our own words. Commonly, this technique keeps the information from source language (SL) in form of situation description. To use this technique, translator has to know real situation which is described in SL text.

For example: *“Like most young Frenchmen of his generation, he was athletic.” (W.S Mougham – A man with a conscience)*. The word *athletic* in English-Indonesian dictionary means *Keolahragaan* which does not match to translate *athletic* in “*he was athletic*.”

The fact is, meantime, the Frenchmen loved to engage in sports. According to that real situation, the sentence above can be translated as follow:

*“Seperti sebagian besar pemuda Perancis seangkatannya, dia senang berolahraga.”*

* + 1. Replacements

1. Word class replacement

For example:

*They insist on higher wages, better living condition, and shorter working hours.*

*Mereka menuntut kenaikan gaji, perbaikan syarat-syarat kehidupan, dan pengurangan jam kerja.*

1. Sentence parts replacement

Sentence parts replacement divided into two categories. The first is, sentence structure changing from active into passive. As a result, object in SL become subject in TL. For example:

*Temanku menjemputku di stasiun*

*I was met by my friend at the station*

The second is, subject is replaced by adverb. For example:

*The fog stopped the traffic*

*Karena kabut lalu lintas transport terhenti*

1. Antonymic translation

For example:

*Take your time = jangan terburu-buru*

*Take it easy = jangan gelisah*

1. Compensation

In translation process, there is always possibility that one unit language in SL cannot find in TL. So, compensation is used when a translator face this situation. In here, translation process uses other medium in looking for the equivalent. For example:

*“Why don’t you write a good thrilling detective story?” she asked.*

*“Me?” exclaimed Mrs. Albert Forrester, for the first time in her life regardless of grammar.*

*“Mengapa Anda tidak menulis roman detektif yang menegangkan?” tanyanya.*

*“Apaan?” teriak nyonya Albert Forrester, untuk pertama kali dalam hidupnya lupa pada tata bahasa.*

* + 1. Addition

In this context, addition does not mean adding other meaning, but it is just expressing TL text in other ways. For example:

*Employees of all industries took part in the conference*

*Karyawan-karyawan dari semua cabang industri mengambil bagian dalam konferensi tersebut.*

* + 1. Omission/dropping

Omission technique in translating process means omit an overflow words. For example:

*The proposal was rejected and repudiated*

*Usulnya ditolak*

* + 1. Compression

This technique simplifies the sentence by doing a lexical reduction to get a brief and solid translation text.

* + 1. Syntactic derivation

Syntactic derivation is forming process of many syntactic constructions through core construction transformation. In translation process, it changes position of one part sentence and other. Hence, this technique belongs to active-passive operation and also antonymic translation and conversion.

* + 1. Descriptive/ amplification

Descriptive or amplification means enlarge the text or make it into details. For example the phrase *nasi tumpeng* could be translated into English as: boiled rice, designed in the shape of cone.

1. Principles of Translation

Suryawinata & Hariyanto (2003:57) proposed that principle of translation divided into two categories. They are:

1. Faithfully translation principle to the original writer. This principle is trying to defend characteristic or style of the writer. Sentence structure also defended by does not change any sentence form.
2. Faithfully translation principle to the TL text reader. This principle is trying to rewrite meaning or message with an easy word to understand and enjoyable structure. The work on translation will be read as like as the original text, not the translation one.
3. Definition of Advertisement

Advertisement comes from Latin *adverte* which means ‘directing someone’s attention to….’ It is form of announcement or representation intended to promote trading commodity or certain service (Danesi, 2010:222).

Advertisement is kind of non-personal communication which has certain purpose within. Furthermore, Kriyantono (2008:184) states:

“Advertisement can be defined as a non-personal communication that sell persuasive messages from obvious sponsor in persuading people to buy certain product***.”***

Agustrijanto (2002:7) also states alike.

“Advertisement is any kind of form of communication which is intended to motivate potential customer and to promote certain product’s selling.”

1. Kind of advertisement

Kriyantono (2008:184-187) divides kind of advertisement into four categories.

1. According to its purpose: information advertisement, persuasion advertisement, and reminder advertisement.
2. According to its characteristic: commercial and non-commercial advertisement.
3. According to its dissemination media: printed advertisement, internet advertisement, radio advertisement, television advertisement, and outdoor advertisement.
4. According to its form of presentation: spot advertisement, row & column advertisement, adlib advertisement, advertorial advertisement, and sponsor advertisement.
5. Elements of advertisement

In general, advertisement is built by some elements. Those are:

1. Headline or title. It can be place at the beginning, middle, or the end of advertisement.
2. Visual. It is an illustration, picture, or photo of model related to the product.
3. Body copy. It is text or detail information of headline.
4. Product shot. It is photo of a product (also shows the brand name)
5. Baseline. This part is placed in the end of a product. In this part can be written tagline, catch phrase, or company’s name.
6. Flash. It is just kind of additional word to attract audience’s attention, such as the word “New!”, “First Time”, and so on.
7. How to make a good tagline

In Indonesian advertising-term dictionary by Matari advertising-gramedia, it tells that tagline or *slogan* is a closing brief sentence of main text that briefly concludes the communication purpose of an advertisement. (<http://esadalamberita.blogspot.com/2009/01/tag-line.html>).

Afterward, according to <http://en.wikipedia.org/wiki/Tagline> , tagline defines as:

“A tagline (better known as tag line) is a variant of a [branding slogan](http://en.wikipedia.org/wiki/Advertising_slogan) typically used in [marketing](http://en.wikipedia.org/wiki/Marketing) materials and [advertising](http://en.wikipedia.org/wiki/Advertising). The idea behind the concept is to create a memorable phrase that will sum up the tone and premise of a [brand](http://en.wikipedia.org/wiki/Brand) or product (like a film), or to reinforce the audience's [memory](http://en.wikipedia.org/wiki/Memory) of a product. Some taglines are successful enough to warrant inclusion in [popular culture](http://en.wikipedia.org/wiki/Popular_culture). Consulting companies which specialize in creating taglines may be hired to create a tagline for a brand or product.”

At <http://en.wikipedia.org/wiki/Advertising_slogan> also added:

“A tagline or slogan is a short statement intended to convey your brand in just a few words. A tagline can help new visitors to your site understand quickly what your business is about. A great tagline will also be memorable enough that visitors remember it later — giving your business lasting staying power.”

**Based on definition above, tagline is** often used in conjunction with company logos and in advertising campaigns. It is claimed to be the most effective means of drawing attention to one or more aspects of a product or brand.

Tagline’s duration is usually short and seems like simple. Yet, it needs deep creative thinking and understanding to make a great one.

