

Translation Techniques in Translated Commercial Break Advertisement

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Abstract

In this free trade era, one product can be freely exported or imported to another country. The problem is how to promote a product nonetheless is by providing its advertisement. Meanwhile, the advertisements used need to deliver messages which relevant to the people in the target country. This research aim was to describe a unique phenomenon in a translated advertisement. This research started by analyzing translated advertisements and their relation to translation techniques. The method used in this research was descriptive qualitative. The source of data was two advertisements of Oreo in commercial break videos. One used English, and the other used Bahasa Indonesia. In addition, the video is the same. Based on the research results, several sentences were identified using more than one technique. Based on the techniques used, literal translation and borrowing techniques were used in both videos. Furthermore, the reduction was the most technique used. In conclusion, a translated advertisement tends to keep its original text to perceive its meaning. In addition, the translated version is also influenced by the sound and image of the video. For further research, it is suggested to implement transcreation and use broader or more varied data.

Keywords: Oreo Commercial Break; Translated Advertisement; Translating Advertisement; Translation Techniques

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INTRODUCTION

Translation already assists tons of needs in this global era where information can be gathered in no time. A person who lives in Indonesia can find out about Trump's impeachment because the news about it had been translated into Bahasa Indonesia. Furthermore, some engineers in Indonesia can operate a machine from China because the instructions had been translated. As Doherty, (2016) stated that technological advances have brought about unheard-of adjustments in translation as a method of interlingual communication.

These are a few benefits from the translation that make life easier. Translation also plays a great role in business. Aiwei (2010) explained that in doing business and to sell well, you naturally need to introduce your product to foreign consumers and to do this you inevitably have to have recourse to the advertisement. In this scheme, translation is one of the recourses of advertisement.

The free trade era has been echoed since 2010. Products from many countries can freely come and circulate in another country market. One aspect to successfully promote the product is by providing good advertisement. Kehinde et al. (2016) stated that advertising provides some exposure to the advertised product or service, it

increases sales and assists sellers in selling goods and services. It creates awareness, improves customer attitudes towards the company's products and services, stimulates demand, increases -customer base. It is also used to attract many types of customers. The advertisement can be in many forms, printed in magazines or newspapers, on the billboard, or commercial break on TV or the Internet (YouTube, websites, or games on a smartphone).

Producers are competing to promote their products through advertising. They make advertisements to introduce the products to consumers in a creative way. Phrases or sentences that are often used in commercial advertisements often contain unique words and which was hype at the time, this was done to attract consumers to buy the product. Advertising style can maintain and create interesting meaning as long as it can convince the interest of the reader and make them buy the product (Ginting, Rangkuti, and Yusuf 2020). Producers are also competing to expand their products to other countries in order to reap more profits, but one of the obstacles that producers often face is the strategy to promote their products to be easily understood and used by consumers from around the world.

As we know, every country has its own culture and language characteristics. Not infrequently the advertisements that are displayed also contain the culture and language that are used by the citizen in daily life. It has been discovered that all advertising exists (rizki, 2021) within a structured social and cultural framework and communication is enhanced based on the knowledge and experience of the reader. Every ad assumes a public context whenever displayed, although the announcement may be informal or private (Nyagaka and James, 2014). So, how the language that contains the culture of a country can be presented to other countries by one advertisement product? This is a challenge for producers to promote their products. This is where the ad translator takes over the role as a communication bridge between producers and target consumers. According to Sayogie (2009: 74-75) "In translation, there is one universal principle, especially in translating from and into different languages such as Indonesian and English. The

principle is that information expressed in one language should be expressed as accurately and clearly as possible in another language. Translators must constantly be aware that it is not only the words but also the information that must be conveyed. Therefore, word order and thought, as well as the cultural background of words, can differ greatly between one language and other languages. the entire information of a sentence, or an entire paragraph, must be thoroughly understood."

In translation, there are two basic ideologies that serve as references, namely Domestication and Foreignization, which are the two basic strategies of translation. According to Yang, (2010) "Domestication and foreignization are two basic translation strategies which provide both linguistic and cultural guidance." Furthermore, Yang (2010: 77) also explains that "Domestication designates the type of translation in which transparent, a fluent style is adopted to minimize the strangeness of the foreign text for target language readers; while foreignization means a target text is produced which deliberately breaks target conventions by retaining something of the foreignness of the original."

