



**FOREIGNIZATION AND DOMESTICATION OF ECOLOGICAL WORD IN  
BODY CARES' LABELS OF MUSTIKA RATU**

**A THESIS**

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# FOREIGNIZATION AND DOMESTICATION OF ECOLOGICAL WORD IN BODY CARES' LABELS OF MUSTIKA RATU

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## ABSTRACT

This thesis is entitled *Foreignization and Domestication of Ecological Word in Body Cares' Labels of Mustika Ratu*. It has two objectives: it is aimed to know the ecological word in Mustika Ratu body care' 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' labels. In analyzing the data, the researcher uses Newmark (1998:95-103) for ecology classification and Davies's theory in Judickaité (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.

**Keywords:** *domestication, foreignization, label, translation, strategy*

## INTRODUCTION

Language has an important role in human communication. People all around the world use language to communicate to each other". People can share their thoughts, opinions, ideas, experiences and many other things through the language. Because of that, language is considered as the main tool to communicate. As a result, according to Claire Kramsch (2001:3), "language is the principal means whereby they conduct their social lives". When it use contexts of communication, it is related with culture in multiple and complex ways. To

begin with, the words people utter refer to common experience. They express facts, ideas or events that are communicable because the words refer to a stock of knowledge about the world that other people share.

There are two types of language; those are spoken language and written language. The spoken language is used orally, such as interview, conversation, speech and so on. However, written language can be seen in form of text, such as story, newspaper, magazine, label and so on. In the end, this thesis focuses on the written language. However, there are so many different languages in this world that a process of translation is needed in order to make communication among people using those languages possible. In written language, a process of translation assists people to understand foreign languages.

According to Larson (1998:3), translation consists of transferring the meaning of the SL (SL) into the target language (TL). From that definition, it can be concluded that the transferring meaning from the form of the source language into the form of a second language or the target language. It is meaning which is being transferred and must be held constant, only the form changes where the act of translation is essentially the act of meaning, so that the audiences of the TL understand the meaning of the SL. Moreover, a translator deals with two or more different languages. Unfortunately, different languages have different cultures. The cultural difference shown by language is clearly seen in the form of words or vocabularies (Simatupang, 1999:56). Furthermore, this word is called as cultural word.”

Cultural words are very interesting to be noticed in translation. These words reflect certain culture and cannot be translated literally. “The difference between cultures becomes the main reason. It is one of the most difficult problems in translating (Larson, 1984:137)”. A translator may get difficulties in translating cultural words because he deals with not only two languages but also two cultures at the same time. In this case, he acts as a bridge to bridge between two languages and two cultures as well. “There are five categories of cultural words proposed by Newmark (2003:95-103); those are ecology (flora, fauna); material culture (artefact); social culture (work and leisure); organizations, custom, ideas, activities, procedures, concepts; gesture and habits. In this thesis, the researcher focuses on the ecology word.”

Nida (1964:64) defines ecology as the study of relations of living things to their surroundings. Ecological features such as flora, fauna, winds, plain and hills are not similar in different areas. Newmark (2003: 96) gives examples of ecological features in terms of plains; 'prairies', 'steppes', 'tundras', 'pampas', 'savannahs', 'llanos', 'bush', 'veld'. Those ecological words can be found in many text. In the literary text, ecological words can be found as the setting or in the fable story. In the other texts, it can be also found in the functional text, such as label. Label can be found in many products, i.e. food, drinks, cosmetics and so on. The researcher is very interested to analyze the cosmetics label.

According to Hornby (1995:56), a label is a piece of paper, polymer, cloth, metal or other material affixed to a container or product on which is written or printed information about the product. Information printed directly on a container or article can also be considered labeling. The labels have many uses, including providing information on a product's origin, use, shelf-life and disposal, some or all of which may be governed by legislation such as that for food, cosmetics, clothes, and so on. Here, the researcher is interested in Mustika Ratu cosmetics' label. PT Mustika Ratu Tbk is an Indonesia-based company primarily engaged in beauty and wellness industry. Its primary business activities are manufacturing and distributing Indonesian traditional herbal drinks, which are locally known as jamu; traditional cosmetics; health drinks; body treatment; and health supplements. It also offers make-up and hair-do services; spa facilities, marketed under the brand name of Taman Sari Royal Heritage Spa, and professional training.

