

# BILINGUAL BEAUTY PRODUCT TEXT ON SOCIAL MEDIA: TRANSLATION METHODS AND AFFECTING FACTORS

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## Abstract

Beauty trends have received more exposure recently because of social media and people quickly became more interested. A translator must have the skill and method to find the proper terms of the source language and equivalent with the context, purpose, and culture of the target language. This study is aimed to identify the translation methods applied in translating advertisement text about beauty product on social media. This study applied descriptive qualitative approach to describe translation method. There are three translation methods found in this study: communicative translation, free translation, and semantic translation. The methods are affected by the purpose, the readership, the text type, and the translator's attitude.

**Keywords – translation method, affecting factors, advertisement text, beauty product**

## Introduction

Beauty industry is growing faster than ever before. A new report wrote that it is valued at an estimated \$532 billion and counting (Biron, 2019). Yau (2019) added that the beauty industry is now dominated by millennials who are willing to spend on good quality products and this knowledge is utilized with targeted price points. It is also believed that the explosive popularity of Korean beauty (K-Beauty) products among overseas consumers and their influence in the global market has given significant impact. Moreover, finance expert Natasha Ketabchi explained that another significant change in the beauty industry is the rise of social media, particularly Instagram. Visual medium is obviously optimal for a beauty brand in which it fully allows it to explore the visual potential of its products: to cultivate a stronger image, to interact with consumers in a more direct way, as well as creating an entirely new marketing category (<https://www.toptal.com/finance/growth-strategy/beauty-industry>).

In Indonesia, a report from [www.statista.com](http://www.statista.com) pointed that the revenue of the beauty and personal care market amounts to US\$7,095 million in 2020 and the market is expected to grow annually by 6.6%. Wira (2020) wrote that people's interest in skincare and makeup products has increased significantly in the last five years. Beauty trends have received more exposure recently because of social media and people quickly became more interested. In terms of skincare, local brands are developing rapidly, with more and more people becoming aware of them. Therefore, beauty industry is getting bigger and stronger in Indonesia. It is more attractive and encourages many brands to join the competition.

One of the Indonesian skincare brand is Sensatia Botanicals; a local skincare brand from Bali. It is written in its company website that Sensatia Botanicals is a village based, profit sharing company producing Bali's finest natural skincare since 2000. As a profit-sharing cooperation, 20% of the company shares are owned by the employees. Sensatia Botanicals has

various products range from pure and natural skincare and also personal care sold in more than 40 countries. Its retail store and stockist are located in Bali, Jakarta, Bandung, and Bekasi. Like any other brands, in promoting their products, Sensatia Botanicals also uses social media platform. Its Instagram account @sensatiabotanicals has 108k followers. Unlike other beauty brands, Sensatia Botanicals always shares their social media posts in bilingual; English and Indonesian to inform the followers, to introduce new products, and to promote their products.

In terms of translation, Hatim and Mason (2005) explained that translation is an act of communication which attempts to relay, across cultural and linguistic boundaries, another act of communication (which may have been intended for different purposes and different readers/hearers). Therefore, translation is no longer regarded as merely a cross-linguistic activity but essentially cross-cultural communication (Sun, 2011). Soemarno (in Shabitah and Hartono, 2020) wrote that one of the problems in translation is to find the equivalent meaning because some expressions in source language are difficult to translate or even untranslatable. A translator must have the skill and method to find the proper terms of the source language and equivalent with the context, purpose, and culture of the target language. Translation method refers to the way of a particular translation process that is carried out in terms of the translator's objective, i.e., a global option that affects the whole texts (Molina and Albir, 2002). Newmark (in Ordudari, 2007) explained the difference between translation methods and translation procedures is that translation methods relate to whole texts, translation procedures are used for sentences and the smaller units of language. Newmark

(1988) classified eight translation methods: word-for-word, literal, faithful, and semantic (which are SL emphasis), communicative, idiomatic, free, and adaptation (which are TL emphasis).

Related to translation method, there are some previous studies in this field. Rosyid (2011), Nugraha, Nugroho, and Rahman (2017), and Shabitah and Hartono (2020) conducted studies on translation method in literary works. Meanwhile, Yu and Li (2019) conducted a study on translation method in automobile advertisement text. From the previous studies, the researcher found an opportunity to conduct a study on translation method in beauty product text to fill the gap. The reason of choosing text about beauty product is the high demand and awareness of beauty and skincare products in Indonesia.