Diana, at <http://www.eclipsewriter.com/2012/05/how-to-write-tempting-taglines/> said that there are 10 tips about how to make a good tagline. Those are:

1. **Memorable. Some good ways to create tagline that sticks in the brain are with alliteration, rhymes, and puns.**
2. **Make it short.** Great taglines are usually no longer than six or seven short words and preferably only three or four.
3. **Make it simple.** Simple to understand, simple to remember.
4. **Make it about the customer.** Why? Because it is always about the customer. If your tagline talks only about how great you are, start over.
5. **Make it a benefit.**
6. **Make it a call to action.** Often the best taglines are just a clever or evocative call to action. When you are writing an actual call to action for a marketing piece, you almost always start with the action word first. So tell your prospects or customers what you want them to do.
7. **Make the punctuation round or curvy.** In general, your tagline will either be a command or a question—which means you could put in a period (or leave it out) and you should put in a question mark (if needed). But whatever you do, do not end with an exclamation mark. It will make it seems even more insecure.
8. **Make it work with your logo**
9. **Make it specific.** Choose words that show how you are different. What makes working with you special? What unique benefit do you offer?
10. **Make it pizzazzy. It means that the tagline has to be attractive.**

Chapter III

Research Methodology

This chapter describes about the research design used by the writer as a tool for digging up her data. This chapter also consists of procedure of data collecting and data analysis. The complete information can be seen in the explanation below.

1. Research Design

In conducting a research, it needs a research design in order to make it running well and systematic. According to Sharwono (2006:79) research design is explained as follow:

*“Desain penelitian bagaikan sebuah peta jalan bagi peneliti yang menuntun serta menentukan arah berlangsungnya proses penelitian secara benar dan tepat sesuai dengan tujuan yang telah ditetapkan.”*

“Research design is like a road map for the researchers which lead and determine the direction of the ongoing research process correctly and appropriately in accordance with the intended purpose”

Meanwhile, Moh. Nazir (2004 :84) proposes the term of research design as: “*Desain Penelitian adalah semua proses yang diperlukan dalam perencanaan dan pelaksanaan penelitian.”* (Research design is process needed in the planning and implementation of a research).

From the definitions above, it can be concluded that research design is a research process conducted by the writer starting from the planning until implementation step by manner of choosing, collecting, and analyzing the data in certain time.

In this research, the writer is trying to find and to reveal the hidden meaning behind the visible data. The data that in form of words belong to a social indication which could not be understood as what it seems. So, the writer chooses qualitative method as the most suitable research design.

The writer’s decision is also supported by the characteristic of qualitative research itself. According to Bogdan and Biklen in Sugiyono (2010:13), the characteristic are as follow:

1. Qualitative research is descriptive. The data collected is in the form of words or picture rather than number.
2. “Meaning” is of essential to the qualitative approach.
3. Qualitative researches tend to analyze their data inductively.
4. Qualitative research is concerned with process rather than simply with outcomes or products.
5. Qualitative research has the natural setting as the direct source of data and researcher is the key instrument.
6. Procedures of Data Collecting

The writer uses some steps in collecting her data for the research. The steps are as follow:

1. Find out the Indonesian tagline on the television advertisement. To make it easier, the writer defines international advertisement by two characteristic; from the name of the advertisement itself and from the actor/actress in the advertisement.
2. Selecting the advertisement which is predicted as international advertisement then write it down in a note.
3. Find out the English version tagline of the selected advertisement on the internet ([www.youtube.com](http://www.youtube.com)).
4. Convert the advertisement video from internet into a picture (jpeg format), then write the taglines down.
5. Data Analysis

As the writer explained above about the procedures of data collecting, she is going to elaborate steps and the way of how she analyzed the data. First, the writer classified the 20 advertisements into seven categories. Those are food, soft-drink, health, cosmetic, toiletry, mom & kids, and fragrance. The advertisement listed in a table below:

**Table 3.1**

**Advertisement Categories**

|  |  |  |
| --- | --- | --- |
| **No** | **Category** | **Advertisement** |
| 1 | Fragrance | Axe Effect, Downy Passion, Rexona |
| 2 | Food | KFC, koko-krunch, Blue Band, pizza hut |
| 3 | Soft-drink | Sprite, Coca-Cola, |
| 4 | Health | Panadol Extra, Baygon Max |
| 5 | Toiletry | Close Up, Clear Man, TRESemme |
| 6 | Cosmetic | L’oreal, Vaseline Man Oil Control |
| 7 | Mom & kids | Nestle Cerelac, Anmum Materna, Enfagrow A+, Pampers |

Second, the writer analyzed social, cultural, and situational context of English tagline version one by one based on its category. According to Halliday and Hasan in Choliludin (2009:15) situational context meant as the total environment of the text that included the verbal environment and the situation in which the text was uttered. Cultural and social context meant as an approach to describe the way people use language based on the culture around them.

Third, the writer also analyzed social, cultural, and situational context of Indonesian tagline version. After that, the writer defines each Indonesian tagline version into its most appropriate strategy; those are kind, method, and principle of translation.

Chapter IV

Data Analysis and Findings

This chapter deals with the data analysis and finding of the research. This is the spirit of the paper. The findings display all results of data analysis. The research question meet with the answer in this chapter.

1. The data

The data consists of 20 international advertisements that have collected from television and internet. It divided into seven categories and each category is placed in different table. The categories are fragrance, food, soft-drink, health, toiletry, cosmetic, and mom & kids. Every table presents the tagline’s advertisement on English & Indonesian language and the strategy used in translating each tagline. Further information is presented below:

**Table 4.1**

**Fragrance Category**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No** | **Advertisement** | **English**  **Tagline** | **Indonesian**  **Tagline** | **Strategy** | | |
| **Kind of translation** | **Method** | **Principles** |
| 1 | Axe effect | Even angel will fall | *Wangi seksinya bikin bidadari lupa diri* | Pragmatic | Descriptive/ amplification & omission | Faithfully to the TL text readers |
| 2 | Rexona | It won’t let you down | *Setia setiap saat* | Free translation | Paraphrase | Faithfully to the TL text readers |
| 3 | Downy passion | Perfume everyday | *Seperti memakai*  *parfum setiap hari* | PragmatiC | Descriptive/ amplification | Faithfully to the TL text readers |