Moreover, the researcher chooses body care' label as the main data. It happens because the label contains information about the product's material that is taken from Indonesian's traditional plants. Besides, it also contains the procedure of the product used. The examples of the ecological word in Mustika Ratu body care' label can be seen in the one of data below:

SL : Lotion yang lembut mengandung ekstrak **Temugiring**, ekstrak **Kunyit** dan ramuan lainnya untuk menjaga kelembutan dan kesehatan kulit.

TL : This gentle lotion contains *Curcumae Heyneanae Extract*, *Curcumae domesticate Extract* and other ingredient to keep the skin smooth, soft and healthy.

From the example above, it is seen that the translator translates the ecological appropriately because it contains many materials that are the originally from Indonesian. So, it can be said that the translator makes the words are easier to understand.

Furthermore, the researcher is interested in analyzing the domestication and foreignization as one of strategy in translating process. Domestication and foreignization are two basic translation strategies which provide both linguistic and cultural guidance. According to Venuti (1995:20), the domestication and foreignization refer to an ethnocentric reduction of the foreign text to TL cultural values, bring the author back home, while the latter is an ethnodeviant pressure on those (cultural) values to register the linguistic and cultural difference of the foreign text, sending the reader abroad. Generally, Shuttleworth and Cowie (1997:59) define that domestication is the type of translation in which a transparent, fluent style is adopted to minimize the strangeness of the foreign text for TL readers, while foreignization means a target text is produced which deliberately breaks target conventions by retaining something of the foreignness of the original.

## **RESEARCH METHOD**

### **Data and subject**

The data of this study was written data. The data were taken from products of Mustika Ratu. PT. Mustika Ratu Tbk (MRAT). It is a company that produces cosmetics and media based in Jakarta, Indonesia. The company was founded in 1975. The company produces various kinds of cosmetic ingredients. The company sent the goods to more than one country in the world. It operates as a home industry specializing in production of herbal remedies (jamu) and traditional cosmetics. Herbal remedies encompass Jamu Mustika Ratu, Jamu

Jagaraga and Minuman Berkhasiat (fresh remedies). Traditional cosmetic lines consist of facial, body, skin and hair care.

MRAT's plant and warehouses are located in Ciracas, East Jakarta. MRAT's products are marketed domestically and overseas, including Malaysia, Brunei, Singapore, Philippines, Middle East, Russia, and Taiwan. The main products are herbal-based and natural cosmetics, herbal drinks, body care products for men, home spa products, and franchise spa. In this research, the researcher chooses the body cares' labels. It is translated from Bahasa Indonesia into English Language. The researcher takes 10 body care product. Those are: body lotion, body butter, body scrubs, 'lulur', essential-oil, shower gel, body soap, body peeling, and intimacy care. The researcher used purposive sample technique since she only took data that contained domestication and foreignization strategies.

### **Unit of Analysis**

The unit of analysis in this study is word which has ecological terms to analyse the domestication and foreignization. The SL text is Bahasa Indonesia and the TL text is English. It would be analyzed using Davies's theory in Judickaitè (2009:15-19), as the framework, to classify the domestication and foreignization in the data.

### **Technique of Data Collection and Analysis**

The techniques of data collection that the researcher used in preparing the data related to the subject of this research was library study because the data were taken from body care' labels of Mustika Ratu. The followings were two steps of the data collection techniques:

- 1) Choosing the brand and the body care of the product

The researcher chooses product label because it contains a lot of information for the costumer. It should use many strategies to make the label understandable since the products are exported abroad. So, the researcher takes Mustika Ratu brand because this company exploits traditional herbal of Indonesia. Besides, the body treatment's label is very important to be

understood by the customer because it contains information about the ingredients and the general information about the products.

## 2) Identifying

In this step, the researcher analyzed the ecological word both in Bahasa Indonesia and English. This comparison made to know about the domestication and foreignization of ecological terms translation.

