

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.*