**Table 4.2**

**Food Category**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No** | **Advertisement** | **English**  **Tagline** | **Indonesian**  **Tagline** | **Strategy** | | |
| **Kind of translation** | **Method** | **Principles** |
| 4 | KFC | Finger lickin’ good | *Jagonya ayam* | Free translation | Paraphrase | Faithfully to the TL text readers |
| 5 | Koko-krunch | Great chocolaty taste | *Rasa cokelat yang dahsyat* | Literal translation | Conversion | Faithfully to the original writer |
| 6 | Blue band | Daily Blue Band. Daily Growth | *Tumbuh besar setiap hari* | Communicative translation | Compression | Faithfully to the TL text readers |
| 7 | Pizza Hut | Pizzas and much more | *Berbagi bersama* | Free translation | Paraphrase | Faithfully to the TL text readers |

**Table 4.3**

**Soft-drink Category**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No** | **Advertisement** | **English**  **Tagline** | **Indonesian**  **Tagline** | **Strategy** | | |
| **Kind of translation** | **Method** | **Principles** |
| 8 | Sprite | Obey your thirst | *Segarkan ekspresimu* | Free translation | Paraphrase | Faithfully to the TL text readers |
| 9 | Coca-cola | Open happiness | *Buka semangatmu* | Communicative translation | Replacement | Faithfully to the TL text readers |

**Table 4.4**

**Health Category**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No** | **Advertisement** | **English**  **Tagline** | **Indonesian**  **Tagline** | **Strategy** | | |
| **Kind of translation** | **Method** | **Principles** |
| 10 | Panadol extra | Caring takes strength | *Kepedulian butuh kekuatan* | Literal translation | Substitution | Faithfully to the original writer |
| 11 | Baygon max | Kills bugs dead.  Protect your family | *Bunuh mati serangga.*  *Lindungi keluarga* | Literal translation | Replacement | Faithfully to the original writer |

**Table 4.5**

**Toiletry Category**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No** | **Advertisement** | **English**  **Tagline** | **Indonesian**  **Tagline** | **Strategy** | | |
| **Kind of translation** | **Method** | **Principles** |
| 12 | Close-up | The closer, the better | *Lebih dekat, lebih baik* | Word for word | Literal | Faithfully to the original writer |
| 13 | Clear Man | Total 3 scalp defense | *Total perlindungan 3 masalah kulit kepala* | Literal translation | Addition | Faithfully to the TL text readers |
| 14 | TRESemme | Salon style hair at home, everyday | *Rambut indah salon setiap hari* | Communicative translation | Omission | Faithfully to the TL text readers |

**Table 4.6**

**Cosmetic Category**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No** | **Advertisement** | **English**  **Tagline** | **Indonesian**  **Tagline** | **Strategy** | | |
| **Kind of translation** | **Method** | **Principles** |
| 15 | L’oreal | Because you’re worth it | *Karena anda begitu berharga* | Literal translation | Addition | Faithfully to the TL text readers |
| 16 | Vaseline man oil control | For visibly  fairer looking skin | *Untuk kulit cerah bebas kilap* | Communicative translation | Addition & omission | Faithfully to the TL text readers |

**Table 4.7**

**Mom & Kids Category**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No** | **Advertisement** | **English**  **Tagline** | **Indonesian**  **Tagline** | **Strategy** | | |
| **Kind of translation** | **Method** | **Principles** |
| 17 | Enfagrow A+ | Stronger children learn more | *Dukung hebatnya anak* | Free translation | Addition | Faithfully to the TL text readers |
| 18 | Anum materna | Takes care of you. Takes care of your baby | *Memperhatikan bayi dan juga ibu* | Communicative translation | Compression | Faithfully to the TL text readers |
| 19 | Pampers | Peaceful night.  Playful day. | *Tidur nyenyak sepanjang malam.*  *Bermain ceria sepanjang hari.* | Pragmatic | Descriptive/ amplification | Faithfully to the TL text readers |
| 20 | Nestle cerelac | Big nutrition for small tummies | *Gizi lengkap untuk perutnya yang kecil* | Semantic translation | Replacement | Faithfully to the TL text readers |

1. Data analysis
2. Fragrance category

Data #1

|  |  |
| --- | --- |
| **Advertisement** | Axe Effect |
| **English Tagline** | Even Angel Will Fall |
| **Indonesian Tagline** | *Wangi Seksinya Bikin Bidadari Lupa Diri* |
| **Kind of translation** | Pragmatic |
| **Method** | Descriptive/ amplification & omission |
| **Principles** | Faithfully to the TL text readers |

In western people perception, figure of an angel is usually described as a beautiful woman, more beautiful than all of the women in the world. Through this comparison concept, the copywriter trying to attracts audience’s attention (especially men) by showing that angels will fall just because of the amazing pleasant-smelling of the *Axe Effect*, even less does women in the world.

This tagline fulfills the standardization of a good tagline, because it pays attention to the ‘rhymes’. The copywriter keeps a good ‘L’ consonant in the end of each word of the tagline; *Even Angel Will Fall*. It makes the tagline simple to say and simple to hear.

When this tagline is translated into Indonesian language, it becomes *wangi seksinya bikin bidadari lupa diri.* It caused the tagline seems like different because of some additional words. But when we look into detail, the Indonesian copywriter also trying to keep the rhymes as like original version does. It can be seen on words *bidadari lupa diri* which keep a good vocal *‘ri’* in the end of each word.

This translation uses descriptive/amplification method in its process. The word *wangi* *seksinya* does not exist at all on the English version. In here, the translator described the situation which focuses on when someone sprays *Axe Effect* perfume, than the effect would be appear is a sensation of how pleasant-smell the perfume is. So, the word *wangi* *seksinya* is appropriate to be added to emphasize that this is a perfume advertisement.

The translator also adds the word *bikin* which does not exist in the English version. Through this additional word, it indicates the segmentation market of the *Axe Effect* advertisement itself. In Indonesian language, the word *bikin* belongs to slang word. This slang word mostly uses by young until almost adult people. Some Indonesian also perceives that using this slang word means such a cool thing somehow. So, the word *bikin* tend to show the audiences that by using this product you will be young, cool, and of course attractive.

Beside adds much more information, the translator also uses omission method in translating the tagline. The translator omit the word *even* by does not make any translation of this word in Indonesian version. This is commonly occurring in pragmatic translation.

This tagline translation belongs to pragmatic translation because the translator considering to omit and also add/enlarge some information in order to make the audience catch the point clearly.

Data #2

|  |  |
| --- | --- |
| **Advertisement** | Rexona |
| **English Tagline** | It won’t let you down |
| **Indonesian Tagline** | *Setia setiap saat* |
| **Kind of translation** | Free translation |
| **Method** | Paraphrase |
| **Principles** | Faithfully to the TL text readers |

Most of western people prefer to walk than ride vehicle. This activity is healthy but also gives another unwanted effect, which is over sweaty. Over sweaty, sometimes, makes people’s body to be smelly armpits. Rexona that belongs to a deodorant or body perfume then comes to keep someone’s body pleasant-smell all day long.

