

## **FOREIGNIZATION AND DOMESTICATION OF ECOLOGICAL WORD IN BODY CARES<sup>™</sup> LABELS OF MUSTIKA RATU**

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### **ABSTRAK**

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This thesis is entitled Foreignization and Domestication of Ecological Word in Body Care<sup>™</sup> Labels of Mustika Ratu. It has two objectives: it is aimed to know the ecological word in Mustika Ratu body care<sup>™</sup> labels and it is aimed to find out the types of domestication and foreignization used by the translator for those ecological words in Mustika Ratu body care<sup>™</sup> labels. In analyzing the data, the researcher uses Newmark (1998:95-103) for ecology classification and Davies<sup>™</sup>'s theory in Judickait? (2009:15-19) as the framework of the domestication and foreignization. The researcher got 41 ecological words for the analysis: flora, fauna and plain. The ecological word flora becomes the highest number because the products are mostly used natural native Indonesian flora. The second finding is the domestication and foreignization as the translation strategy. 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.

Kata Kunci : Key words: domestication, foreignization, label, translation, strategy

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This thesis is entitled Foreignization and Domestication of Ecological Word in Body Careâ€™™ Labels of Mustika Ratu. It has two objectives: it is aimed to know the ecological word in Mustika Ratu body careâ€™™ labels and it is aimed to find out the types of domestication and foreignization used by the translator for those ecological words in Mustika Ratu body careâ€™™ labels. In analyzing the data, the researcher uses Newmark (1998:95-103) for ecology classification and Daviesâ€™™s theory in Judickait? (2009:15-19) as the framework of the domestication and foreignization. The researcher got 41 ecological words for the analysis: flora, fauna and plain. The ecological word flora becomes the highest number because the products are mostly used natural native Indonesian flora. The second finding is the domestication and foreignization as the translation strategy. 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.

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