

DOMESTICATION AND FOREIGNIZATION IN MRS. ANI YUDHOYONOâ€™S INSTAGRAM

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ABSTRAK

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Keywords: bilingual, domestication, foreignization, instagram, Mrs. Ani Yudhoyono.

This thesis is entitled Foreignization and Domestication in Mrs. Ani Yudhoyonoâ€™s Instagram. This study directs to analyze the domestication and foreignization found in Mrs. Ani Yudhoyonoâ€™s instagram.

The researcher used a descriptive qualitative method during the research because it is used to describe the domestication and foreignization in the bilingual status of Mrs. Ani Yudhoyonoâ€™s instagram. Based on the data, 30 words which are identified into foreignization and domestication found in the data. The highest number of types of domestication and foreignization is limited universalization with 11 or 37%. It appears to be the most frequently globalized word in the translation of all the culture-specific items that are considered in this analysis. The translator used this strategy to replace a cultural reference item with another from the same source language. The second type is conservation strategy. It happened because Mrs. Ani explains about traditional food and cloth from Indonesia. She adds additional information about those things. The third type is absolute universalization with 5 or 17%. It is used because Mrs. Ani applies the limited universalization to choose a neutral replacement. The fourth type is naturalization with 2 or 7%. The naturalizations are shown by adapting to the grammatical and phonological rules of the TL. The last is autonomous creation and deletion with 1 or 3%. Here, the autonomous creation is used to make the context clearer by adding the suffix. In addition, the deletion is used to delete an SL item that may have different effects on the target audience.

Kata Kunci : Keywords: bilingual, domestication, foreignization, instagram, Mrs. Ani Yudhoyono.

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