Most of active people who feel unconfident with over sweat tend to need this product very much. Related to this condition, the needs of deodorant become such a sensitive thing for them. Through its tagline “it won’t let you down”, rexona trying to promising the audience that it never let you down in every condition. It always there to make audience confident every time, everywhere, whatever you do.

When translated into Indonesian, the tagline becomes *setia setiap saat.* Fleetingly, the original version and the translated one are completely different. But in this case, the translator uses paraphrase method in translating the tagline. It means, the message from original tagline version is depended in form of situational context, not structural sentence order. Phrase *let down* is an idiom. It Indonesian literally means *dikecewakan* or *kekecewaan*. Thus, the words *it won’t let you down* means that something or someone will never disappoint you, or it can be said as *setia* in Indonesian language. Then, phrase *setiap saat* is added to emphasize the word setia. When someone *setia*, he/she/it must be always be there for you *everytime* which mean *setiap saat* in Indonesian language. Thus, the words *setia setiap saat* have similar meaning with *it won’t let you down*. It is only said or described in other way.

The words *setia setiap saat* also comes due to alliteration consideration. The copywriter makes a good alliteration through begin each word by using same ‘S’ consonant/sound. It also makes the tagline simple, short, and easy to be remembered.

Data #3

|  |  |
| --- | --- |
| **Advertisement** | Downy passion |
| **English Tagline** | Perfume everyday |
| **Indonesian Tagline** | *Seperti memakai parfum setiap hari* |
| **Kind of translation** | Pragmatic |
| **Method** | Descriptive/ amplification |
| **Principles** | Faithfully to the TL text readers |

Downy is a clothes softener/fragrance product. If the audiences soak their clothes by using downy, the clothes will be pleasant-smelling even all day long. So, the copywriter uses *perfume everyday* as its tagline. This tagline might be short or brief, but suit western people who prefer to the point then too much small talks.

When translated into Indonesian language, the tagline becomes *seperti memakai parfum setiap hari*. In Indonesian language, *perfume everyday* literally means *parfum setiap hari*. If this translation used as Indonesian version, it will be too short and almost meaningless because audience will not catch the message of the tagline. Thus, the words are enlarging through descriptive/amplification translation method in sentence level. Other Information is added for the sake of clarity. Those are words *seperti memakai*.

1. Food category

Data #4

|  |  |
| --- | --- |
| **Advertisement** | KFC |
| **English Tagline** | Finger lickin’ good |
| **Indonesian Tagline** | *Jagonya ayam* |
| **Kind of translation** | Free translation |
| **Method** | Paraphrase |
| **Principles** | Faithfully to the TL text readers |

KFC which stand for Kentucky Fried Chicken belong to American fast-food. Fast-food comes to fulfill the needs of American time people who willing to eat, especially lunch, as fast as possible within their business life.

From the term *‘fast-food’* itself, it indicates that when someone eats such this food, they tend to eat quickly. If necessary, someone need not to sit down to be able eat this food. It can be eaten take away or by walking somehow. It also commonly needs not any formal eating utensils for enjoying this food. It needs not spoon, fork, or even slicing knife to be able to eat this food; fingers are enough. Related to this condition, the copywriter then uses *finger lickin’ good* tagline to show that just by licking finger, eating activity can be done and the people can continuing their activities directly.

In the other hand, the term *Finger lickin’ good* is actually an idiom. It is used to describe that the food or meal is very tasty. When someone feels the very taste food or meal, they tend to enjoy it until the last moment. Because of KFC is fast-food and the costumer eat it by using fingers, then the way to enjoy this food until the very last moment is by licking the fingers.

Due to an idiom, the tagline cannot be translated in manner of word for word. It has to be translating entirely in sentence level. Thus, the translated version becomes *jagonya ayam*. It will be an inadequate translation, however, if the translation become *menjilat jari itu baik* (finger=jari, lickin’=menjilat, good=baik), or *enaknya menjilat jari* (good=enak). Through translated *finger lickin’ good* into *jagonya ayam*, the translator or copywriter also trying to keep the simple and short tagline.

In Indonesia, the word *jago* or *jagonya* means something powerful, strong, or best among the other competitors. In this case, the word *jagonya* shows that in the subject manner of taste, KFC is the one that surpassed the other fast-food such as CFC, McDonald, Wendy’s, and the other fried chicken sold in retail. KFC claims that it has the best taste among the other because founder of KFC, Colonel Sanders, is the first one who made such this fried chicken recipe in his uncountable experiments.

In here, the translator also adds the word *ayam* to emphasize that KFC is a fast-food restaurant that provides fried chicken as main menu. It shows that the translator uses paraphrase method in translating this tagline. In paraphrase method, such this additional word is considered to be necessary to describe something real situation. In this case, the situation of course is about the product.

Data #5

|  |  |
| --- | --- |
| **Advertisement** | Koko-krunch |
| **English Tagline** | Great chocolatey taste |
| **Indonesian Tagline** | *Rasa cokelat yang dahsyat* |
| **Kind of translation** | Literal translation |
| **Method** | Conversion |
| **Principles** | Faithfully to the original writer |

This tagline belongs to literal translation. The translator does not find any difficulties to make the translation appropriate with Indonesian grammatical rules. The translator only adjusts each word into most suitable equivalent. Those are *great* which Indonesian dictionary mean *besar*, *hebat*, or *jago* then translate into *dahsyat*. The word *dahsyat* itself is similar to the words above. It indicates about something good, awesome, or amazing.

The difference between the original and the translation tagline is only situated on sentence structure. Indonesian language follows D-M (*diterangkan-menerangkan*) law, meanwhile English is vice versa. Thus, to solve this problem, the translator uses conversion method in translating the tagline.

The main caluse of *great chocolatey taste* is *chocolatey taste (rasa cokelat)*, and *great (dahsyat)* is adverb. To be acceptable into Indonesian grammatical rules, then this sentence order must be change. Main clause is put on fisrt, after that the adverb. Thus, the translation becomes *rasa cokelat yang dahsyat* not *dahsyat rasa cokelat*.

Data #6

|  |  |
| --- | --- |
| **Advertisement** | Blue band |
| **English Tagline** | Daily blue band. Daily growth |
| **Indonesian Tagline** | *Tumbuh besar setiap hari* |
| **Kind of translation** | Communicative translation |
| **Method** | Compression |
| **Principles** | Faithfully to the TL text readers |

Bread belongs to main course for western people. They commonly eat bread every day, especially in the morning. Beside jam, egg, or any other vegetables, bread usually coupled with margarine. As margarine product, blue band has much more nutrition for health than the other product. Then, when bread is coupled with blue band, it will be such a complete nutritious meal for live. Thus, blue band tagline is *Daily blue band, Daily growth*.