In case of analyzing the data, proses of data analysis draw how the researches steps. It was seen below:

### 1. Classifying

The researcher classified each domestication and foreignization every of ecology words found in Body Cares' Label of Mustika Ratu. The classification based on Davies's theory in Judickaité (2009:15-19), as the framework.

Reading the ST and TT carefully , to get word to analysis.

### 2. Analyzing

After each domestication and foreignization was classified into each method, it was then explained why the domestication and foreignization applied and the functions. It was analyzed by using Davies's theory in Judickaité (2009:15-19), as the framework.

### 3. Drawing the conclusion.

The researcher concluded the result of analysis.

## **FINDING AND DISCUSSION**

### **Finding**

The researcher got 41 ecological words for the analysis. Furthermore, the researcher used Newmark (1998:95-103) for ecology classification. There are three types of ecological words found in the data. First is flora with 39 words. It becomes the highest number because the products are mostly used natural native Indonesian flora. The least is plains and fauna with a word each. The distribution of ecological word in Mustika Ratu Body Care's Label are:

**Table 4.1 Type of Ecological Words in Mustika Ratu Body Care's Label**

No.	Type of Ecological Words	$\Sigma f$	$\Sigma f\%$
1.	Flora	39	93
2.	Fauna	1	5
3.	Plains	1	2
<b>Total</b>		<b>41</b>	<b>100</b>

Furthermore, the second finding is the domestication and foreignization as the translation strategy. To make the analysis clearer, the researcher uses Davies's theory in Judickaitė (2009:15-19) as the framework. Translation strategies 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 only four out of six types of domestication; those are: cultural equivalent, omission, globalization, and equivalent. Then, there are four types of foreignization; those are: preservation, addition, naturalization and literal translation. The findings can be seen as follows:

**Table 4.2 Types of Domestication and Foreignization  
in Mustika Ratu Body Care's Product**

No.	Type of Strategies		$\Sigma f$	$\Sigma f\%$
1.	Domestication	Translation by more concrete/ specific word	13	31.7
		Equivalent	11	26.8
		Naturalization	3	2.4
		Omission	1	7.3
2.	Foreignization	Preservation	11	26.8
		Addition	1	2.4
		Globalization	1	2,4
<b>Total of ecological word</b>			<b>42</b>	<b>100%</b>

Table 4.2 shows the number of types of domestication and foreignization found in Mustika Ratu Body Care's Label. The biggest number of types of domestication and foreignization is translation by more concrete/specific word (13). It happened because mostly the products' translations using biological name of the flora. Then, the second is equivalent and preservation (11). The third is naturalization (3). The fourth is omission, addition and globalization (1).

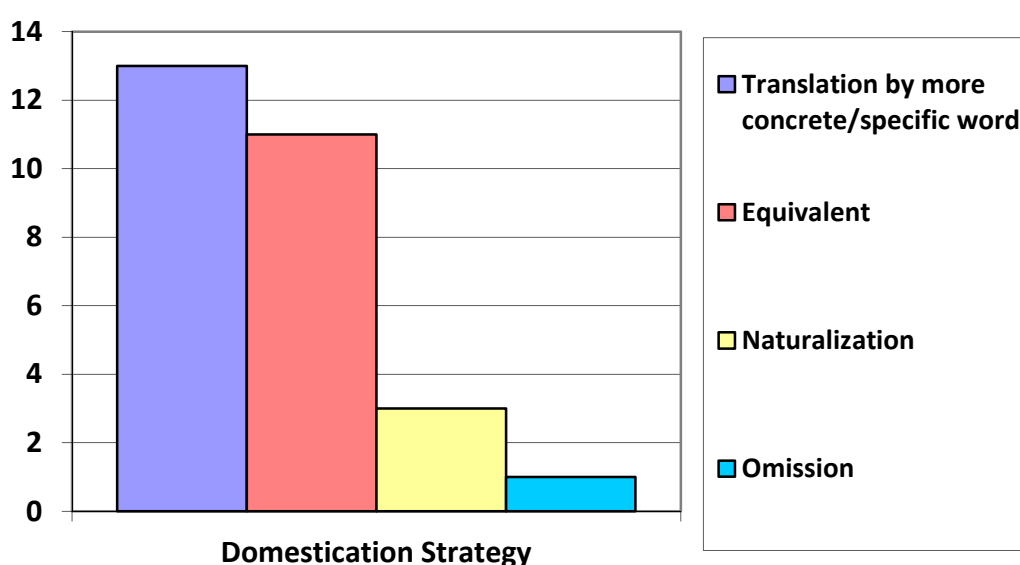


## DISCUSSION

There are ten body products which are analyzed by the researcher. Based on the finding, foreignization strategy is more used in translating the labels. In analyzing the data, the researcher gives some examples. They can be seen bellows:

