

CHAPTER I

INTRODUCTION

This section will discuss the background of the study, research question, research objectives, significance of the study, scope and limitation, and systematic writing. All the sections will be explained below.

A. BACKGROUND OF STUDY

Globalization has made the world more interconnected and accessible. Cross-border communication between countries, continents, and cultures is no longer unfamiliar. Although the world has a common international language, English, not everyone is proficient in it. This is why translation has become a crucial aspect of global communication, enabling individuals from different linguistic backgrounds to connect and understand one another. According to Newmark, translation is rendering the meaning of the text into another language in the way that the author intended the text, used to transmit knowledge and to create understanding between groups and nations, as to transmit culture.¹ This underscores the significance of translation in global contexts, where accurate and culturally-sensitive communication is essential for fostering understanding and collaboration. That is why translation offers a solution to language differences in cross-lingual interactions, particularly in trade and marketing. However, it is important to remember that translation is not merely about changing the language; it must also be adapted to the culture of the target language. Especially in the realm of trade and marketing, ensuring that the language remains relevant and understandable without losing the intended message is essential. Furthermore, Chuang highlights that in the context of international branding, translation helps maintain a brand's identity while making its message culturally relevant to the target market. Inaccurate or poorly adapted translations can lead to misinterpretation, reducing the effectiveness of marketing strategies and even causing reputational damage.²

¹ Peter Newmark, *A Textbook of Translation* (Prentice Hall International, n.d.).

² Chuang Y, "The Translation of Brand Names: A Cross-National Comparative Study," *Journal of International Marketing* 14 (n.d.).

Emina, a local skincare brand under Paragon Corp, is a skincare product designed for teenage skin, which naturally makes it more popular among teenagers. On its product labels, particularly the product descriptions, Emina provides them in two languages: English and Indonesian. Additionally, the language used is casual and light, reflecting the style that appeals to teenagers.

When creating a product description, it needs to be engaging to capture people's interest and make them want to buy after reading it. As Zhao H. mentioned in his research, product information presented on packaging significantly influences consumers' purchasing decisions. The details provided on labels, such as ingredients, usage instructions, and benefits, play a vital role in shaping consumer perceptions and ultimately driving their buying behavior. Furthermore, Zhao highlighted that accurate and appealing product information on labels enhances customer satisfaction, as it helps consumers make informed choices and understand the product's value, leading to a more positive overall experience.³

It's important for the product description to remain persuasive when read in both languages. This raises curiosity about the techniques used to keep the description engaging across languages. Translating persuasive texts, such as product description, involves challenges like maintaining emotional appeal and idiomatic expressions while adapting to cultural nuances. Phrases such as *'melts away impurities and dullness'* should remain appealing and maintain the same persuasion effect when translated into target language.

Measuring translation quality is an essential step to ensure that the translated text conveys its intended meaning. Nababan introduced a framework widely used for assessing translation quality, focusing on three aspects: accuracy, acceptability, and readability. Accuracy measures how well the translated text conveys the meaning of the source text without any semantic shifts. Acceptability evaluates whether the translated text aligns with the culture of the target audience, allowing readers to perceive it as naturally as they would

³ Huiliang Zhao et al., "Impact of Pricing and Product Information on Consumer Buying Behavior With Customer Satisfaction in a Mediating Role," *Frontiers in Psychology* 12 (December 13, 2021): 720151, <https://doi.org/10.3389/fpsyg.2021.720151>.

the original text. Readability assesses how easily the audience can understand the text without requiring extra effort.⁴ In the context of product descriptions, maintaining readability plays significant roles in attracting and engaging consumers. By applying Nababan's framework, this research aims to provide a structured analysis of the translation techniques used in Emina Bright Stuff Series product descriptions and their effectiveness in preserving persuasive elements across languages.