When translated into Indonesian language, the tagline becomes *Tumbuh Besar Setiap Hari*. In here, the translator uses compression method. When a translator is using compression method, it means that he/she makes the translation text being lexically brief. Repetition is usually avoided. If there are two words have similar meaning, then one of them is usually omitted. In this case, the Indonesian translator omits repetition word *daily* into *setiap hari* only.

Data #7

|  |  |
| --- | --- |
| **Advertisement** | Pizza Hut |
| **English Tagline** | Pizzas and much more |
| **Indonesian Tagline** | *Berbagi bersama* |
| **Kind of translation** | Free translation |
| **Method** | Paraphrase |
| **Principles** | Faithfully to the TL text readers |

Pizza hut restaurant uses *pizzas and much more* as its tagline. Through this tagline, the translator wants to inform the audience that pizza restaurant does not offer pizza only. The word *pizzas* (plural) itself means that there is more than just one menu pizza in the pizza hut restaurant. It will be many variants of pizza. It will be pizza with different taste, pizza with different topping, and pizza with different size. Phrase *and much more* also come to emphasize that there is another menu in pizza hut, not only pizza with its variant taste, topping, or size, but it also offers any kind of pasta, side dishes, appetizer, until breakfast menu.

When it is translated into Indonesian language, the tagline becomes *berbagi bersama*. In this case, the translator uses paraphrase method. Through this method, the translator does not translate each English word into its Indonesian literal meaning. But, the translator describes the social context of the target language, which is Indonesian. Indonesian people love to come together in a place, either to hang out or lunch/dinner. Through using *berbagi bersama* as its Indonesian tagline, the translator wants to show the audiences that pizza hut is a perfect place to come together because it serves the share menu, which is pizza. The form of pizza is always made into pieces. One portion of big or medium pizza consists of six-eight pieces. So, it will be better to eat and share it with other friends or family.

1. Soft-drink category

Data #8

|  |  |
| --- | --- |
| **Advertisement** | Sprite |
| **English Tagline** | Obey your thirst |
| **Indonesian Tagline** | *Segarkan ekspresimu* |
| **Kind of translation** | Free translation |
| **Method** | Paraphrase |
| **Principles** | Faithfully to the TL text readers |

When summer comes and the weather turning hot, body’s need about water is increase. Thirsty or even dehydration becomes a common thing to be felt. What should we do in such this condition? The answers of course just drink and let your thirst go away. But what kind of water do the audiences need most?

To answer this question, sprite then comes to offer the solution. Sprite which belongs to soft-drink and usually served in fresh and cool condition, trying to call an action to audience through obey and cure the thirst freshly. Thus, the copywriter uses *obey your thirst* as tagline of this product.

When translated into Indonesian, the tagline becomes *segarkan ekspresimu*. It seems like different from the original version. It because of this tagline is translated freely by using paraphrase method. In this method, the translator depend the message through transferring and describing situational context of original version.

In this case, the situational context to be described is about *thirst*. Thirsty can caused other bigger effect, namely dehydration. According to detikhealth.com, dehydration could changes person’s spiritedly, spirit level, and also decrease focus ability. The translator is also considering to the situational context of the product itself. This product which is usually served in fresh and cool condition must be give freshness effect to the customers when they he drink it. From all of those reasons, the translator then translated *obey your thirst* into *segarkan ekspresimu*. It means when audience drink this fresh and cool soft-drink, the spirit will be back and when spirit is back, then the expression will refresh again.

Data #9

|  |  |
| --- | --- |
| **Advertisement** | Coca-cola |
| **English Tagline** | Open happiness |
| **Indonesian Tagline** | *Buka semangatmu* |
| **Kind of translation** | Communicative translation |
| **Method** | Replacement |
| **Principles** | Faithfully to the TL text readers |

The translator is uses replacement method in translating this tagline. The replacement itself occurs in word class level through looking for the very closer equivalent of each word. Namely, *happiness* which is translated into *semangatmu*. According to English-Indonesian dictionary, literally mean for *happiness* is *kebahagiaan*. Considering to the situational context, when someone is feeling happy, he/she will be conscious or enthusiastic. In Indonesian language, conscious or enthusiastic means *bersemangat*. Due to this reason, the translator then translated *open happiness* into *buka semangatmu*.

The word *happiness* which is translated into *semangatmu* is experiencing word class replacement. *Happiness* which is adjective then replace into *semangatmu* which is possessive. The additional morpheme *mu* in *semangatmu* also play a role as determiner of market segmentation. Morpheme *mu* in *semangatmu* emphasize that coca-cola is addressed for young people. That is why it is used *semangatmu* and does not use semangat Anda.

1. Health category

Data #10

|  |  |
| --- | --- |
| **Advertisement** | Panadol extra |
| **English Tagline** | Caring takes strength |
| **Indonesian Tagline** | *Kepedulian butuh kekuatan* |
| **Kind of translation** | Literal translation |
| **Method** | Literal |
| **Principles** | Faithfully to the original writer |

Physically strong give advantage itself for everyone. When someone’s physically strong, he/she can do much more thing than weak people. Through his/her strength, he/she can protect themselves or even the other people. How come someone help the other people if he/she is weak or powerless? Due to this reason, Panadol extra product then used *caring takes strength* as its tagline. It means, through your strength, your care about the other can be realized easily.

When translated into Indonesian, the tagline becomes *kepedulian butuh kekuatan.* Translator does not find any difficulties to translate this tagline. Through translate it literally by using literal method, the translator just need to find each Indonesian liteal word then translate it. The only difference is situated on word *takes* that translated into *butuh*. Actually, the formal word for *take/takes* is *membutuhkan*. But, the translator only used *butuh* due to simplicity reason. Word *butuh* is easier to say or read then *membutuhkan*. This simplicity also belongs to manner of how to make a good translation.

Data #11

|  |  |
| --- | --- |
| **Advertisement** | Baygon max |
| **English Tagline** | Kills bugs dead. Protect your family |
| **Indonesian Tagline** | *Bunuh mati serangga. Lindungi keluarga* |
| **Kind of translation** | Literal translation |
| **Method** | Replacement |
| **Principles** | Faithfully to the original writer |

Most of home bugs, such as cockroaches, are annoying people. One of them is even dangerous, for example mosquito. Mosquito, especially *aedes aegypti*, is kind of harmful bug. It caused *dengue fever* which belongs to deathly disease. Considering to this condition, baygon max as bug’s eradicator then comes with taglines *Kills bugs dead. Protect your family* in order to make audience feel safety and protected. Through using this product, baygon max is trying to guarantee kill the bugs until dead, so then the family will protected.

