CHAPTER 5

CONCLUSION AND SUGGESTION

5.1   Conclusion

After analyzing the data, there are 41 ecological words found in the data. It can be seen that the highest number of ecological word flora with 39 words. It becomes the highest number because the products are mostly used natural native Indonesian flora. Second, the ecological word fauna and plains contain 1 word each.

The second finding is the domestication and foreignization as the translation strategy. It is such as domestication and foreignization are the most interesting issues of translation theories, whether the translation should domesticate or foreignize the SL. Based on the analysis, there are 28 words translated using foreignization strategy and 13 words using domestication strategy. Furthermore, in domestication, translation by more concrete/specific word becomes the most domination with 13 words. It becomes the most dominant because the translator tends to use the biological name of the main ingredient to make the customer understand about the material. The second domination is equivalent with 11 words. The third domination is naturalization with 3 words. The last domination is omission with 1 word.

Next, in foreignization, it can be seen that preservation becomes the most domination with 11 words. It becomes the most dominant because it is not translated into the TL form. In addition, the translator keeps the term in SL. The last domination is globalization and addition with 1 word each.

5.2   Suggestion

From the analysis about the ecological word in Mustika Ratu body care' labels and the types of domestication and foreignization used by the translator for those

ecological word in Mustika Ratu body care' labels and the researcher has some suggestions as follows:.

1.   The students should understand and know about the ecological word or cultural word in order to recognize the strategy of the translation. And it is hope that someone who like translating should know about this strategy to make a better translation.

2.   Everyone who wants to do the same research should not only analyze the written data but also the spoken ones.