

**INDONESIAN TRANSLATION ANALYSIS OF DESCRIPTIVE ADJECTIVES IN APPLE PRODUCTS' SLOGANS****Raden Roro Shinta Felisia**Faculty of Letters and Cultures/English Literature, [shintafelisia@staff.gunadarma.ac.id](mailto:shintafelisia@staff.gunadarma.ac.id), Gunadarma University**Article History**

Received : 10-03-2023

Revised : 20-03-2023

Accepted : 21-04-2023

Published : 30-04-2023

**Corresponding author:**[shintafelisia@staff.gunadarma.ac.id](mailto:shintafelisia@staff.gunadarma.ac.id)**No. Contact:****Cite This Article:****DOI:**<https://doi.org/>

**Abstract:** Apple, a technological company based in California, has one official Indonesian website. This website contains Indonesian product slogans translated from the English website. Since it conveys a product quality, a descriptive adjective is a language component frequently used in an Apple product slogan. This study aims to describe the Indonesian translation of descriptive adjectives in Apple products' slogans. The result is two (2) translations referring to the literal translation strategy, one (1) referring to the free translation strategy, and one (1) referring to the creative translation strategy. As a brand component, a slogan and its translation are important in the development of a brand identity.

**Keywords:** slogan, translation strategy, free, literal, creative.

**Abstrak:** Apple, perusahaan teknologi yang berbasis di California, memiliki satu situs resmi berbahasa Indonesia. Situs ini memuat slogan produk Indonesia yang diterjemahkan dari website Apple berbahasa Inggris. Dalam penyampaian kualitas produk, kata sifat deskriptif adalah komponen bahasa yang sering digunakan dalam slogan produk Apple. Penelitian ini bertujuan untuk mendeskripsikan terjemahan berbahasa Indonesia pada kata sifat deskriptif di slogan produk apple. Hasilnya adalah 2 (dua) terjemahan mengacu pada strategi penerjemahan literal, 1 (satu) mengacu pada strategi penerjemahan bebas, dan 1 (satu) mengacu pada strategi penerjemahan kreatif. Sebagai komponen merek, slogan dan terjemahannya penting dalam pengembangan identitas merek.

**Kata kunci:** slogan, strategi penerjemahan, bebas, literal, kreatif

**INTRODUCTION**

A product's slogan is a component a brand should notice to stand out among other brands. According to Wallace (2001), slogans or taglines are important in the development of brand identity. Slogans help in enhancing brand recall, awareness and increase brand recognition over a long period of time (Pryor and Brodie, 1998). The characteristics of slogans are typically short and catchy. Therefore, the audiences easily remember the slogan and associate it with the products.

Apple, a brand headquartered in California, sells technological products and brings a vision of changing how people view computers. Apple's founders, Steve Jobs and Steve Wozniak, wanted to make user-friendly computers. Their first and second computers were the Apple I (1976) and the Apple II (1977). The Apple II revolutionized the computer industry by introducing the first-ever color graphics. When Apple went public in 1980, sales jumped to \$117 million. The sales in 1978 were far below such a number (\$7.8 million).

*Apple's Crazy Ones* (1997 tv-commercial) first introduced Apple's Slogan: *Think Different*. This commercial initially shows iconic misfits such as Albert Einstein, Martin Luther King, Muhammed Ali, Pablo Picasso, Richard Branson, Mahatma Gandhi, etc. After that, a shot scene of a little girl (a representation of the audience) followed by the closing *Think Different*. It aims to convince the audience that those using Apple products have the same vision (improving the world with different ideas) as the iconic misfits. Even though this commercial spent less budget, it provided positive responses, reflected by Apple's fame shortly after. The price of Apple's stocks tripled within a year.

*Think Different* also becomes iconic and inseparable from Apple products. These two words came from TBWA Chiat/Day copywriter named Craig Tanimoto. He included a Dr. Seuss-style poem about computers for an Apple commercial. The slogan lacks grammar, but he liked it. To be grammatically correct, the descriptive adjective *Different in Think Different* can be changed into the adverb *Differently*.

Apple's success with its iconic slogan proves that a slogan has an impact. Even though a slogan may be short, it can have a long-term effect. A slogan also emphasizes a product's quality. Slogans usually substantially call the audience's attention to one or more aspects of a product or service (Abdi and Irandoust, 2013).