To make it good Indonesian language translation, the translator needs not any extra effort because through translating literally, the Indonesian translation adequate already. The only challenge is just to make English tagline sentence follows Indonesian grammatical D-M law. Namely, *kills bugs dead* into *bunuh mati serangga*.

In this translation, the translator uses replacement method. Word *kills* is translated into *bunuh*. Formarly, the translation for *kill* is *membunuh*. But, to keep it simple, the translator then uses *bunuh* only. Furthermore, *bugs* which belong to plural then replaced into *serangga* which belong to singular. Pharse *your family* also replace into *keluarga*.

1. Toiletry category

Data #12

|  |  |
| --- | --- |
| **Advertisement** | Close-up |
| **English Tagline** | The closer, the better |
| **Indonesian Tagline** | *Lebih dekat, lebih baik* |
| **Kind of translation** | Word for word |
| **Method** | Literal |
| **Principles** | Faithfully to the original writer |

Take care of the mouth hygiene is very important, especially in social life. Having fresh, health, and good-smell mouth makes people to be confidence to talk with somebody, either close or far. Considering to this condition, close-up as toothpaste product offers to give the audience such a fresh mouth through the *closer, the better* tagline. Beside content of promising words, the tagline is also memorable. The copywriter keeps a good ‘er’ rhymes in the end of each word, namely *the closer, the better*.

When it is translated into Indonesian language, the tagline becomes *lebih dekat, lebih baik*. This tagline has simple sentence order, thus it belongs to word-for-word translation. Each word is translated in morpheme level through using literal method. Namely, degrees of comparison morpheme *closer* which translated into *lebih dekat*, and *better* which translated into *lebih baik*.

Data #13

|  |  |
| --- | --- |
| **Advertisement** | Clear Man |
| **English Tagline** | Total 3 scalp defense |
| **Indonesian Tagline** | *Total perlindungan 3 masalah kulit kepala* |
| **Kind of translation** | Literal translation |
| **Method** | Addition |
| **Principles** | Faithfully to the TL text readers |

To make the message deliver well into Indonesian, literal translation is sufficient to translate this tagline. Each word is translated into each literal meaning. Namely, *total* which is translated into *total*, *3* which is translated into *3*, *defense* which is translated into *perlindungan*, and *scalp* which is translated into *masalah kulit kepala*.

When translated *scalp* into *masalah kulit kepala*, the translator used addition method. According to English-Indonesian dictionary, the *scalp* means *kulit kepala*. But in this case, the translator added word *masalah* to make the *3* number becomes clear. If the word *masalah* does not appear in Indonesian tagline translation, the audience will be confused. For example, if the tagline translated to be *total perlindungan 3 kulit kepala*, of course it can caused ambiguity. So then, the translator added word *masalah* to make it clear.

Data #14

|  |  |
| --- | --- |
| **Advertisement** | TRESemme |
| **English Tagline** | Salon style hair at home, everyday |
| **Indonesian Tagline** | *Rambut indah salon setiap hari* |
| **Kind of translation** | Communicative translation |
| **Method** | Omission |
| **Principles** | Faithfully to the TL text readers |

Having beautiful hair is the dream of every woman in the world. The common treatment to get the beautiful hair is just by going to the salon. But, through its tagline, TRESemme offering the audiences to need not to go to the salon. Just by using TRESemme at home, the audience will get the beautiful hair, even everyday.

In translating this tagline, the translator uses omission method. It can be seen in the translation from *salon style hair at home everyday* into *rambut indah salon setiap hari*. Phrase *at home* is omitted because without this phrase, the message has delivered well to the Indonesian language. By contrast, if the phrase is translated into Indonesian tagline become *rambut indah salon di rumah setiap hari*, the sentence would be ineffective.

Each word in this tagline is translated into its literal meaning. Namely, *salon* which is translated into *salon*, *hair* which is translated into *rambut*, *everyday* which is translated into *setiap hari*. The only exception is phrase *style hair* which is translated into *rambut indah*. This changing occurs due to situational context reason. Namely, when someone, especially woman, have her own salon at home, her hair must be beautiful because she always doing treatment. Considering to this condition, the word *style* then changes into *indah*.

1. Cosmetic category

Data #15

|  |  |
| --- | --- |
| **Advertisement** | L’oreal |
| **English Tagline** | Because you’re worth it |
| **Indonesian Tagline** | *Karena anda begitu berharga* |
| **Kind of translation** | Literal translation |
| **Method** | Addition |
| **Principles** | Faithfully to the TL text readers |

Cosmetic product has a close relationship with woman. Every woman in the world must be wants to look beautiful. They tend to do anything treatment to be looked beautiful. So then, the needs of cosmetic become very high. Considering to this condition, L’oreal as a cosmetic product then comes to invite the woman to take care of her beauty by using because *Because you’re worth it* tagline. It is used to emphasize that the woman and her beauty is very worth.

To make the message deliver well into Indonesian language, literal translation is sufficient to translate this tagline. Each word is translated into each literal meaning. The word *because* is translated into *karena*, *you are* translated into *Anda*, and *worth it* translated into *begitu berharga*. Addition method also used to make the translation more effective. Namely, additional word *begitu* which does not exist on the original version.

Data #16

|  |  |
| --- | --- |
| **Advertisement** | Vaseline man oil control |
| **English Tagline** | For visibly fairer looking skin |
| **Indonesian Tagline** | *Untuk kulit cerah bebas kilap* |
| **Kind of translation** | Communicative translation |
| **Method** | Addition & omission |
| **Principles** | Faithfully to the TL text readers |

Most active man often produces over sweat, whether on the body or even on the face. Sweat on the face sometimes makes it look like oily. In order to prevent of being oily face, Vaseline then comes and offers oil control face product through using *for visibly fairer looking skin* tagline. With this tagline, the copywriter wants to show the benefit of Vaseline man oil control product for the man who has problem with oily face.

When the tagline is translated into Indonesian language, it becomes *untuk kulit cerah bebas kilap*. It can be seen that the Indonesian translator uses addition and omission method in translating the tagline. The omission method is applied in the word *visibly* (Indonesian means *tampak* or *terlihat*) which is not translated by the translator. It because of the phrase *fairer looking skin* has similar meaning with visibly. If that phrase is translated literally, it will be *kulit terlihat lebih cerah*, which has close meaning with *visibly*. That is the reason why the translator does not make any translation for visibly word.

