

# IDEOLOGY IN INDONESIAN TRANSLATION OF MELILEA PRODUCT PACKAGING

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## ABSTRACT

## ARTICLE INFO

This study aims to examine the ideology employed by translators in resolving the translation problems of Melilea product packaging translation texts from English to Indonesian. This study seeks to determine the ideology employed by the translator in the process of text translation. The data is translation text that appears on Melilea product packaging as a word, phrase, clause, or sentence. The analysis reveals that a translator employed two ideologies, foreignization and domestication, with foreignization comprising about 70 percent and domestication about 30 percent of the total. In addition, the translator discovered the advantages and disadvantages of utilizing both ideologies. In this study, the translator utilized foreignization more frequently than domestication.

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## 1. Introduction

Translation is typically described as a language transfer from Source Language (SL) to target language (TL). Since most individuals are proficient in English-Indonesian bilingualism, they believe that it is a simple task. This assumption is not entirely false, as a master of bilingualism is capable of transferring the message from SL to TL, which is one of the prerequisites for becoming a translator. However, this phenomenon raises a number of questions, one of which is, who is the man who, as a master of bilingualism, was able to translate languages effectively? Because a number of factors influence the translation outcome. In order to achieve a successful translation, one must not only be a master of bilingualism but also of sentence analysis, language role, and culture between SL and TL.

The development of translation through social media is also very rapid and has an impact on human life in communication; moreover, in Indonesia, since the beginning of Iskandar Muda's administration in Aceh, it has recently become very significant. Because translation is so effective and efficient at transferring knowledge and culture, Indonesia's development is the true effect of translation. One of them is adapting knowledge from foreign books that have been translated into Indonesian, particularly English books, because Indonesians still have limited knowledge and technology in the form of written text, in addition to having fewer foreign language skills. In promoting Melilea to this country, which is a type of herbal product made in the United States and began in 2006 under Interximindo Anugrah Cooperation in South Jakarta-Indonesia, translation rules were used to persuade consumers of the product's usefulness so that it could be widely distributed and accepted in all parts of Indonesia up until the present day. Thus, language, knowledge, and culture in developing nations are heavily influenced by translation.

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Considering the phenomenon of translation, it is impossible to deny that translation books have recently dominated the development of knowledge and technology in this country. As a result of the translators' inability to comprehend English as a second language, many translated books are difficult to read and comprehend, making them awkward and uninteresting. In addition, there is a translation in the form of summarization, whereas translation is "the rendering of the meaning of a text into another language in the manner in which the author intended the text" (Newmark, 1988). It implies that translation is more than simply transferring SL to TL; the translator must also comprehend the author's intent and the text's context. In addition, a translator must have extensive insight knowledge in mastering and comprehending linguistic and extra-linguistic aspects of SL and TL, such as the fact that SL language terms will differ from TL language terms. Translators must resolve these issues by comprehending the ideological distinction between foreignization and domestication.

In light of this issue, the purpose of this study is to describe the translation ideology in terms of word, phrase, clause, and sentence solutions to translation problems in Melilea product packaging.

There are some researchers who have observed this type of study, Silalahi (2009) about *Dampak Teknik, Metode, dan Ideologi Penerjemahan pada Kualitas Terjemahan Teks Medical-Surgical Nursing dalam Bahasa Indonesia*, it means The Impact of Translation Techniques, Methods, and Ideologies on the Quality of the Translated Text Medical-Surgical Nursing in *Bahasa Indonesia*. She has found that the relation among techniques, methods, and ideology of translation gave impact to the translation quality that in terms of quality, it was found that 64,75% data were accurate, 26.05% less accurate, 9.20% inaccurate. Meanwhile 75.86% are acceptable, 17.44% less acceptable, and 6.70% unacceptable. It was also found that 96.29% have a high readability level and 3.71% have an adequate readability level. Another researchers is Barathayomi (2012) about *Strategi Penerjemahan Istilah Budaya dalam Novel "Olive Kitteridge" : Kritik Terjemahan berdasarkan Model Analisis Dalam Terjemahan*, it means Translation Strategy of Cultural Terms on *Olive Kitteridge: Translation Criticisms Based on a model for Translation Oriented Text Analysis*. She has found 12 Strategies in which literal strategies was the dominant strategy in her research using functional approach and she also found that there are two successfulness and one failure of strategies used by translator to reach the goal of translation. However, the researcher used Newmark's theory in her analysis so that it seems the researcher used two theories in her research. Whereas my study is observed about Ideology in Indonesian translation of Melilea Product Packaging in which discuss about Ideology used in Indonesian Translation of Melilea Product Packaging. It discusses about identification of two ideologies are foreignization and domestication in which the writer found percentage of ideology used in Melilea product packaging and also the advantages and disadvantages used both ideologies so that the writer's study more having specific topic than the previous study .

**2. Methods**

This study employs a qualitative descriptive approach because the data consists of words, phrases, clauses, and sentences and not numbers. Then, the subject of this study is the translation from English to Indonesian of the product packaging text for Melilea, a herbal cosmetics and health product for a healthy lifestyle manufactured in the United States.

The data is analyzed using content analysis techniques by collecting ideology-relevant data. Certainly, this is achieved by reading both the source and target languages accurately. Then, data were selected based on foreignization and domestication-related categories. Then, data described in a single word, phrase, clause, or sentence will be analyzed. The final, comprising a percentage of translation elements. Therefore, product translation is involved, which leads to objective analysis.