### 4.2.1 Domestication

There are 28 ecological words translated by using foreignization strategy. There are preservation, literal translation, naturalization, and addition. The distribution of foreignization can be seen as follow:



*Figure 4.1 Domestication Strategy*

From the chart above, it can be seen that 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. Some explanations can be seen below:

#### 4.2.1.1 Translation by More Concrete/Specific Word

In this data, there are 13 words out of 28 foreignization strategy. Translation by more concrete/specific is the most dominant in the data. Some analyses can be seen as follows:

**Excerpt 1:**

SL	TL	Type of Ecology Words	Type of Foreignization
Lotion terbaik dengan ekstrak <b>Temugiring</b> , ekstrak daun kemuning serta vitamin A, E, F dan sari Akar Manis untuk menjaga kelembutan kulit.	This gentle lotion contains <b>Curcumae heyneana Rhyzoma</b> and Murraya Paniculata Leaf extract, Vitamin A, E, F and Licorice extract to keep the skin softness.	Flora	Translation by more concrete/specific

The example above shows that the ecological word in the SL is 'temugiring'. It is classified as flora. In the TL, it is translated into 'curcumae heyneane rhyzoma'. The translation strategy which is used is translation by more concrete/specific word. It can be said so since the translator try to look for the equivalence of the word 'temugiring' in the TL. As the result, the translator uses the *Latin* word. It is also the biological term of the SL. Even it is used the loan word but the readers still understand. As the result, this strategy is called translation by more concrete/specific word.

**Equivalent**

There are 11 terms found in the data. Equivalent translation is the most domesticating strategy as it replaces the SL term with its TL equivalent. Further explanation can be seen as follows:

**Excerpt 2:**

SL	TL	Type of Ecology Words	Type of Foreignization
Pandan Wangi Body Scrub dengan <b>pandan Folium</b> aroma, terbuat dari	Pandan Wangi Body Scrub with <b>Pandan folium</b> aromas, made	Flora	Equivalent

ekstrak bubuk beras, ekstrak kunyit dan temugiring.	from rice powder extract, Curcuma domestic rhizoma Extract and Curcuma heyneanae.		
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The last example is '*pandan Folium*'. In the SL the word '*pandan folium*' is translated into '*pandan folium*' in the TL. This translation is categorized as preservation. It happened because the translator uses English language as in the SL. He does not change the form of the TL since both SL and TL use English Language. In addition, it is also used to make the customers more understand and know the advantages of the ingredient. In English Language, the word '*pandan folium*' is not found in <https://translate.google.co.id/?hl=id#en/id/pandanfolium>. So, this strategy is applied to make the equivalence in the translation. As the result, it is using foreignization as the strategy.

### Naturalization

There are 3 naturalizations found in the data. English words that are naturalized, i.e. adapted to the grammatical and phonological rules of the SL. Further explanations can be seen below:

#### Excerpt 3:

SL	TL	Type of Ecology Words	Type of Foreignization
Hand & Body Lotion Lily & Madu Mustika Ratu dengan aroma <b>Lili</b> yang mewah mempesona serta kandungan Madu sebagai antioksidan, melembabkan kulit dan Co-Enzyme Q10 sebagai anti aging.	Mustika Ratu Hand & Body Lotion Lily & Honey with <b>Lily</b> scent lavish enchanting and content of honey extract as antioxidant moisturize the skin and Co-Enzyme Q10 as anti aging.	Flora	Naturalization

