

**TRANSLATION ANALYSIS OF PERSUASION ON DESCRIPTION
PRODUCT LABEL OF EMINA BRIGHT STUFF SERIES**



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MANTINGAN NGAWI EAST JAVA INDONESIA

2024

**TRANSLATION ANALYSIS OF PERSUASION ON DESCRIPTION
PRODUCT LABEL OF EMINA BRIGHT STUFF SERIES**

A THESIS

Presented

In partial fulfilment of requirement to complete the licentiate program

Department of English Language Teaching Faculty of Tarbiyah

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ABSTRAK

ANALISIS PENERJEMAHAN PERSUASIF PADA DESKRIPSI LABEL PRODUK EMINA BRIGHT STUFF SERIES

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Penelitian ini menganalisis teknik penerjemahan yang digunakan dalam label deskripsi produk Emina Bright Stuff Series serta dampaknya terhadap kualitas terjemahan dan strategi persuasif. Penelitian ini berfokus pada bagaimana elemen persuasif—ethos (kredibilitas), pathos (emosi), dan logos (logika)—dipertahankan atau mengalami perubahan melalui penerjemahan. Dengan menggunakan klasifikasi Molina dan Albir, penelitian ini mengidentifikasi teknik penerjemahan yang paling sering digunakan, seperti borrowing, established equivalent, modulation, dan amplification. Penelitian ini juga menilai keterbacaan teks terjemahan berdasarkan kerangka kerja Nababan et al. Hasil penelitian menunjukkan bahwa teknik borrowing dan established equivalent paling dominan digunakan untuk menjaga kejelasan serta mempertahankan elemen persuasif. Persuasi logis (logos) paling sering muncul, menekankan pentingnya argumen faktual dan manfaat produk dalam deskripsi. Persuasi emosional (pathos) juga banyak digunakan dengan bahasa yang membangun keterlibatan dan aspirasi bagi audiens target. Hasil penilaian terhadap kualitas keterbacaan terjemahan menunjukkan bahwa terjemahan deskripsi label produk memiliki kualitas keterbacaan sedang, dengan nilai total 2,58. Penelitian ini menyimpulkan bahwa teknik penerjemahan berpengaruh signifikan terhadap keterbacaan serta efektivitas pesan persuasif, sehingga adaptasi strategis diperlukan untuk mempertahankan daya tarik persuasif dalam berbagai bahasa. Penelitian ini berkontribusi dalam studi penerjemahan dengan memberikan wawasan tentang bagaimana deskripsi produk bilingual menyeimbangkan pilihan bahasa dan daya tarik pemasaran.

Kata kunci: *Deskripsi produk, Emina Bright Stuff, keterbacaan, persuasi, teknik penerjemahan.*

ABSTRACT

TRANSLATION ANALYSIS OF PERSUASION ON DESCRIPTION PRODUCT LABEL OF EMINA BRIGHT STUFF SERIES

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This study analyzes the translation techniques used in the product description labels of the Emina Bright Stuff Series and their impact on translation quality and persuasive strategies. The research focuses on how persuasive elements—ethos (credibility), pathos (emotion), and logos (logic)—are maintained or altered through translation. Using Molina and Albir's classification, the study identifies the most frequently employed translation techniques, such as borrowing, established equivalent, modulation, and amplification. The research also assesses the readability of translated texts based on Nababan et al.'s framework. Findings indicate that borrowing and established equivalent are the most dominant techniques, ensuring clarity and preserving persuasive elements. Logical persuasion (logos) appears most frequently, highlighting the importance of factual and benefit-driven arguments in product descriptions. Emotional persuasion (pathos) follows, utilizing language that fosters engagement and aspiration among the target audience. The readability assessment reveals that the translated product descriptions fall into the 'readable' category, with an overall score of 2,58. The study concludes that translation techniques significantly influence readability and the effectiveness of persuasive messaging, with strategic adaptation necessary to maintain persuasion across languages. This research contributes to translation studies by providing insights into how bilingual product descriptions balance linguistic choices and marketing appeal.