Furthermore, the addition method can be seen on the additional phrase *bebas kilap*. This information could not be found on the original version. Through this additional information, the translator wants to emphasize the benefit of the product. This product will be useful for the people, especially the man in tropical country such as Indonesia. In such this tropical country, people tend to get much more sweat. Due to this product focus on how to help especially the man in tropical country freed himself from the oily face, thus the phrase *bebas kilap* which English means free oily the is necessary to be added.

1. Mom & kids category

Data #17

|  |  |
| --- | --- |
| **Advertisement** | Enfagrow A+ |
| **English Tagline** | Stronger children learn more |
| **Indonesian Tagline** | *Dukung hebatnya anak* |
| **Kind of translation** | Free translation |
| **Method** | Addition |
| **Principles** | Faithfully to the TL text readers |

This tagline belongs to free translation. The sentence *stronger children learn more* is translated through its situational context. Stronger Indonesian literally means *lebih kuat*, children literally means *anak-anak*, phrase *learn more* can be translated as *belajar lebih banyak*. So, it can be said that *stronger children learn more* in Indonesian means *anak yang lebih kuat akan bisa lebih banyak belajar* or *anak yang lebih kuat bisa mempelajari banyak hal*. When the children learn much more than the other, they will be smarter than the other. It means that the children are awesome or amazing. Thus, when it is translated into Indonesian, the sentence becomes *hebatnya anak.*

Furthermore, the translator uses addition method in translating this tagline. The additional word is the word of *dukung*. This word does not exist on the English version. This additional word is considered necessary to be added because to make the children stronger so that they can learn more, they need something to support them. The thing is notorious milk within Enfagrow A+. In Indonesian language, *support* means *mendukng* or *dukung*. Thus, the word *dukung* is added to emphasize that Enfagrow A+ support children to learn more.

Data #18

|  |  |
| --- | --- |
| **Advertisement** | Anmum maternal |
| **English Tagline** | Takes care of you. Takes care of your baby |
| **Indonesian Tagline** | *Memperhatikan bayi dan juga ibu* |
| **Kind of translation** | Communicative translation |
| **Method** | Compression |
| **Principles** | Faithfully to the TL text readers |

Anmum materna is milk product for pregnant woman. When a woman is pregnant, she needs a good nutrition for her and for her baby. It is because of what she eats or what she drinks influences the baby’s health. Thus, as nutritious milk for pregnant woman, anmum materna wants to guarantee audience through the tagline *Takes care of you. Takes care of your baby*. It means that anmum materna, not only keep the mother’s health, but the baby as well.

When translated into Indonesian, the tagline becomes *memperhatikan bayi dan juga ibu*. In this case, the translator uses compression method in translating this tagline. Repetition idiomatic phrase, namely *takes cares* which translates into *memperhatikan* is used only one time on Indonesian tagline. To make it more natural, the translator then uses conjunction *dan* to unite those two sentences.

Indonesian translator is also considering to the effectiveness of the tagline. *Takes care of you. Takes care of your baby* tagline is thought too much or too long. So then, translator compresses it into briefer tagline sentence. That is, *memperhatikan bayi dan juga ibu.*

Data #19

|  |  |
| --- | --- |
| **Advertisement** | Pampers |
| **English Tagline** | Peaceful night. Playful day. |
| **Indonesian Tagline** | *Tidur nyenyak sepanjang malam. Bermain ceria sepanjang hari.* |
| **Kind of translation** | Pragmatic |
| **Method** | Descriptive/ amplification |
| **Principles** | Faithfully to the TL text readers |

In this tagline translation process, the translator uses descriptive/amplification method. Through using this method, the translator adds more information about the product to the Indonesian audience. According to English-Indonesian dictionary, literally mean for *peaceful* is *damai, tenang,* or *tentram*. But to make it easier to understand, the translator gives much more information about the word of *peaceful*. Namely, *tidur nyenyak*. The consideration is, when the babies or children peaceful as they sleep, it means that they sleep tight, or in Indonesian language mean *tidur nyenyak*.

The word *night* which mean *malam* in Indonesian language also enlarge become *sepanjang malam*. It is done in order to emphasize that pampers diaper keep the babies peaceful not only when night comes, but in all night long.

The word *peaceful* is also experiencing descriptive/amplification method. According to English-Indonesian dictionary, literally mean for *playful* is *suka bermain*. To make it more acceptable for Indonesian, the translator changes it into *bermain ceria*. The consideration is, when the babies or children using pampers all day long, there is no bother anymore. They should not change the pants when they urinate. Beside, it will be weird to translated *playful day* into *suka bermain hari*. It makes the tagline message does not deliver clearly.

Similar to word *night*, the word *day* is also enlarge. The day which Indonesian language mean *hari*, then it was enlarge into *sepnajang hari*. It is done in order to emphasize that pampers diaper keep the babies playful not only when day comes, but in all day long.

This tagline translation belongs to pragmatic translation. It because of there is additional detail information added into Indonesian tagline. And because of this additional information too, it can conclude that this tagline uses faithfully translation to the TL text reader principle.

Data #20

|  |  |
| --- | --- |
| **Advertisement** | Nestle cerelac |
| **English Tagline** | Big nutrition for small tummies |
| **Indonesian Tagline** | *Gizi lengkap untuk perutnya yang kecil* |
| **Kind of translation** | Semantic translation |
| **Method** | Replacement |
| **Principles** | Faithfully to the TL text readers |

Nestle cerelac is a baby’s meal. In the golden age, babies need big nutrition for growing well. They need much more notorious food then adult. But in the other hand, they cannot eat too much due to their little tummy. Through its tagline *big nutrition for small tummies*, nestle cerelac guarantee to fulfill the baby’s nutritious need.

When the tagline is translated into Indonesian language, it becomes *Gizi lengkap untuk perutnya yang kecil*. To make this tagline acceptable for Indonesian, the translator uses replacement method. The replacement itself occurs in word class level through looking for the very closer equivalent. Namely, *big nutrition* which is translated into *gizi lengkap*. Indonesian Literally means for *big* is actually *besar*. But, it is impossible to translate *big nutrition* into *gizi besar*, because it is not natural and unacceptable for Indonesian.

The translation of *big nutrition* into *gizi lengkap* is also experiencing replacement method. Through obey to D-M law (*diterangkan-menerangkan*), the word *big* (adjective) and *nutrition* (noun) does not translate into *lengkap gizi*, but reorder or replace to be *gizi lengkap* (*gizi= diterangkan, lengkap=menerangkan*).