Hence, the SL is “*Hand & Body Lotion Lily & Madu Mustika Ratu dengan aroma **Lili** yang mewah mempesona serta kandungan Madu sebagai antioksidan, melembabkan kulit dan Co-Enzyme Q10 sebagai anti aging..*” It is translated into the TL “*Mustika Ratu Hand & Body Lotion Lily & Honey with **Lily** scent lavish enchanting and content of honey extract as antioxidant moisturize the skin and Co-Enzyme Q10 as anti-aging.*” The bold italic word is categorized as foreignization. The ecological word ‘*Lily*’ is not replaced by the TL equivalent, but adapted to the phonological rules of the Greek language, in this way foreignizing the translation. It should be noted that the SL word ‘*Lili*’ is phonologically adapted to the English language. It should be emphasized that in the English version refers any scaly-bulbed plant of the genus *Lilium*, having showy, funnel- or bell-shaped flowers (www.thefreedictionary.com). However, the TL is ‘*Lily*’. This case is called naturalization strategy since the word in TL is adapted into SL but they have difference in phonological sound.

### Omission

There is an omission found in the data. The researcher finds that the translator does not translate a word in the label. The explanation can be seen as follows:

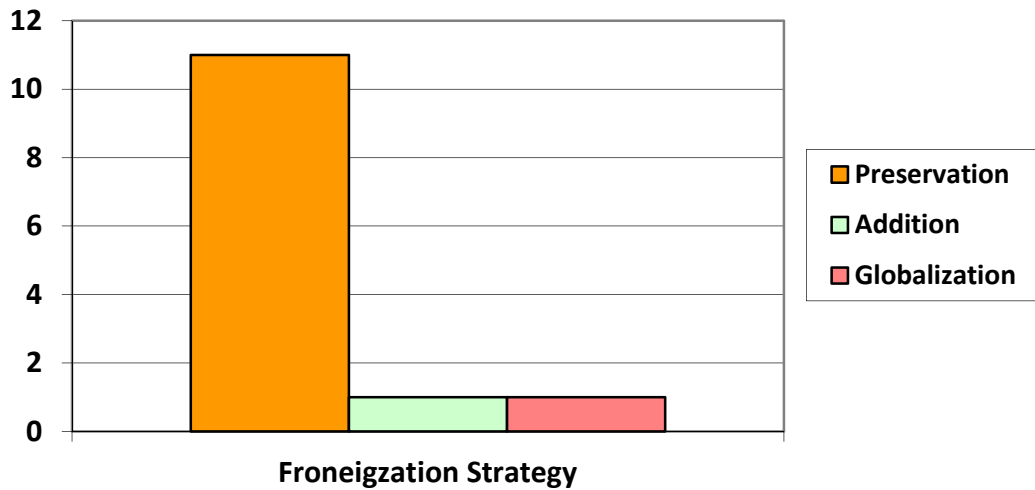
#### Excerpt 4:

SL	TL	Type of Ecology Words	Type of Domestication
<i>Buah pepaya</i> salah satu buah tropis kaya akan vitamin yang sangat baik untuk kulit.	<i>Papaya</i> is a tropical fruit rich in vitamin with great benefit for the skin.	Flora	Omission

The word ‘*buah*’ is found in the SL by the researcher, but it is not translated in the TL by the translator. The translator assumes that ‘*buah*’ in the context does not need to be translated in the TL. Whereas, the word ‘*buah*’ gives the information to the readers that the ingredient is papaya fruit not papaya tree or papaya leaf. Then, the sentence defines what papaya is. The word ‘*papaya*’ should not be translated since the definition has already explained that it is one of tropical fruit. So, the sentence is more effective because the translator does not repeat the word ‘*fruit*’. This strategy is called omission.