**3. Results and Discussion**

Based on the researcher’s experience during implementing translation of Melilea Product packaging, the result is explained as follows.

**a. Foreignization**

Foreignization is “an ethnodeviant pressure on those (cultural) values to register the linguistic and cultural difference of the foreign text, sending the reader abroad.” (Venuti, 1995).

The following data are the translation text of Melilea product packaging which is used by writer to be analyzed in which contains Source Language (SL) in English and Target Language (TL) in Indonesian. The data are :

No	SL	TL
1	Revitalizing Cream	Revitalizing Cream
2	Intensive Nourisher	Intensive Nourisher
3	Oxy Intensive Cream	Oxy Intensive Cream
4	Sebum	Sebum
5	penetrated	berpenetrasi
6	Soothing milk cleanser	Soothing milk cleanser
7	herbal extracts.	ekstrak herbal

Those data are involved in Foreignization because the translator emphasized source language in

order to indicate to target readers that they are foreign languages. In translation, based on the data, the translator not only borrows the word from SL, but also has some reasons for doing so. One of them is when source culture is better suited for certain purposes than its translation to TL, despite the fact that it has a different meaning in TL, the translator will be used it to TL as far as can be accepted to target readers so that it is impossible to use another meaning for translator since it will be sound awkward as the following data.

No	SL	TL
1	Intensive Nourisher	Nutrisi yang melekat pada kulit
2	Oxy intensive cream	Bahan kental dan lembut yang mengandung Oksigen yang melekat pada kulit

Certainly, those assumption data will not be used by the translator since it seems not relevance to be accepted by target readers. Another reason, in translation, the translator didn't have any opinion about the meaning of SL when translated to TL since the translator just found the terms in SL so that to avoid the original SL's message, the translator keep remaining source culture such as the following data:

No	SL	TL
1	Revitalizing Cream	Revitalizing Cream
2	Sebum	Sebum
3	Intensive Cream	Intensive Cream

Another data could be taken from loan words as below :

No	SL	TL
1	penetrated	berpenetrasi
2	herbal extracts.	ekstrak herbal

The data above is also categorized in foreignization since it could be accepted by target readers although it is a loan word. The translator used the loan words in order to be easily used appropriate to the phonological target culture without losing the source culture. Therefore, the translator, still oriented to SL since the terms of TL data above, are acceptable for target readers in maintaining SL.

After analyzing data, the writer can imply that foreignization has some impact for translator that described as followed are:

### **The Advantages and Disadvantages of Foreignization**

<b>Advantages</b>	<b>Disadvantages</b>
The target text readers can understand the culture of the Source Language.	The target text readers may feel unfamiliar with some terms of the Source Language.
The target text gives the taste of the Source Language culture to the target text readers.	The target text sometimes sounds complex and unnatural.
Intercultural learning may happen.	Some negative aspects in the Source Language may easily influence the target text readers.

#### **a. Domestication**

It is “an ethnocentric reduction of the foreign text to target-language cultural values’ bring the author back home.” (Venuti, 1995:20).

The following data are the translation text of Melilea product packaging which is used by writer to be analyzed in which contains of Source Language (SL) in English and Target Language (TL) in Indonesian. The data are :

No	SL	TL
1	Porcelain-smooth complexion	Tampak halus dan mulus
2	exfoliation	Mengangkat sel-sel kulit mati
3	Gently message	Pijat dengan lembut

The data above involves domestication, as the translator focused on the intended audience. Taking into account the data, the translator attempted to bring the target audience closer to the original culture by sacrificing the foreign concept in translation without compromising the original message. Therefore, the words based on TL data are easily understood by the intended audience.

After analyzing data, the researcher can conclude that foreignization has the following effects on translators:

### The Advantages and Disadvantages of Domestication

Advantages	Disadvantages
The target text readers can easily understand the target text.	The aspects in the Source Language are often faded.
The target text sounds natural and communicative.	The target text readers cannot interpret the text because the interpretation has been done by the translator.

Cultural assimilation may happen.	The target text readers do not get knowledge of the source language.
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Following are the results of analyses in which the author extracted ten data from the translated text of Melilea product packaging. The comprehensive data will be presented as appendices.

<b>Ideology</b>	<b>Foreignizing</b>	<b>Domesticating</b>
Target Language	70%	30 %

Based on the preceding distribution, the translator is used for foreignizing rather than domesticating more frequently in translation ideology. These are the solutions to the translation issues that frequently arise for translators, especially when translating product packaging text.

#### 4. Conclusion

Based on the explanation previously explained, this study demonstrates that there is a translator-performed process within translation. In the translation text of Melilea product packaging, it demonstrates that we are aware of the translator's varied approaches to resolving issues involving ideology. There are two ideologies, foreignization and domestication, which serve as the fundamental basis for determining the translation process. Regardless of whether the translator is oriented towards SL or TL, utilizing both ideologies becomes a challenge. In order to understand the impact of employing ideology, the reseracher provides some overviews of the benefits and drawbacks associated with foreignization and domestication. According to the study, foreignization accounts for approximately 70 percent and domestication for approximately 30 percent. It demonstrates that the translator used foreignization more frequently than domestication when translating Melilea product packaging into Indonesian.

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