### **Methodology**

This study applied descriptive qualitative approach to describe translation method. This study is also an embedded-case study because the problem and the focus of the research have been decided by the researcher. Cases are bounded by time and activity, and researchers collect detailed information using a variety of data collection procedures over a sustained period of time (Stake; Yin in Creswell, 2014). In qualitative research, the inquirer analyzes words or images (Creswell, 2012). Therefore, qualitative research is holistically emphasized on data in the forms of words, sentences, or pictures which have meanings (Sutopo in Nababan, 2019).

The data in this study were collected from Sensatia Botanicals' Instagram account @sensatiabotanicals during the period of May-July 2020. The data analysis technique is adapted from Spradley's methodology of ethnographic analysis: domain, taxonomic,

componential, and thematic (Mendoza, 2008). The researchers read every composition of the posts, identified the bilingual marketing or promotion texts, classified them, and analyzed the translation methods and factors affecting the choice of translation method. The data were analyzed to identify the translation methods using the classification by Newmark (1988) and affecting factors of translation method by Sun (2011).

## Finding and Discussion

### Translation Method

Translation method refers to how a text is translated. There are three translation methods found in this study: communicative translation, free translation, and semantic translation.

Table 1: Translation Methods Found in SB

Translation Method	Frequency
Communicative	16
Free	12
Semantic	7

### Communicative Translation Method

Communicative translation attempts to render the exact contextual meaning of the original in such a way that both content and language are readily acceptable and comprehensible to the readership (Newmark, 1988). In line with its name, this method produces communicative translation which is closer to the target language. Moreover, it is one of the two methods besides semantic method that fulfill the main aims of translation: accuracy and economy. The communicative translation method can be seen in the following examples:

(SL) Taking care of your skin is as easy as 1, 2, 3!

(TL) *Rawat kulitmu hanya dengan 3 langkah!*

The communicative translation method is applied in translating ‘as easy as 1, 2, 3!’ into *hanya dengan 3 langkah* which is more acceptable for Indonesian people rather than translating it word by word into *semudah 1, 2, 3!*

Another example of communicative translation method is as follow:

(SL) If you like to stay out under the sun, make sure you always apply sunscreen prior.

(TL) *Kalau kamu suka berkegiatan di luar ruangan di siang hari, pastikan untuk selalu menggunakan sunscreen ya.*

The above example applied communicative translation method in translating ‘to stay out under the sun’ into *berkegiatan di luar ruangan di siang hari* and ‘always apply sunscreen prior’ into *untuk selalu menggunakan sunscreen ya*. The translated expressions are suitable for promotional texts or advertisements which require communicative language to attract potential buyers.

### Free Translation Method

Free translation is part of target language emphasis which reproduces the matter without the manner or the content without the form of the original (Newmark, 1988). He added that this method can be a paraphrase, often prolix and pretentious, and not translation at all. This method only focuses on the important parts of the source language to be translated into the target language. The free translation method can be seen in the following examples:

(SL) Don’t forget to check out our bundle promotion where you can score free gifts on selected packages.

(TL) *Jangan lupa cek pilihan paket dengan hadiah-hadiah menarik.*

The free translation method is applied the above expression using paraphrase and focusing only the important part of

the source text to make the sentence more efficient.

Another example of free translation method is as follow:

(SL) Your suggestions are always valuable to us and we are proud to present you the most anticipated products to launch, natural deodorant collection!

(TL) *Kami selalu mendengarmu! Setelah menerima banyak permintaan, sekarang waktunya merilis koleksi Natural Deodorant terbaru.*

As it has been explained before, free translation method prioritizes the target readers. This method is focused on the message of the source language, but it sacrifices the form of the source text.

### Semantic Translation Method

Newmark (1988) explained that semantic translation may translate less important cultural words by culturally neutral third or functional terms but not by cultural equivalence. Like the communicative method, semantic method fulfills the main aims of translation: accuracy and economy. The semantic translation method can be seen in the following examples:

(SL) Formulated with all-natural ingredients, this deodorant blocks body odor without clogging your underarm pores. This allows the body to sweat naturally and the skin to breathe.