#### 4.2.2 Domestication

There are 13 domestication strategy found in the data. Domesticated translation adapts the source text to the target text culture. There are three domestication strategies; those are preservation, addition, and globalization. Furthermore, the distribution of the domestication strategy can be seen in the figure below:



From the chart above, 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. The explanations can be seen below:

##### 4.2.2.1 Preservation

There are 11 words out of 13 words. Preservation also can be used if the translated term carries different connotations but would be recognized more easily in its original meaning in the SL. The explanation can be seen:

##### Excerpt 1:

SL	TL	Type of Ecology Words	Type of Domestication
Membuat kulit tampak lebih putih dan meninggalkan wangi khusus <b><i>Mangir</i></b> pada kulit badan.	Helps the skin looks more radiant and leaves a uniquely <b><i>'Mangir'</i></b> fragrance onto the body skin.	Flora	Preservation

The excerpt 11 shows that there is an ecological word. Here, the translator explains about the advantage of the main ingredient in the SL, “Membuat kulit tampak lebih putih dan meninggalkan wangi khusus **Mangir** pada kulit badan.” From the SL, it is clearly seen that the translator explains about ‘*mangir*’ as the main ingredient. In addition it is translated into “Helps the skin looks more radiant and leaves a uniquely ‘**Mangir**’ fragrance onto the body skin.” The translator applies domestication strategy. It is categorized into preservation. It happens because the translator uses ‘*mangir*’ in the TL. It can be said that the translator wants to more introduce Indonesian traditional herbal. However, the context clear is still maintaining. As a result, the reader can easily understand the label.

### Globalization

There is 1 word found in the data. Globalization refers to the process of replacing culture-specific references with one which are more natural or general, in the sense that they are accessible to audience from a wider range of cultural background. The explanation can be seen as follows:

#### Excerpt 2:

SL	TL	Type of Ecology Words	Type of Foreignization
Terbuat dari daun Teh Hijau, <b>Kayu Rapet, Daun Jati Belanda, Buah Adas, Jahe, Jeruk Nipis serta Madu.</b>	Slimming Tea contains extract best selection of green tea and <b>natural herbal mix.</b>	Flora	Domestication

From the table above, the researcher finds the word ‘*natural herbal mix*’ in the TL. It consists of the *hijau, kayu tapet, daun jati belanda, buah adas, jahe, jeruk nipis and madu* as stated in the SL. The word ‘*natural herbal mix*’ gives the information to the readers that the product contains many herbal ingredients. Here, the translator uses more natural or general term, in the sense that they are accessible to audience from a wider range of cultural background. However, globalization may cause loss of effect in translation, because the source language term is replaced by the one that has more general meaning. This strategy is called globalization.

### Addition

The researcher finds 1 word that is translated by using addition in the data. This the least strategy is used to foreignize the word. Further explanation can be seen below:

#### Excerpt 15:

SL	TL	Type of Ecology Words	Type of Foreignization
Jamu Godog Bugar Ayu mengandung formula "antiaging" dari bahan alami Centella, Red Clover dan <b>Green Tea</b> yang dapat membantu memperlambat proses penuaan, memperlancar peredaran darah, menambah tenaga dan meningkatkan daya tahan tubuh.	Contain the "anti-aging" formula from natural ingredients such as Centella, Red Clover, and <b>Green Tea Leaves</b> . Jamu Godog Bugar Ayu would help slowing the aging process, improving the blood circulation, adding more energy and strengthen your body resistance.	Flora	Addition

From the table above, the researcher finds the word '**leaves**' in the TL which is not found in the SL. The word '**leaves**' gives the information to the readers that the product contain green tea leaves not green tea drink. This is tolerable to add an information to the TL since it does not lead to any wrong information into the TL. The translator adds a new word to make the message sounds natural and acceptable in the TL. Besides, it avoids ambiguity to the customers. In the end, this strategy is called addition.

### CONCLUSION

After analyzing the data, there are 42 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 contain 2 words. Third, the ecological word plains contains a word.

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 only four out of six types of domestication; those are: cultural equivalent, omission, globalization, and equivalent. Then, there are four types of foreignization; those are: preservation, addition, naturalization and literal translation. The biggest number of types of domestication and foreignization is preservation with 17 words. It happened because mostly the products' translations using biological name of the flora. Then, the second is literal translation with 12 words. The third is cultural equivalent with 10 words. The fourth is naturalization with 3 words. The fifth is globalization with 2 words. The lowest number is omission, equivalent and addition with each 1 word.

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## ADVISER APPROVAL

This journal has been approved by the adviser on August 8<sup>th</sup> 2016 to be examined by the board of examiners.

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