

IDIOMATIC TRANSLATION ON THE TAGLINES OF LIQUID BATH SOAP PRODUCTS

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ABSTRACT

Penelitian ini mengulas penerjemahan taglines pada kemasan produk sabun cair. Analisis meliputi jenis teknik penerjemahan dan kesetiaan penerjemahan.

Metode padan translasional diterapkan untuk mendapatkan hasil yang lebih akurat. Data diambil dari kemasan produk sabun cair berbagai varian yang dijual di pasaran yang mencantumkan taglines berbahasa Inggris dan terjemahannya dalam bahasa Indonesia.

Ada lima jenis teknik penerjemahan yang digunakan untuk menerjemahkan taglines pada kemasan produk sabun cair. Kelima teknik penerjemahan itu adalah teknik penerjemahan dengan (1) penggunaan idiom yang mempunyai makna dan bentuk yang sama, (2) penggunaan idiom yang sama maknanya tetapi berbeda bentuk, (3) parafrase (4) penghilangan beberapa elemen, dan (5) strategi kompensasi.

Sebagian hasil penerjemahan memenuhi baik kesetiaan dalam makna maupun kesetiaan dalam bentuk. Sementara itu, sebagian lainnya hanya memenuhi kesetiaan makna. Hal ini disebabkan adanya perbedaan budaya dan struktur bahasa, yaitu bahasa Inggris dan bahasa Indonesia.

Kata Kunci: *taglines, idiomatic translation, fidelity of translation*

A. Introduction

Human beings are social creatures who always communicate each other so that the need of interaction becomes so crucial. In fact, people live in groups and they have ability to know and interact with each other. The basic means of communication which is used to interact is a language. Furthermore, language is such kind of a way to communicate ideas comprehensibly from one person to another in such a way that the other is able to act exactly accordingly. People transfer such ideas by either verbal expression, in the form of written word, or even signing with gestures and images. One of the definitions of language is uttered by Nasr (1984: 1) who defines that language is an acquired habit of systematic vocal activity representing meanings coming from human experiences. Thus, language is considered to be an exclusively human mode of communication and it is also like a bridge in making relationships. Human being absolutely can not be separated from language. By using language, people undergo their life naturally and colorfully.

People have differences in language they use. The differences may usually be through region boundaries, population, culture, demographics, and history. Each region through combinations of blending cultures, environment, and other factors has evolved their own unique style of language. This fact causes some difficulties including translation. Toury (1978:200) explains that translation is a kind of activity which inevitably involves at least two languages and two cultural traditions. Hence, a translator is required to make strategies dealing with such process in translation which include not only about languages but also about cultures. Language and culture are such a unity that cannot be separated because each is related. There is also cultural exchange among the speakers because indirectly people have their own variety to speak with others based on their region, gender, age, culture, social status, and profession. Thus, language is quite important to learn. Through language, people also know about culture.

Culture in this discussion should be seen in a broad sense, as in anthropological studies. Culture is not only understood as the advanced intellectual development of mankind as reflected in the arts, but it refers to all socially conditioned aspects of human life. It is in line with the opinion of Goodenough (1964:36) who believes that culture must consist of the end product of learning. It means that culture is distinct from biological heritage, but it is more influenced by the environment and the development of the people itself. Therefore, the product of culture which includes many kinds of aspects would be different from time to time.

Hence, Goodenough (1964) proposes three aspects concerning culture: (a) culture seen as a totality of knowledge and model for perceiving things, (b) immediate connection between culture and behavior and events, and (c) culture's dependence on norms. The three aspects above have close relationship in language. Thus, both language and culture are unity in diversity; both of them support each other.

Nowadays, translation is used for many purposes. One of them is for promoting the products by using the interesting taglines. The problems sometimes occur concerning the idiomatic meanings translated from the Source Language (SL) into the Target Language (TL). Based on the phenomena, the researcher is interested in analyzing the kinds and process of English-Indonesian translation on the taglines of bath soap products printed on their packages. After that, the fidelity of the translation is also evaluated to draw a conclusion. It is such a challenging topic that could give many advantages for public.

B. Method of Research

The translation analysis uses written data which are printed on the packages of bath soap product. The population of the data is the taglines of liquid bath soap products produced by Unilever & PnG. The products are chosen because they provide the data of idiomatic translation as there are many idiomatic expressions stated on the packages of the product and their renderings in Indonesian. Therefore, the taglines would be the valid data of the research.

Furthermore, Unilever and PnG are international companies which produce various kinds of cosmetics product and daily needs product which are distributed all over the world. Many consumers trust the products produced by both companies and use them in daily life. Hence, many consumers read the taglines on the package of the products.