*Small tummies* phrase which translate into *perutnya yang kecil* are also experiencing replacement. Namely, *tummies* which are noun then become *perutnya* which is possessive. And then *small* which means *kecil* and belong to word level, then becomes *yang* *kecil* which belong to phrase level.

The translation process of *small tummies* into *perutnya yang kecil* also obeys D-M law *(diterangkan-menerangkan)*. Thus, the translation resulted *perutnya* *yang kecil,* not *kecil perut* or *kecil perutnya*.

1. Findings

In some advertisements, there are striking differences between the English tagline and the Indonesian tagline translation. The words used sometimes completely different from the original version. But, after analyzing data, the writer finds that English tagline translation process is not about change some English words or sentences into Indonesian. It is more than that. There are many aspects to be considered.

In this research, the writer finds three main reasons. First, there are the different social, cultural, and situational context between Indonesia and the country where the original tagline come. Each context influences the making of tagline, either on the English and the Indonesian tagline. Second, there are the different grammatical rule between English and Indonesian. Thus, to make an adequate translation, some sentence tagline structure is reordered. Third, the main purpose of translation is about transfer the message from source language into target language. So, when the tagline translation seems like completely different from the original one, it still can be said as an adequate translation as long as the message is not broken.

In the translation process, the translator uses certain strategy including translation method, principles of translation, and kind of translation. As the writer discussed on the chapter II, Nababan proposes ten kind of translation. But from the twenty taglines analyzed, only six of them appeared. Those are pragmatic translation, free translation, literal translation, communicative translation, semantic translation, and word-for-word translation. The more often appeared are literal translation, free translation, and communicative translation. The percentage of kind of translation can be seen on the table below:

**Table 4.8**

**The use of Kind of translation**

|  |  |  |  |
| --- | --- | --- | --- |
| **No** | **Kind of translation** | **Total taglines** | **Percentage (%)** |
| 1 | Pragmatic | 3 | 15 % |
| 2 | Free translation | 5 | 25% |
| 3 | Literal translation | 5 | 25% |
| 4 | Communicative translation | 5 | 25% |
| 5 | Semantic translation | 1 | 5% |
| 6 | Word-for-word translation | 1 | 5% |

From the table above, it can be identified that there are three (15%) pragmatic translations, five (25%) free translations, five (25%) literal translations, five (25%) communicative translations, one (5%) semantic translations, and one (5%) word-for-word translation.

The writer also finds that there are nine translation methods used by the translator in translating the twenty taglines. They are descriptive/amplification method, paraphrase, conversion, compression, replacement, addition, omission, literal, and the combination of them. Yet, the most often method used is paraphrase (20%). The percentage of translation method used can be seen on the table below:

**Table 4.9**

**The Use of Translation Method**

|  |  |  |  |
| --- | --- | --- | --- |
| **No** | **Translation method** | **Total taglines** | **Percentage (%)** |
| 1 | Descriptive/amplification | 2 | 10% |
| 2 | Paraphrase | 4 | 20% |
| 3 | Conversion | 1 | 5% |
| 4 | Compression | 2 | 10% |
| 5 | Replacement | 3 | 15% |
| 6 | Addition | 3 | 15% |
| 7 | Omission | 1 | 5% |
| 8 | Literal | 2 | 10% |
| 9 | Combination | 2 | 10% |

From the table above, it can be identified that there are two (10%) descriptive/ amplification method used, four (20%) paraphrase method, one (5%) conversion method, two (10%) compression method, three (15%) replacement method, three (15%) addition method, one (5%) omission method, two (10%) literal method, and two (10%) combination method which combine the two kind of translation method in translating the tagline.

The other writer’s finding is about principles translation used by the translator in translating the tagline. From the twenty analyzed tagline, sixteen of them are used faithfully translation to the TL text reader. Meanwhile, the four remaining is used faithfully to the original writer principle.

Chapter V

Conclusions and Recommendations

This last chapter deals with the research conclusion and recommendation. The conclusion part becomes the summary about the research which is found in the previous chapters. Meanwhile, the recommendations are consist of some writer’s suggestions for further researchers.

1. Conclusions

According to the analysis presented on the previous chapters, it can be concluded that everything about ‘tagline’ means something magical. It sometimes seems like very short, but it actually tells a lot of things. It is more than just about words, but it is about the hidden art of persuading people and influencing people in order to take an action through buy the product.

Tagline translation process is also an art. That is called as art of translation. It because of making tagline translation encourages the people to think out of the box. To be able to do it, the translator needs a wide knowledge, experience, and also some relevant theory of translation.

The difference between the English tagline and the Indonesian tagline translation is then considered as a natural case in translating process. It caused by some reasons. First, there are social, cultural, and situational adjustments in translation process. Second, there is a difference grammatical rule between English and Indonesian language. Third, as long as the translator defends the message from the English tagline version, the tagline is still considered as an adequate translation. Although, the words are completely difference.

In translation process, the Indonesian translator uses some strategies. The strategies include translation method, translation principles, and kind of translation. There are nine methods used by the translator in translating English tagline into Indonesian language. Those are descriptive/amplification method, paraphrase, conversion, compression, replacement, addition, omission, literal, and the combination of them. From the twenty taglines analyzed, the more often method used is paraphrase with 20% as it percentage.

Afterwards, in determining the principles used by translator, there are two basic principles in translating the English tagline; faithfully principle to the original writer and faithfully principle to the TL text readers. The result shows that sixteen tagline or 80% as it percentage are using faithfully principle to the TL text readers.

The writer also determines that literal translation, free translation, and communicative translation are the most kind of translation appear. From the twenty analyzed tagline, five of them are categorized as literal translation, five of them are categorized as free translation, and five of them are also categorized as communicative translation. By contrast, the less kind of translation appear are word-for-word translation and semantic translation. From the twenty analyzed tagline, there is only one tagline is categorized as word-for-word translation and one tagline as semantic translation.

1. Recommendations

There are some recommendations the writer would like to propose in the analysis of English-Indonesia translation of tagline:

* It will be beneficial if the similar research English-Indonesian translation of tagline can be developed by other researcher with different point of view and deeper analysis. Thus, it will make a better research in the future.
* For further researchers to improve the research question not only focus on the tagline itself, but also involve the audience point of view. It because of advertisement and its tagline cannot be separated from the audience or society.
* It will be better for further researchers if they can reveal much more hidden fact behind the making of Indonesian tagline translation through getting interaction with the copywriter. Thus, it will make a better research in the future.
* The writer presumes that it will be great if the next generation could broaden their mind by reading some referential books about translation, advertisement, and copywriting. Besides those books have close relationship with English department, especially journalism, those are also beneficial to improve our ability in understanding the magical of words.

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