In terms of the official website, Apple has one in English (<https://www.apple.com>) and one in the Indonesian language (<https://www.apple.com/id/>). It means that Apple does translate its content, including the product slogans, from the source language/SL (English) into the target language/TL (Indonesian). These two official websites cause the researcher to analyze the Indonesian Translation of Apple Products' Slogans. Due to the frequent description of product quality in slogans, descriptive adjectives are the selected part of speech to be analyzed.

As same as the type of data used in the current study, several previous studies also use slogans: Li and Xiao's (2020) *Analysis of Translation Strategies of Slogans and Translator's Subjectivity Based on Translation Ethic*, Lim and Ying's (2015) *Evaluating slogan translation from the readers' perspective: A case study of Macao*, and Gharyan's (2013) *International Advertising Translation and Cultural Differences: a Case of Studying Advertising Slogans and Their Persian Translation*.

There are differences between the current study and the previous studies. The current study analysis is not based on translation ethics and use English- Indonesian translation data. Meanwhile, Lim and Xiao's study analysis is based on translation ethics and use English-Chinese translation data. The current study is analyzed using diction and English as the source language. Meanwhile, Lim and Ying's study analysis is analyzed from the readers' perspective and Chinese as the target language. The current study analyses the Indonesian translation of English descriptive adjectives in slogans. Meanwhile, Gharyan's study analyses the Persian translation of English slogans.

## LITERATURE REVIEW

### Adjective

Montague (1970) and Parsons (1968) state that the meaning of an adjective is a function that maps the meanings of noun phrases onto other such meanings; e.g. the meaning of clever is a function that maps the meaning of man onto that of clever man, that of poodle onto that of clever poodle, etc.

Southeastern Writing Center mentions types of adjectives as follows: descriptive adjectives, proper adjectives, limiting adjectives, interrogative adjectives, coordinate adjectives, compound adjectives, and determiners as adjectives.

- Descriptive Adjective

According to Southeastern Writing Center, descriptive adjective names a quality of the noun or pronoun, which it modifies.

For example:

**brown** dog, **bigger** house, **fluffy** cat

### Translation Strategies

Li and Xiao (2020) mentioned four translation strategies for advertising language: literal translation, free translation, creative translation, and transliteration.

#### 1) Literal Translation

Larson (1984) stated that a literal translation is a translation that follows closely the form of the source language. By the literal translation, the source language and target have cultural commonness and generate the uniform association. Li and Xiao stated that in advertising translation, this strategy can effectively express the meaning of the original text and take into account the style of the original text.

For example:

**Source Language:** .... during **observational** learning.

**Target Language:** .... selama belajar **observasional**.

Based on the data above, the descriptive adjective **observational** is translated into *observasional* in Indonesian. The translation *observasional* modifies *belajar* as same as **observational** modifies

**learning.** Therefore, *observasional* is a literal translation since the source language and target have cultural commonness and generate a uniform association.

2) Free Translation

Free translation frequently will not concern about manner matters such as sentence structure or literal meaning. For some conditions, the literal translation is unable to deliver the message of the source text (ST) well. To compensate this inability, free translation is used.

For example:

**Source Language:** Behavior that is regulated by one's own performance standards, **moral codes**, or imagination.

**Target Language:** Perilaku yang diatur oleh standar kinerja sendiri, **kode moral sendiri** atau imajinasi sendiri.

Based on the data above, the noun phrase **moral codes** is translated into *kode moral sendiri* in Indonesian. The translation *kode moral sendiri* is longer than its source language. Therefore, *kode moral sendiri* is free translation since the translation is not concerned about manner matters such as sentence structure or literal meaning.

3) Creative Translation

With creative translation, a translator can convey the charm and beauty of advertisements by adapting their translation to meet the target audience's culture and habits. Therefore, the audience can enjoy the translation like the original native local advertising. According to Li and Xiao (2020), Feel good, fast food. (fast food, delicious and warm), in this slogan, good and food both end and rhyme (that is, the sounds of the two sound similar), so that the advertisement reads up and down, the rhythm is neat, creating a sense of beauty.

4) Transliteration

Li and Xiao (2020) stated that commercial advertisement translation involves the meaning conversion between two languages and is implemented in the context of cross-cultural communication.