Herlambang (2017) that used content analysis to investigate the translation equivalence and acceptability of Intel technology product commercials. The subtitle in this study was the translation that helps foreign viewers understand the advertisement. It was necessary to evaluate whether the translation was similar and appropriate because the advertisement's purpose was not only to promote the goods but also to transmit the idea to create the image. The data were analyzed through Nababan's translation quality assessment. In addition to Nababan's theory of translation quality assessment, Nida and Catford's theory of translation equivalent and Larson's theory of translation acceptability were used to developing indicators of equivalent and acceptable translation. The scoring, validating, and the calculating process was employed in Nababan's translation quality assessment. The findings showed that the translated subtitle was equivalent and acceptable. The subtitle received 1.6 points for equivalence, indicating that it was equivalent. Furthermore, the analysis of translation

acceptability revealed that the subtitle received 1.8, indicating that it was regarded as acceptable.

While Ningrum (2020) in her article stated that there are some factors that must be examined and respected by the translator while translating advertisement text, such as the target audience's culture, morals, ethnicity, habits, conventions, beliefs, laws, and regulations. The purpose of her article is to investigate the transcreation in advertisement translation as viewed via their shifts and procedures. The data to be evaluated consisted of ten advertisements translated from English into Bahasa Indonesia. According to the data, five translation operations were discovered in ten international advertisements from a total of 12 procedures. Borrowing, amplification, modulation, literal translation, and equivalency. The literal translation is the most commonly used procedure by translators in translating advertisement taglines, which are used in five advertisement taglines. Then follows equivalence with two taglines, followed by borrowing, amplification, and modulation with one tagline. This emphasizes the importance of a variety of techniques in order to make the advertisement text sounds natural in the target place. Besides that, there are intrasystem, structure, and unit shifts identified in the ten advertisement taglines.

Advertisement translation has many unique aspects to recognize. This is because the advertisement has its own language character that is different from other text genres. Translators do not only translate words into the target language but also try to represent the product into a culture that is acceptable to the people in the target country hence the marketing objectives of the product to target consumers can be achieved properly. Basically, the problems with these imported products are the advertisement. The difference in language and culture still the issues in translating advertisements. Please look at this image:



Image 1. Mistakes in Translating Phrases.

Taken from: <http://www.planetdolan.com/12-dumbest-advertising-translations/2/>

Even 'giant franchises' such as KFC made mistakes in their advertisement. It is supposed to be the 'Finger Lick n Good' phrase to emphasize the delicious flavor of its chicken till makes you lick your finger, become 'eat your fingers off'. This proves that problems in translating advertisements are still an interesting issue to discover.

Translation studies on translated advertisement as translation product analysis had been done by many researchers (Bo 2014; Guidère 2003). But in this research, a commercial break advertisement is used as the source of data. Commercial break advertisements can be found on screen, not only from your TV but you can also find commercial break advertisements from your smartphone nowadays. Because of its frequent appearance, the research to identify the translation techniques found in translated commercial break advertisements is a useful resource in translation studies. This research used Oreo biscuit advertisement as the data. Oreo ads that are used as data are ads published by Oreo Asia YouTube in January 2015 with the duration of the ad was 30 seconds. While the data in the target language using the Indonesian version of the Oreo advertisement published by Iklanesia HD YouTube in March 2017 with the duration of the ad was 32 seconds.

Oreo Biscuit is one of the most popular snacks around the world, both parents and children like it. The biscuits that have blue packaging have been established since 1912 which were originally produced by Nabisco (National Biscuit Company)

from the United States, and then now produced by Mondelez International. Oreo biscuits are now available in more than one hundred countries, in Indonesia alone Oreos are produced by PT. Mondelez Indonesia Manufacturing. The results of this research are expected to be a blueprint of new techniques proposed for translating commercial break advertisements and helping Indonesian exported goods to have a better advertisement. METHOD

This research used descriptive qualitative methods. The analysis described the phenomenon found in translated commercial break advertisement. The first step in conducting this research is by transcript the verbal speech in the video. The verbal speech found from the audio and visual sign of the commercial break videos. Next, the verbal speech became the data in this research. The analysis was using the translation techniques mention by Molina & Albir, (2002). This technique was used because it had the most variation. Furthermore, if this technique still cannot accommodate to answer the phenomenon, further research is needed.

RESULTS AND DISCUSSION

The commercial break is Oreo advertisement videos. Oreo is known throughout the world. In Indonesia, there is a video of Oreo commercial break with the exact same video but different language used.