(TL) *Diformulasi dengan bahan-bahan alami, deodoran ini mengatasi bau badan tanpa menutup pori-pori di area ketiak sehingga kulit dapat tetap bernafas.*

The semantic method is applied in translating two sentences in the source text into one complex sentence. It fulfills the accuracy and economy aims of translation.

Another example of semantic translation method is as follow:

(SL) Lip Care Collector Set consists of four lip balms and a lip scrub for an extra self-care during quarantine.

(TL) *Lip Care Collector Set berisikan empat lip balm dan sebuah lip scrub dapat menjadi alternative hadiah untuk perawatan diri yang lebih saat di rumah saja.*

The semantic translation method is applied in translating ‘for an extra self-care during quarantine’ into functional terms *dapat menjadi alternative hadiah untuk perawatan diri yang lebih saat di rumah saja.*

### Affecting Factors of Translation Method

There are many factors that should be taken into consideration before a translator finally decides the translation methods to be applied in actual translating (Sun, 2011). The factors affecting the choice of the translation methods are as follow:

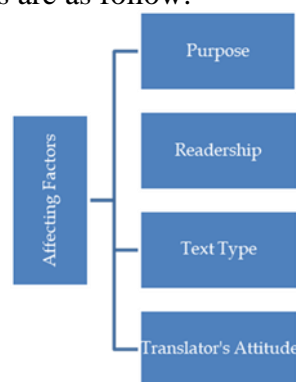


Figure 1: Affecting Factors of Translation Method

### The Purpose of Translation

The particular purpose of the translator are important factors in dictating the types of translation (Nida in Sun, 2011). Therefore, if the translation aim is ST oriented, the translator would apply translation methods oriented to the source language. Meanwhile, if the translation aim is TT oriented, the translator would apply translation methods oriented to the target language. In deciding translation method, the translator needs to understand the purpose of the translation, in this case translating advertisement text related to beauty product. Advertisement text is aimed to introduce and to promote the

products. Its goal is to persuade potential customers to purchase the product and it is hoped that they will be loyal customers. Therefore, the advertisement text should fulfill the target as means of effective bilingual communication.

### **The Readership of Translation**

Sun (2011) explained the reasons why readers are important in translation and that the translator should keep in mind when he/she starts to work. Firstly, readers' characteristics are important as they may differ both in decoding ability and in potential interests. Secondly, prospective readers differ not only in decoding ability, but perhaps even more in their interests of purpose of reading. The target readers of the text are the people who concern with skincare and beauty product from local brand and those who are actively using social media. The use of bilingual advertisement text will expand the segment of the potential customers, not only in Indonesia but also in other countries.

### **The Type of Translated Text**

The types of the text also determine the translator to choose translation method. It is usually associated with the main functions of language, namely expressive function, informative function, and vocative function as Newmark claimed that before deciding on the translation method, the translator may assign his text to the three general categories, each of which is dominated by a particular function of language (Sun, 2011).

Advertisement or commercial text is classified as informative text. As Newmark explained that in translating informative text, the translator should focus on the message accuracy while trying to produce pragmatically equivalent effect on readers (Zheng, 2018). Therefore, communicative

translation method is appropriate to translate this kind of text.

### **The Translator's Attitude on Source and Target Cultures**

Sun (2011) wrote that strong language culture may have political or economic superiority over some other language culture (weak language culture). Therefore, translators of strong culture will more likely adopt the domesticating method in their translating of weak cultural texts. Meanwhile, if the translation is from a strong language culture into a weak one, the choice will be much more complicated and most of the time the purpose of the translation becomes a more influential factor. Moreover, foreignizing method is adopted in weak cultures with the purpose of learning from others and forging their national constructions.

### **Conclusions**

Communicative method, semantic method, and free translation method could be applied in translating advertisement text. However, communicative translation method is suitable for translating advertisement text because it produces communicative translation that is closer to the target language without distorting the contextual meaning of the source text better than semantic and free translation methods. Therefore, the purpose of the translation, the readership, the text type, and the translator's attitude would affect the translation method applied in the translation.

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