This conversion is based on the phonetic similarity between the source language and the target language. For instance, a Chinese word 面条. When this word 面条 transliterated, it would be mein (as in the Chinese menu item lo mein). It helps you pronounce the way a Chinese speaker would.

## METHOD

### Research Method

This research is a qualitative descriptive research and to describe the Indonesian translation of descriptive adjectives in Apple Products' Slogans. Jauhari (2010) states that qualitative is a kind of research needs data like written and verbal data or an action can be observed, while, descriptive is a research method that gives an explanation about thing clearly, without measure to the research object.

This research data is taken from Apple's official websites (English and Indonesian websites) in 2023. The English website contains English data as the source language, while the Indonesian website contains Indonesian data as the target language.

### Procedure Of the Research

To conduct this research, the following steps are:

1. English data is collected.
2. Indonesian data or the translation is collected.
3. English and its translation are analyzed.
4. The translation is described.
5. Conclusion and suggestions are provided.

## RESULT AND DISCUSSION

### Indonesian Translation of Descriptive Adjective in Apple Products' Slogans

There are four (4) descriptive adjectives in the English website of Apple Products' Slogans. These adjectives are translated into Indonesian. The result is two (2) translations referring to the literal translation

strategy, one (1) referring to the free translation strategy, and one (1) referring to the creative translation strategy.

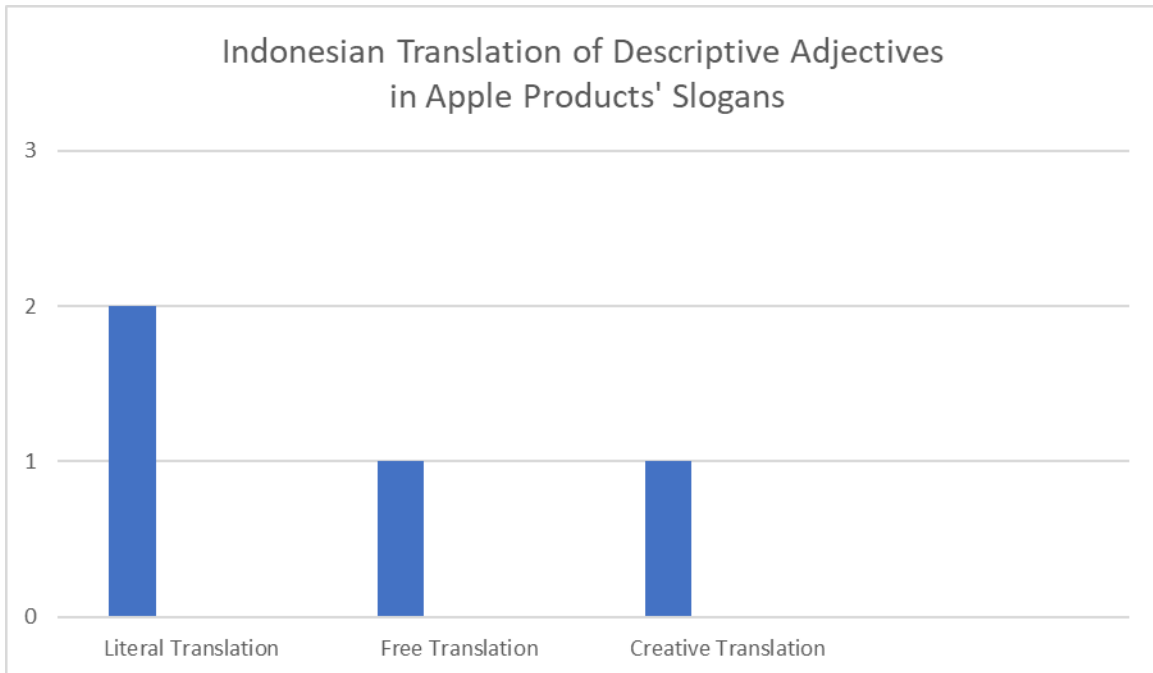


Chart 1. Indonesian Translation of Descriptive Adjectives in Apple Products' Slogans

#### 1. Literal Translation

Two (2) literal translations are found in Apple Products' Slogans. The discussion is as follows:

##### Data 1

**Source Language** : A **true** powerhouse.  
**Target Language** : Tenaga super yang **sesungguhnya**.

Based on the data above, the descriptive adjective **true** is translated into **sesungguhnya** in Indonesian. The translation **sesungguhnya** modifies **tenaga super** as same as **true** modifies **powerhouse**. Therefore, **sesungguhnya** is a literal translation since the source language and target have cultural commonness and generate a uniform association.