Understanding these challenges is essential for preserving the original message's intent and ensuring it resonates with target audience. Understanding how the translation preserves tone, style, and persuasive elements while adapting to different languages is crucial to maintain the original message's intent and cultural relevance. This requires addressing challenges like idiomatic expressions and contextual nuances, as discussed in translation frameworks such as those by Newmark⁵ and Molina & Albir⁶. The challenge lies in maintaining the appeal and relevance to the target audience without losing the essence of the message. For instance, translating idiomatic expressions or adapting culturally specific references can be particularly tricky. These aspects require careful consideration to ensure that the translation not only conveys the original intent but also resonates emotionally and culturally with the new audience. Exploring these translation techniques can provide valuable insights into how product descriptions are adapted effectively for different languages while staying persuasive and relatable.

Numerous studies analyze translation techniques across various media and contexts, with several focusing specifically on product labels and persuasive messaging. Molina and Albir's translation theory is the most commonly used framework in these studies due to its comprehensive classification of techniques.

⁴ Mangatur Nababan and Ardiana Nuraeni, "PENGEMBANGAN MODEL PENILAIAN KUALITAS TERJEMAHAN," *Kajian Linguistik dan Sastra* 24, no. 1 (n.d.).

⁵ Peter Newmark, *A Textbook of Translation*.

⁶ Lucía Molina and Amparo Hurtado Albir, "Translation Techniques Revisited: A Dynamic and Functionalist Approach," *Meta* 47, no. 4 (August 30, 2004): 498–512, <https://doi.org/10.7202/008033ar>.

Many studies have explored translation techniques in various contexts, including product labels and persuasive messages. Research on translation technique in label product have been done by Nurhanifah⁷, Rini & Basari⁸, Safitri⁹, and Aseeri¹. Their research analyzed the translation techniques on product labels without specifying particular sections, such as directions, caution, or ingredients. These studies typically considered product labels as a whole, treating all sections as part of the same analysis. However, this broad approach overlooks the unique role that different sections of a label play. For instance, caution and direction sections are primarily informative, while product descriptions often serve a persuasive function, especially when used as part of a marketing strategy. To address this limitation, this study focuses specifically on the product description labels of the Emina Bright Stuff Series, which utilize descriptive text to function as advertisements.

Setyowati & Nababan¹ and Kuswardani & Sari¹ have examined translation quality on product labels. While their research also analyzed translation techniques, they used various theories from many experts. In contrast, this study will apply Molina and Albir's classification framework, which offers a systematic and widely recognized categorization of translation techniques.

Several studies have focused on the translation of persuasive. For instance, research by Núñez & Aracena¹ and Jurisic¹ analyzed the persuasive

⁷ Nafia Dewi Nurhanifah, "An Analysis of English-Indonesian Translation Method in Products Label," *Muhammadiyah University of Surakarta*, n.d., 11.

⁸ Gita Setyo Rini and Achmad Basari, "Translation Techniques in The Label of Cosmetic Products" 2, no. 1 (2022).

⁹ Tulisana Ajeng Dwi Safitri, "Translation Analysis of Imperative Sentences in Unilever Product Labels," *Sebelas Maret University of Surakarta*, n.d., 15.

¹ Majdah M Aseeri, "Linguistic Analysis of Translating Food Product Labels from English to Arabic in Saudi Arabian Market," n.d.

¹ Lilis Setyowati and Mahgatur Nababan, "The Translation Quality of Speech Acts on the Label of Product Packaging," *LingTera* 7, no. 2 (October 15, 2020): 184–95, <https://doi.org/10.21831/lt.v7i2.39406>.

¹ Yuli Kuswardani and Firdha Metias Sari, "Translation Quality on Product Label from English into Indonesian," *AMCA Journal of Community Development* 2, no. 2 (July 31, 2022): 55–60, <https://doi.org/10.51773/ajcd.v2i2.146>.

¹ Leandro Poblete Núñez and Javiera Tapia Aracena, "The Translation of Wordplay in Persuasive Texts: Categorizing Translation Techniques" (Copiapo, Chile, Universidad De Acatama, 2022).