The type of research is considered as descriptive research as it describes the findings based on the real fact which occurred in the data. The research is conducted to obtain information concerning the current status of the phenomena to describe the fact which exists with respect to variables or conditions in a situation. Moreover, Sutrisno Hadi (1986: 8) explains that descriptive method is a kind of method which is conducted by collecting and analyzing the data and drawing the conclusion without making generalization.

To be more specific, the research applies the translational equivalent method to analyze the data. Djajasudarma defined the translational equivalent method as the technique of data analysis which uses different language to determine the result of the finding (1993: 58). In this case, Indonesian is the language reference to determine whether the translation is natural or not due to the different culture and structure between both English and Indonesian.

C. Review of Related Theories

1. Translation

Translation is one of the discussions in linguistics. There are some definitions about translation. All those definitions actually have the same perception about translation. Catford (1965: 20) defined translation as the replacement of textual material in one language by equivalent textual material in another language. In this definition, there is no concept of meaning. Catford just emphasized in textual material, either spoken or written. On the contrary, Nida and Taber (1974:12) proposed the concept that translating consists of reproducing in the receptor

language the closest natural equivalence of the source language message, first in terms of meaning and secondly in terms of style. Thus, in the translation process, meaning is something which is more important to be taken into consideration than style. In other words, the main important thing is to look for the closest natural equivalence of meaning first, and then style.

Further, Wills (1982:3) defined that translation is a transfer process which aims at the transformation of a written SL text into an optimally equivalent TL text, and which requires the syntactic, the semantic, and the pragmatic understanding and analytical processing of the SL. Based on the definition, Wills regarded translation as process and transformation.

Apparently, translation is not only the replacement of textual material but also the meaning and style. Linguistically, there are no words which are the same in different languages. If there were the same words at glance, the words still might have different connotative meaning or even difference in the scope of meaning. It is such a problem in translation that must be overcome by all translators.

2. Idiomatic Translation

As a part of linguistic study, translation has some distinctive types. The types are to distinguish many kinds of translation. Various kinds of translation are caused by many various factors too. The different system of one language and another causes the different method of translation. Furthermore, differences in culture between one language and another also influence the process of translation. It is clearly seen in the case of idiomatic translation.

Ordudari (2008: 1) stated his opinion concerning idiomatic translation as such a kind of translation that reproduces the 'message' of the original but tends to distort nuances of meaning by preferring colloquialisms and idioms where these do not exist in the original. Furthermore, Idiomatic translation or meaning-based translation makes every effort to communicate the meaning of the source language text in the natural forms of the receptor language. In other words, the basic overriding principle is that an idiomatic translation reproduces the meaning of the source language (that is, the meaning intended by the original communicator) in the natural form of the receptor language. Furthermore, Eftekhari (2008: 1) suggests the five methods of idiomatic translation as follows:

a. Using an Idiom of Similar Meaning and Form

This strategy involves using an idiom in the target language which conveys roughly the same meaning as that of the source-language idiom and, in addition, consists of equivalent lexical items. This kind of match can only occasionally be

achieved. For example, *green light* in English is translated into *lampu hijau* in Indonesian.

b. Using an Idiom of Similar Meaning but Dissimilar Form

It is often possible to find an idiom or fixed expression in the target language which has a meaning similar to that of the source idiom or expression, but consists of different lexical items. For example, *to kill two birds with one stone* in English is translated into *sambil menyelam minum air* in Indonesian.

c. Translation by Paraphrase

This is by far the most common way of translating idioms when a match cannot be found in the target language or when it seems inappropriate to use idiomatic language in the target text because of differences in stylistic preferences of the source and target languages. For example, *prepare the ground*; "create a good/suitable situation for something to take place" would be best translated into *sedia payung sebelum hujan* in Indonesian.

d. Translation by Omission

As with single words, an idiom may sometimes be omitted altogether in target text. This may be because it has no close match in the target language, its meaning cannot be easily paraphrased, or for stylistic reasons. One of the examples is when we have to translate the expression *teaching is my bread and butter* in English into Indonesian. The possible translation would be *mengajar adalah sesuatu yang sangat penting bagi saya*. In this case, the idiom *bread and butter* is completely omitted.

e. Strategy of Compensation

One strategy which cannot be adequately illustrated, simply because it would take up a considerable amount of space, is the strategy of compensation. Briefly, this means that one may either omit or play down a feature such as idiomaticity at the point where it occurs in the source text and introduce it elsewhere in the target text. This strategy is not restricted to idiomaticity or fixed expressions and may be used to make up for any loss of meaning, emotional force, or stylistic effect which may not be possible to reproduce directly at a given point in the target text.

