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**THE IMPORTANCE OF CULTURE IN ORDER TO MAKE A GOOD  
ADVERTISEMENT IN TRANSLATION**

**(Foreignizing and domestication in product advertisement)**

**Amminiyani**

**English Applied Linguistics Program**

**Postgraduate Program – Universitas Negeri Medan**

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***ABSTRACT***

This research deals with the importance of culture in translation to make a good language of advertisement. Its objective in language of advertisement that has no role in makes an advertisement. The result of this research is knowledge of the advertiser still low and limited understanding to make the language in advertisement. This research has a functional to another advertiser that want to make a good advertisement in foreign language certainly.

*Key words: importance, advertisement, culture in translation,*

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\*Corresponding author:

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amminiyani09@gmail.com

## **INTRODUCTION**

### **1. Translation**

Before we learn about translation studies we know that translation defines as how we know about the text about in our own language. But after learn about this study, the definition of translation is the words that have been changes from one language into another or different language from source language to target language and it's like the interpretation of the meaning of a source text and the subsequent creation of an equivalent text in other words, transmission of information into other language. Catford (1965) defined that translation is the replacement of textual material in one language Source Language by equivalent textual material in another language Target Language. But many people said that this theory of Catford still weak because this theory just concern about replacement. In another meaning (Larson, 1984) said that in his understanding about translation. Conventionally, it is suggested that in order to perform their job successfully, translators should meet three important requirements; they should be familiar with:

- the source language
- the target language
- the subject matter

Based on this premise, the translator discovers the meaning behind the forms in the source language and does his best to produce the same meaning in the target language - using the forms and structures of the target language. Consequently, what are supposed to change is the form and the code and what should remain unchanged is the meaning and the message. (Larson, 1984).

### **2. Culture**

As a general that we know about the culture is a group of society that has a role of their life. According to Koentjaraningrat said about the culture that Culture is a whole system of ideas, actions, and the work of human beings in order to become a society that human beings belong to

learn. Based on his statement about culture was has meaning that concern to human. Culture is the first thing that has a role in a whole process in a social interaction, language and another object that needed about culture.

In culture besides human was needed to form that culture, the message s has a role too when we are talking about the culture. Bounded et.al said that in his statement that Culture is something that is formed by the development and transmission of human beliefs through certain symbols, such as language symbols as a series of symbols that are used to divert the cultural beliefs among the members of a society. The messages about the culture, that make expected to be found in the media, government, religious institutions, educational systems and such.

### **3. Cultural Translation**

In translate some of the text, article or another about language that want to translate the text in the target language by translator. When the translator want to translate the text, it's not only just ordinary translate word by word but the translator has known about the culture in the text about. Cultural translation represents the practice of translation, which involves cultural differences. Cultural translation can be also defined as a practicewhose aim is to present another culture via translation.

Based on the explanation above that we have done to explain, we were concern to analyze the language in advertisement that still incorrect. Advertisement is a tool of promotion or product that the advertiser will show or advertise to go on public. Sometimes people will make their unique language in their product when they want to selling it into public or society. It's still incorrect if we look at the truth of the meaning, but in their culture their unique language are normal. The example of the explanation about the unique language will show in the next discussion.

## METHODOLOGY

When conducting this paper, an appropriate methodology plays an important role because it deals with a system of ways of doing or studying something. Browns and Rodgers (2002:3) stated that research is an exploration of experience of one kind or another. A good way of understanding the nature of research is the first experience it by doing it, initially in a simple and elementary way.

This research was conducted by using descriptive qualitative, here are some characteristics of descriptive qualitative:

1. Qualitative method is descriptive. The data collected is in the form of words.
2. Qualitative method is concerned with process rather than simply with outcomes or products.
3. Qualitative method tends to analyze their data inductively.

In this research, we analyzed the culture in general. As we know that english has general used in Indonesia, for example in advertising linguistic in our daily activity. There is an advertisement in the terms of text advertisement, pictures/images advertisement and video advertisement, meanwhile there is still the language of advertisement in English incorrect. Based on the explanation above with using descriptive qualitative, we want to analyze why the incorrect language in advertisement could be wrong? And there is no one to discuss it. So the data can be seen in Table 1.

**Table.1. Data of the Study**

no	incorrect advertisement	correct advertisement	meaning
1.	pret ciken	fried chicken	ayam goreng
2.	kifet, spiker, haftware	keypad, speaker,hardware	tombol, pengeras,

			perangkat keras
3.	Plestisen	play station	permainan
4.	pokariswet, mijon	pocari sweat, mizone	minuman pengganti ion, minuman pengganti tenaga
5.	milk sex	milk shake	susu kocok

These are the examples of incorrect language in advertisement. The result of incorrect translation showed the people did not understand about the origin of language, but actually they understand about the meaning. So, we as the researcher wanted to make the correct one. As we know in our social interaction, we will see the advertisement in electronic media, social media, or whenever we are. The incorrect language of advertisement should be changed because the function of advertisement gave the information to reader and listener related to something interest in a product or social.

## FINDINGS AND DISCUSSION

We took 8 words from several images of advertisements in internet that have been analyzed. There are around 34 words in the advertisement, but we just focused to analyze the important words. These are the pictures of incorrect language of advertisement;

1.





2.



3.



4.



5.

Based on the pictures above, almost all of the language of the advertisements has no role in making good words. We can conclude that the advertiser has no the knowledge. The advertiser cannot convey their advertisement as well as possible. In their advertising the words that they used still not appropriate to the real words that the words have.

According to the researchers, the reason of the wrong statement that they have been made are:

1. Make a funny
2. Persuade the others to buy the product
3. The limited of their knowledge
4. Easy understanding to the readers
5. Make to the simple one
6. Easy to memorizing the advertisement
7. Make it to be interested.

Thus, we have known that why it can be happened in our daily activities. If we know about the knowledge, automatically we will not make it in our daily activities when we want to advertise some product.

## **CONCLUSION**

This study shows clearly explanation in order to make a good advertisement that appropriate with the role of grammar in English. There is the culture that follows the role in translation to the advertiser who wants to make the good language in advertisement. So that, the next generation will have knowledge to make a good language in advertisement or anything else that relate about the language. We as the researcher aware that this paper is still not completed enough. We still need revised from the readers that have knowledge to improve this paper to be perfect one. We hope that this paper will be useful to us. Thanks for anything.

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