Image 2. Commercial break in Indonesia



Image 3. Original commercial break using English

Table 1. The Verbal Sign found in the Advertisement

Stanza	Source Language (SL)	Target Language (TL)
1	Show me how you Twist it, lick it, dunk it, munch it	<i>Tunjukkan caramu Diputar, jilat, celupin</i>
2	Tell me how to Roll it, stack it, flip it, crunch it	<i>Katakan caramu Gulung tumpuk atau kunyah</i>
3	Show me how you Snack it, pack it, crack it, crème it	<i>Lihatkan padaku caramu Mainkan krimnya</i>
4	Tell me how to Share it, dip it, dare it, dream it	<i>Jangan ragu untuk Bagikan dan impikan</i>
5	It's an oreo and you can eat it anyway	<i>Nikmati oreo sesuka hatimu</i>
6	If you want it you can do it different every single day	<i>Temukan cara yang berbeda setiap harinya</i>
7	It's so easy to let your imagination go	<i>Imajinasikan cara yang kamu mau</i>
8	When you play with oreo	<i>Nikmati oreomu</i>

RESULTS

The videos were a song, hence the verbal speech found considered as a lyric. Based on 8 stanzas both in SL and TL (82 words from SL and 39 words in TL), there were found 9 literal translation technique, 6 addition technique, 15 reduction technique, 4 borrowing technique, 2 compensation technique, 4 establish equivalence technique and 1 use adaption technique.

Table 2. Techniques used in Oreo Commercial Break Advertisement

No.	Technique	Amount	Percentage
1.	Literal	9	11%
2.	Addition	6	7%
3.	Reduction	15	19%
4.	Borrowing	4	5%
5.	Compensation	2	2%
6.	Establish Equivalence	4	5%
7.	Adaptation	1	1%
TOTAL Techniques found		41	50%
TOTAL Words in SL		82	100%

In the sentence “show me how you, twist it, lick it, dunk it, munch it”, it transforms to “*tunjukkan caramu, diputar, jilat, celupin*”. The word “show” which means “*tunjukkan*” use literal translation. The word “me” is deleted by reduction technique. And word “how you” which means “*caramu*” use establish equivalence because adapt a daily language using. The word “it” is deleted by reduction technique in order there is no ambiguity. The word “much” is deleted by reduction technique to adapt the tune of the song. And last, the words “twist, lick, dunk” which means “*putar, jilat, celup*” use literal translation.

Next, in the second stanza “tell me how to, roll it, stack it, flip it, crunch it”, it transforms to “*katakan caramu, gulung, tumpuk atau kunyah*”. The words “me” is deleted, “tell” which means “*katakan*” use literal translation, “how to” which means “*caramu*” use establish equivalence. Beside the words “it” is deleted because the tune is faster than in Bahasa. The word “roll, stack” which means “*gulung, tumpuk*” use literal translation. And word “crunch” which means “*kunyah*” use adaptation. And last, the word “flip” is deleted.

In the next stanza, “show me how you, snack it, pack it, crack it, crème it”, it transforms to “*lihatkan padaku caramu, mainkan krimnya*”.

The word “show me” which means “*lihatkan padaku*” use literal translation. And word “how you” which means “*caramu*” use establish equivalence. The word “it, snack, pack, crack” are deleted. The word “crème it” which means “*krimnya*” use borrowing partial because crème comes from French. And word “*mainkan*” is added.

The next stanza, “tell me how to, share it, dip it, dare it, dream it”, it transforms “*jangan ragu untuk bagi dan impikan*”. The word “tell me how” is deleted. “To” which means “*untuk*” use literal translations. The word “*jangan ragu*” is added by using addition. “Share” which means “*bagi*” use literal. And then, the words “it, dare” are deleted. “*dan*” is added and “dream” which means “*impikan*” use literal.

Next, “it’s an oreo and you can eat it anyway”, it transforms “*nikmati oreo sesuka hatimu*”. “oreo” use total borrowing because that is a name of the product. The word “it’s an” is deleted by reduction. The word “you can eat it” which means “*nikmati*” use compensation because British style can’t be applied in Bahasa Indonesia. The word “anyway” is deleted and “*sesuka hatimu*” is added.

For the next stanza, “if you want it you can do it different every single day”, it transforms “*temukan cara yang berbeda setiap harinya*”. The words “if you want it you can do it” are deleted, the word “*temukan cara*” is added. Then, the word “different” which means “*berbeda*” use literal. The last, the word “every single day” which means “*setiap harinya*” use establish equivalence because is adapted with daily language using.

In the next stanza, “it’s so easy to let your imagination go”, it transforms “*imajinasikan cara yang kamu mau*”. “imagination” which means “*imajinasikan*” use borrowing partial. “it’s so easy to let you ... go” use compensation to adapt the style of language and the tune of the song.

In the last stanza “when you play with oreo”, it transforms “*nikmati oreomu*”. The word “oreo” is total borrowing. “When you play with” are deleted by reduction and “*nikmati*” is added.