Using the typical phraseology of the target language- its natural collocations, its own fixed and semi-fixed expressions, the right level of idiomaticity, and so on- will greatly enhance the readability of such translations. Getting this level right means that the target text will feel less 'foreign' and, other factors being equal may even pass for an original. Somehow, naturalness and readability are also affected by other linguistic features.

3. Fidelity of Translation

The main important thing in translation is fidelity. Fidelity can determine whether the translation is natural in meaning or not. According to Wechsler (1998:65), fidelity is basic ethical term in translation. It means that fidelity precisely has close relationship with translation. Beckman and Callow (1974:33-34) have their own concept of fidelity, that is a quality of being faithful that is attributed to a translation. Moreover, faithful translation is a translation which transfers the meaning to its reader and makes a natural use of the linguistic structures of the target language. Furthermore, Beckman and Callow (1974:40) divide the fidelity into two scopes, fidelity to the meaning and fidelity to the dynamics. Fidelity to the meaning means reproducing the original information in the receptor language, while fidelity to the dynamics means reproducing in the receptor language, the natural form, and the message of the original. Both of the fidelity scopes are related to each other.

Based on the explanation, a translator is required to arrange the translation as naturally as possible in order to reach both fidelity to the meaning and fidelity to the dynamics. Thus, the translation could be the ideal translation which is accurate, natural in meaning, and communicative.

D. Results and Discussion

In translating the SL into the TL, a translator must use certain technique. The technique which is applied in such a translation depends on the kind of the stuff which is translated. The appropriate technique of translation would produce such a good translation which is faithful to the meaning and natural in performance.

The strategies of idiomatic translation which are conveyed by Eftekhari (2008) are applied to translate the taglines of bath soap product in this research. The detailed explanation is provided in the following parts.

1. Translating by Using an idiom of Similar Meaning and Form

Idiom in SL could be translated by using idiom in TL which has similar meaning and form. Apart from differences in culture that can cause differences in idioms, there are still similarities of certain idioms in both SL and TL. The detailed explanation concerning this matter is provided by using the following example:

Noticeable softness that can't help attracting glances of admiration. (SL)

Kelembutan nyata yang mengundang pandangan kagum. (TL)

The translation of idioms in TL has clearly similar meaning and form as the original text in SL. However, there is still a slight problem which occurs in translating

glances of admiration. Actually in TL, *decak kagum* is more common than *pandangan kagum*. Apart from this matter, the translation is still acceptable and natural in TL. In other words, it fulfills both meaning fidelity and dynamic fidelity.

2. Translating by Using an Idiom of Similar Meaning but Dissimilar Form

Due to the differences of culture in each language, idioms in SL might be translated by using the common idioms in TL. Both idioms are similar in meaning but different in form. The process of translation by using this strategy is exemplified in the example as follows:

Be enchanting without uttering a single word. (SL)

Tampil menawan sejak pandangan pertama (TL)

The translation of *without uttering a single word* in TL is *sejak pandangan pertama*. In this case, the translator tries to convey the idea that when someone looks enchanting, people usually give a good impression at the first sight. Actually, there is a meaning-shift between the SL and the translation in TL although the idea is similar. Hence, the translation does not really fulfill not only the fidelity of meaning but also the dynamic fidelity since each has different perspective. The phrase *without uttering a single word* does not really bear the meaning of *sejak pandangan pertama*. Thus, *without uttering a single word* is best translated into *tanpa banyak bicara*. In conclusion, there is the meaning shift in the translation from SL into TL.

3. Translating Idioms by Paraphrase

The other problem of meaning fidelity and dynamic fidelity occurs in the translation which applies paraphrase technique. To get the detailed analysis, the example concerning the problem is provided as follows:

Every woman loves to be kissed. (SL)

Tiada wanita yang mampu menolak sebuah ciuman. (TL)

The translation from SL into TL in the example is using the paraphrase technique as the translation in TL tries to convey the same meaning as the original text in SL. The sentence *Every woman loves to be kissed* is paraphrased into *Tiada wanita yang mampu menolak sebuah ciuman*. In other words, the sentence in SL is translated into TL from different point of view. Apparently, both texts in SL and TL are related to each other as the sentence conveys the idea that every woman likes to be kissed so that no woman dares to refuse a kiss. It shows that the SL describes the cause of something and the translation in the TL is the effect caused by the message shown in the SL. However, the translation in TL looks natural so that the translation fulfills both the meaning fidelity and the dynamic fidelity.