Keywords: *Emina Bright Stuff, persuasion, product description, readability, translation techniques.*

CERTIFICATION

Honorable,

**Dean of Faculty of Tarbiyah
University of Darussalam Gontor
Ponorogo**

*Bismillahirrahmanirrahim,
Assalamu'alaikum Wr. Wb.*

It is my honor to present the thesis written by:

Name : Yasmin Rayhan Matahari
Student Number : 422021133069
Title : Translation Analysis of Persuasion On Description
Product Label of Emina Bright Stuff Series

I declare that the thesis has been processed and corrected to fulfill the requirement for the degree of Licentiate in the Faculty of Tarbiyah. Therefore, I request that thesis could be examined soon.

Wassalamu'alaikum Wr. Wb.

Mantingan, 19 Sya'ban 1446
18 February 2025

Advisor,



Zeny Luthvia, M.Li.

DECISION OF DEAN

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Assalamu 'alaikum Wr. Wb.

The Faculty of Tarbiyah, University of Darussalam Gontor, Ponorogo
Indonesia has been received a thesis written by:

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In partial fulfillment of the requirement for the degree of Licentiate of
English Language Education Department in the Faculty of tarbiyah, academic
year 1445-1446/2024-2025.

Wassalamu 'alaikum Wr. Wb.

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Dr. Agus Budiman, M.Pd.

DECISION OF THE TEAM

The committee of the thesis examination in partial fulfillment of the requirements for the degree of Licentiate in Islamic Education in the Faculty of Tarbiyah, University of Darussalam Gontor, Indonesia, declared that the thesis written by:

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Student Number : 422021133069
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Product Label of Emina Bright Stuff Series

Had been examined on

The board of examiners has decided to grant her passed the thesis examination. Hence, he is eligible to be awarded the degree of Licentiate in English Education Department in the Faculty of Tarbiyah.

Gontor, _____ 1446
2025

Chairman,



Zeny Luthvia, M.Li

1.



(Diska Fatima Virgiyanti, M.Pd.)

2.



(Dian Nashrul Munif, M.Pd.)

STATEMENT OF ORIGINALITY

Hereby,

Name : Yasmin Rayhan Matahari
Student Number : 422021133069
Faculty : Tarbiyah
Program of Study : English Language Education Department
Title : Translation Analysis of Persuasion On Description Product
Label of Emina Bright Stuff Series

I declared sincerely that this thesis originally belonged to my own work and did not belong to other researchers for different degrees. Furthermore, this thesis is not a work published before, except for some parts with their original references.

Otherwise, if it is found that this thesis contains plagiarism, I'm ready to be ceased academically.

Gontor, 19 Sya'ban 1446
18 February 2025

The Writer,



Yasmin Rayhan Matahari

MOTTOES

لَا حَوْلَ وَلَا قُوَّةَ إِلَّا بِاللَّهِ

"There is no might nor power except by Allah."

﴿وَالَّذِينَ جَاهَدُوا فِينَا لَنَهْدِيَنَّهُمْ سُبُلَنَا وَإِنَّ اللَّهَ لَمَعَ الْمُحْسِنِينَ﴾

"And those who strive for Us – We will surely guide them to Our ways. And indeed, Allah is with the doers of good." (Al-Ankabut: 69)

*"Don't get lost in your pain, know that one day your pain will become your cure."
— Jalaluddin Rumi*

*"Once the storm is over, you won't be the same person who walked in."
— Haruki Murakami*

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DEDICATION

With the deepest gratitude to Allah, the Almighty, the source of strength, wisdom, and endless blessings, I wholeheartedly dedicate this thesis to:

My dearest parents,
Widi Heriyanto and Khusnul Khotimah

For your unwavering love and support. You never forced your will upon me, yet your encouragement lifts me whenever I fall. Knowing you await me with warm hugs has been my greatest motivation. This thesis is as much yours as it is mine.

My two amazing siblings,
Muhammad Latif Lilo and Muhammad Ziaurrahman

Who support me in their own unique ways—through words of encouragement, prayers, and even playful teasing that somehow makes everything lighter. No matter how much you love to mess with me, I know you always have my back.