DISCUSSION

Based on the result, the most technique found was reduction. This is indicated that in translating advertisement in commercial break media, the TL language was made to keep the information from the SL video while adjusting it

to the target viewer. This was in accordance with (Anon n.d.) statement which stated that it is strongly domesticating if no trace of the original text is left. More importantly, we found many reductions because the video in TL need to adapt with the background music. There was no change in the background music. Hence in TL video was 3 seconds short and the transition is a little bit faster. In conclusion, background music and visual image in commercial break influence the translation. This was in accordance with (Guidère 2003) and (Syahputra 2017). Guidère (2003) specifically stated that changing advertisements from one language to another included at least two elements, namely: text and graphics. Text means everything about product information related to words, while graphics are non-linguistic ornaments that appear in various types of advertisements, for example: color composition, interiors, actors, layouts, scenes in audio visual advertisements, etc. Meanwhile, Syahputra (2017) stated that visual image in commercial break advertisement rendering the messages too to the target viewers. Hence, it needs to consider as part of item that must be analyzed too.

The second most used technique was literal translation technique. (Nasution, Silalahi, and Nasution 2019) in her research on website translation found that literal translation was the most technique used. It was indicated that the translator tried to maintain the SL meaning and found the compatible references in TL. Meanwhile in this research, this technique was found only at word-to-word translation level, which mean that this technique does not accommodate in sentence or stanzas level. Based on the analysis, the TL tends to tune the verbal sign with audio / background music of the commercial break video. Because of that, not a single stanza fit as literal translation. This kind of translation produced most creative translation due to its need. According to (Anon n.d.) "... the translator is at his most creative when he is handling the persuasive function". In this case, commercial break advertisement is considered having a persuasive function and need to be translated. Hence, literal translation only found

in word-to-word translation and only nine words found to use it.

The other techniques used were slightly in different, addition with six appearances and both borrowing and establish equivalence with four appearances. These three techniques had similar function in this translation, was to keep the SL meaning while keeping up with the target viewer culture in language. This is in accordance with (Bo 2014) statement about what should translate advertisement is. Ting Bo (2014) mentioned that the translated advertisement needs to make the words in the translation colloquial, but keeping the original meaning unchanged. Addition techniques fit this argument perfectly while borrowing and establish equivalence produce the same result as the SL is.

The other techniques found were compensation and adaption. Compensation technique reflects the need of cultural adjustment in translating commercial break advertisement. The compensation found in a very important stanza in TL because it becomes the product tagline in Indonesia version. In original version the word 'play' has strong influenced throughout the product. Meanwhile, in Indonesia culture playing with food is not something the people do. Hence the word changed into '*nikmati*' as the tagline of the product commercial break. (Syahputra and Sinar 2018) in her paper about cultured found in commercial break advertisement of Indomie advertisement stated that there is a cultured that inherit from the advertisement. The phenomenon also found in the translation of Oreo commercial break advertisement which the translator tried to consider the culture in TL through the word's choice.

This is also supported by Skopos theory that mentioned by (Sutopo n.d.) in his research about Skopos theory and translation brief that Skopos theory focuses on the purpose of the translation itself, to determine the translation methods and strategies that will be applied in translation to produce a good translation work in the target language. Generally, Skopos theory has three main elements, namely the translation process, the translation results, and the

translation method. There are three skopos theory rules. The first is that the translation must be able to lead to the function of the situation in which the translated text is used. Second, the translation must pay attention to who will use the results of the translation. Third, what is the result of the translation used for? The main principle of Skopos's theory in determining the direction of translation is the purpose of the translation itself. The purpose of translation becomes important and a source of reference in the view of Skopos theory. The objectives can be divided into three, namely general objectives intended for translators in carrying out the translation process, communicative objectives intended for both target language texts in situations in the target language, and objectives intended for specific translation strategies or procedures.

CONCLUSION

Based on the data that has been analyzed and some of the results found, this translation ad break can be explained through the translation technique proposed by Molina and Albir (2002). Although not all of their techniques were appeared, it represented the purpose of this study. Every scene in the commercial is highly adapted to the lyrics/verse, and vice versa. It is very helpful for translators to analyze the lyrics/stanzas. More fortunately, every word in the lyrics of the ad uses language that is quite easy to understand.

The suggestion from this research is to develop a unique and independent translation technique for the advertisement text because the general technique cannot accommodate the entire text of this research. Another suggestion is to consider non-linguistic aspects in translating advertisements and also when analyzing advertisements as translated products because the advertisement text does not only contain the source language but also contains the culture of the source country which must be interpreted properly into the language and culture of the target consumer. The results of this study are expected to be a further reference in the future,

both for translators of advertisements and also for producers so they can pay more attention to various aspects in marketing products, especially products originating from abroad so that in the future the products that are promoted can be well known in the community and can increase the number of consumers, production and profits for producers.

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