The similar analysis of the technique of paraphrase in translation is conducted in the example as follows:

A refreshing shower gives your skin the perfect boost to start the day. (SL)

Awali harimu dengan mandi yang menyegarkan untuk menambah semangat.
(TL)

The paraphrase technique in the example evolves the substitution of syntactic structure between SL and TL. In this case, there is no changing of words in both SL and TL.

4. Translating Idioms by Omission

Another technique which is applied in translating the tagline of a bath soap product is an omission technique. In this case, there are some items in SL which are omitted in TL. However, the omission does not cause the meaning shift because the translation in TL still describes the similar message as in SL. It is exemplified in the following datum:

Nourish your skin to look evenly fair and radiant.(SL)

Kulit tampak bercahaya setiap hari. (TL)

In this example, it seems that the message of SL is slightly violated in TL. It can be seen from the omission of the verb *nourish* in the TL. Moreover, the phrase *to look evenly fair and radiant* is partly shifted into *tampak bercahaya setiap hari*. Thus, there is the meaning shift in the translation.

The substitution and omission of some words from SL into TL also occur in the translation as follows:

Wake up to skin that looks fresh and beautiful. (SL)

Siapkan dirimu dengan kulit yang segar dan cantik. (TL)

In this case, the verb *wake up* is translated into *siapkan dirimu* which means that there is the meaning shift caused by the different point of view. In the SL, the point of view is on the particular activity of the doer that is *wake up*. On the contrary, the TL views it from more general activity as the phrase *wake up* is translated into *siapkan*.

Although there is a meaning shift, as a whole, the translation still fulfills the dynamic fidelity. Thus, the translation has a low meaning fidelity but has a high dynamic fidelity.

5. Translating by Applying Strategy of Compensation

One of the strategies of idiomatic translation is by applying compensation. By using this technique, the translator transfers the message from SL into TL as naturally as possible without changing the meaning. Furthermore, to make the

translation more natural or even more dramatic, the translator adds some words or phrase in the TL. The strategy is clearly seen in the translation of the tagline in liquid bath soap product as follows:

Every woman wants to be remembered. (SL)

Setiap wanita ingin selalu dikenang karena kesan indah yang diciptakannya.
(TL)

In the translation of the tagline exemplified, there is an addition of adverb clause in TL namely *karena kesan indah yang diciptakannya*. The clause is such an addition because it does not occur in the SL. It seems that the translator wants to make the translation more dramatic by adding more elements upon the translation in TL. However, the translation in TL still fulfills the meaning fidelity as there is no meaning shift which occurs. Moreover, the translation also fulfills the dynamic fidelity in the TL.

E. Conclusion

The problems of translation from SL into TL frequently occur because of the different culture and structure of both languages. The difference in culture might cause the difference in the formation of such idioms. Meanwhile, the difference in structure might produce different form of translation in TL with similar meaning in SL. As a result, translators have to be capable to produce the translation which fulfills both meaning fidelity and dynamic fidelity. However, the meaning fidelity must be taken into consideration first before the dynamic fidelity as meaning is the most important thing in translation.

There are five proposed strategies that could be applied in translating the taglines of the liquid bath soap product. They include the strategy of translation by using idioms with similar meaning and form, using idioms with similar meaning but dissimilar form, using paraphrase, using omission, and using strategy of compensation. Since the taglines contain many kinds of idioms, translators must be very wise and careful in choosing the most natural translation in TL as the rendering of SL.

The using of idioms with similar meaning and form is possible whenever both SL and TL have exactly the same idioms with the same meaning. However, not all idioms in both SL and TL are similar. Some idioms only have similarities in meaning but not in form.

Next, the strategy of paraphrasing is suggested to convey the same meaning in different way. It applies to reach the translation which is acceptable and natural in

TL. Meanwhile, the strategy of omission of some words in translation is used by translator whenever there are no matching items between SL and TL. Then, the strategy of compensation is applied to reach the more natural and even the more dramatic translation.

Many kinds of technique of translation are applied to produce such a natural and good translation. Actually, the good translation has to fulfill both meaning fidelity and dynamic meaning. Some of the translations of the taglines of liquid bath soap product fulfill both the meaning fidelity and the dynamic fidelity. However, some others only fulfill the dynamic fidelity but violate the meaning fidelity or vice versa.

Eventually, the translator on the commercial products ought to be able to produce and create such a translation which is interesting enough to read in order to attract the customers in buying and using the product. In this case, the translator is demanded to produce such a translation which fulfills the meaning fidelity and the dynamic fidelity. Moreover, the translator must also be able to fulfill one of the aspects of advertising, that is producing the taglines which are *eye catching*.

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