My wonderful supervisor,
Mrs. Zeny Luthvia, M.Li.

More than a supervisor, you have been a mentor and guide. Your patience, prayers, and unwavering support have helped me reach this stage. I couldn't have done this without you.

The most honourable and respectful,
All lectures and academics in the English Language Education Department

For your guidance, knowledge, and prayers that have shaped my academic journey.

My dear roommate and colleagues
All members of PUSAC ALAC

My personal mood boosters, who have been there through every struggle. Thank you for cheering me on, scolding me when I got lazy, and making this journey more bearable.

My fellow comrades
All Students of English Language Education Department 2021 and Virtuous Generation

Who have walked this journey with me since day one. For walking this journey together—through every challenge, every triumph, and every moment in between. We made it!

A special person,
Kak Racheeda Giana Putri

My mentor, discussion partner, safe space, and shoulder to cry on. Thank you for always being there, answering my endless questions, and supporting me through it all. This thesis would not have been possible without you.

ACKNOWLEDGMENTS

In the name of Allah, the beneficent, the merciful, praise be to Allah, Lord of the universe. By the mercy, blessing, and help of Allah SWI, the writer could accomplish the writing of this thesis. Peace be upon our prophet of Islam Muhammad SAW, and his family, his companions, and his followers. In the end the Writer could be able to finish his thesis. hence, the writer would like to thank those who helped, supported, and save a huge contribution to finish this thesis.

Additionally, me Writer would like to extend her great gratitude to:

1. The President of Modern Boarding School of Darussalam Gontor: K Hasan Abdullah Sahal, Drs. K.H M. Akrim Marivat. Dipl.A. Ed, and Prof.Dr, K.H Amal Fathullah Zarkasvi. M.A., may Allah protect and keep them entirely.
2. Rector of the University of Darissalam Gontor. Prof. Dr. R.H Hamid Fahmy Zarkasyi, M.A.Ed., M.Phil.; Vice Rector I of Academic, Research, and Innovation Assoc. Prot. Dr. Abdul Hatidz bin Zaid. M.A.; Vice Rector II of Human Resources and Institutional Development. Assoc. Prot. Dr. Setiawan bin Lahuri, M.A.; Vice Rector III for Pesantren Affairs, Student Affairs, Cooperation. and International Relations Assoc. Prof. Dr. Khoirul Umam M.Ec. Vice-Rector IV for Finance, Assets, and Family Welfare, Royyan Ramdhani Diavusman Ph.D. Who continually motivate and instruct us may Allah lighten their steps in carrying out the mandate as me University of Darussalam Gontor
3. Dean of Faculty of Tarbiyah. Dr. Agus Budiman, M.Pd.; Vice Dean I of Academic and Students Affairs, Dr. Iwan Mahmudi, S.H.I., M.Pd.; Vice Dean II of Finance, Dr. Azmi Zarkasvi, Lc., M.A., and Vice Dean III of Research and cooperation, Alif Cahya Setivadi, M.A., who sincerely and heartfelt teach and educate us about the meaning of struggle
4. Head of the English Language Education Department, Mr. Aries Eachriza. M.Pd., and all the English Language Education Department lecturers who continuously provide guidance and instruction. Through their bringing up, we are finally standing in this step. May Allah reciprocate each kindness by pouring rewards.
5. The honourable supervisor Miss Zeny Luthvia, M.Li. who patiently guides, suggests, and advises for the betterment of this research. Her suggestion wisdom helped the researcher to overcome certain personal and academic problems

through consultation while allowing her to complete this thesis on time. May Allah bestow wherever she is.

6. Special mention is to my beloved parents; I dedicate all my struggles up to this point to the two most valuable people in my life. Because of you two, life feels so easy and full of happiness. Thank you for always keeping me in your prayers and letting me pursue my dreams, whatever they may be. May Allah grant all your prayers.

The researcher realizes that this thesis is still far from complete. Therefore, the writer would be pleased to accept some criticism and advice for this thesis. Finally, the researcher hopes this thesis will be useful for her and the readers.

Mantingan, February 22th, 2025

Your Sincerely,

Yasmin Rayhan Matahari



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