¹ HEIDI JURISIC, "TRANSLATION IN ADVERTISING: A FOCUS ON THE PERSUASIVE FUNCTION" (Toronto, Ontario, York University, 1998).

function on advertisements. Consequently, researcher aims to analyze the persuasive aspects on product description labels of Emina Bright Stuff, which function similarly to advertisements.

Among the many existing studies, none specifically focus on a single product, especially in the skincare category. By centering on the Emina Bright Stuff series, this research addresses a gap in the literature by providing an in-depth analysis of how persuasive messages are crafted and translated within a specific product line. This study narrows its focus to the product descriptions of skincare items, specifically the Emina Bright Stuff Series. By doing so, it seeks to provide a detailed analysis of persuasive messages and the translation techniques used in its bilingual product descriptions, an area that remains underexplored in translation studies.

This research aims to identify the persuasive techniques embedded in the product descriptions of the Emina Bright Stuff Series, focusing on why these labels are particularly appealing to a teenage audience. If the translation techniques used are inappropriate or excessive, the persuasive message conveyed can be distorted or even diminished. This is directly related to translation quality, as when the translation quality is high, the persuasive message can be effectively communicated. Furthermore, the researcher intends to dissect the translation techniques applied to ensure the message remains effective and engaging in both the source and target languages.

This study identifies the persuasive elements that appeal to teenagers, such as relatable language, emotional appeal, and calls to action. It also analyzes the translation techniques—such as adaptation and modulation—that ensure these elements are preserved or appropriately adjusted for the target language's cultural nuances. By focusing on both persuasion and translation techniques, this research offers valuable insights into the strategic role of language in marketing, ensuring that the intended persuasive impact effectively reaches the target audience across languages. The study is entitled **“Translation Analysis of Persuasion On Description Product Label of Emina Bright Stuff Series”**

B. RESEARCH QUESTIONS

Based on the background of the study, this research is carried out to analyze the following research questions:

1. How are persuasive strategies (Credibility, Emotional, Logical) translated in product description labels of The Emina Bright Stuff Series?
2. What are the translation techniques employed to translate persuasive strategies?
3. How do these techniques influence the translation quality and the effectiveness in persuasion of product description label of The Emina Bright Stuff Series?

C. OBJECTIVES OF THE STUDY

Based on the problem above, this research is focused on two objectives:

1. Identifying the persuasive strategies (Ethos, Pathos, Logos) translated into the product description labels of Emina Bright Stuff Series.
2. Identifying the translation techniques employed to translate persuasive strategies.
3. Exploring how these techniques influence the translation quality and the effectiveness in persuasion of product description label of Emina Bright Stuff Series according to Molina and Albir's theory.

D. SIGNIFICANCE OF THE STUDY

From this research, the results are expected to be beneficial in several ways:

1. Theoretical Benefits
 - a. This study aims to contribute to the field of linguistics, especially in translation studies.
 - b. It is expected to enhance knowledge regarding translation techniques in conveying persuasive elements on product descriptions.
2. Practical Benefits
 - a. This research can serve as an additional reference in the translation field, particularly in applying Molina & Albir's translation techniques.

- b. It may be useful for translation practitioners working with cosmetic and skincare product descriptions.
- c. For future researchers, this study could serve as a foundational reference to support subsequent research, enriching studies on persuasive translation in product descriptions.

E. SCOPE AND LIMITATION

This study specifically examines on the product descriptions of the Emina Bright Stuff Series, focusing on the persuasive messages conveyed in these descriptions. The analysis is limited to the application of Molina and Albir's translation theory, particularly in terms of how translation techniques maintain or enhance the persuasive elements in the descriptions. In addition to analyzing translation techniques, this study also assesses translation quality, with specific focus on readability. The evaluation of readability is conducted using Nababan et al.'s framework, with a particular focus on how readability influences the persuasive impact of product description labels.

By limiting the quality assessment to readability, this study aims to determine whether the translated product descriptions successfully convey persuasive messages to the target audience. Readability plays a crucial role in ensuring that the intended persuasive strategies—logical, emotional, and credibility-based persuasion—are effectively communicated in the Indonesian translation.