##### Data 2

**Source Language** : **Mind-blowing** performance now comes standard  
**Target Language** : Performa **luar biasa** kini adalah fitur standar.

Based on the data above, the descriptive adjective **mind-blowing** is translated into **luar biasa** in Indonesian. The translation **luar biasa** modifies **performance** as same as **mind-blowing** modifies **performance**. Therefore, **luar biasa** is literal translation since the source language and target have cultural commonness and generate a uniform association.

#### 2. Free Translation

One (1) free translation is found in Apple Products' Slogans. The discussion is as follows:

**Source Language** : A **healthy** leap ahead.  
**Target Language** : Lompatan besar untuk **kesehatan** Anda.

Based on the data above, the descriptive adjective **healthy** is translated into **kesehatan** in Indonesian. The translation **kesehatan** is a noun in *lompatan besar untuk kesehatan Anda*. Therefore, **kesehatan** is free

translation since the translation is not concerned about manner matters such as sentence structure or literal meaning.

### 3. Creative Translation

One (1) creative translation is found in Apple Products' Slogans. The discussion is as follows:

**Source Language** : A **great** deal to love.  
**Target Language** : Kemampuan **memukau** yang terjangkau.

Based on the data above, the descriptive adjective **great** is translated into **memukau** in Indonesian rather than one of the following words such as *besar*, *hebat*. The word **memukau** has the same rhyme (-*au*) as at the end of the translation phrase *terjangkau*. These rhymes are like rhymes in Indonesian poem which has the same rhyme with the end of the word. Therefore, **memukau** is a creative translation since the audience can enjoy the translation like the original native local advertising.

### CONCLUSION AND SUGGESTION

It can be concluded that the Indonesian translation of descriptive adjectives in Apple products' slogans refers to three strategies: literal translation (2 descriptive adjectives), free translation (1 descriptive adjective), and creative translation (1 descriptive adjective). No transliteration strategy is found in the Indonesian translation of descriptive adjectives in Apple products' slogans.

From the discussion above, 1 descriptive adjective in Apple products' slogans is different in terms of structure compared to the source language (English) referring to free translation, and 1 descriptive adjective in Apple products' slogans has the same rhyme with the end of the word referring to creative translation.

Creative translation contains rhymes as its language feature which is also a solution to provide charm for audience. Therefore, the researcher suggests the upcoming research will specifically describe creative translation for English slogans.

### REFERENCES

- [1] Abbas Eslami Rasekh A'zam Gharyan. International Advertising Translation and Cultural Differences: a Case of Studying Advertising Slogans and Their Persian Translation. *Case Studies Journal*. 2013.
- [2] Aso S, Isabel. Beyond words: a multimodal approach to translation applied to global standardised advertising campaigns in international women's magazines. *University of Exeter*, 2012. 10(4):30-32.
- [3] Farooq-E Azam Cheema, Saba Rehman, Sayma Zia, and Mustaghis Ur Rehman. Do Taglines have a Positive Impact on Building the Brand Perception? a Case Study on Kit Kat. *Journal of Business Studies*. Vol. 12, No. 1, 2016, pp. 52-64. doi: <https://doi.org/10.46745/ilma.ibtjbs.2016.121.5>
- [4] Hans Kamp. *Two Theories about Adjectives*. Leiden: Brill Publisher, 2013, p. 225.
- [5] Hastin Xirera, Abdul Muth'im, and Nasrullah. English-Indonesian Translation Method of Book's Glossary. *New Language Dimensions*. Volume 2 (2), 2021, p. 106-116.
- [6] J.C. Catford. *A Linguistic Theory of Translation: An Essay in Applied Linguistics*. Oxford: Oxford University Press, 1965, pp. 73-82.
- [7] Lei Li and Han Xiao. Analysis of Translation Strategies of Slogans and Translator's Subjectivity Based on Translation Ethics. *International Journal of Arts and Social Science*. Volume 3 Issue 2, March-April 2020.
- [8] Lily Lim and Loi Kwok Ying. Evaluating slogan translation from the readers' perspective: A case study of Macao. *Babel*. Vol. 61 (2), pp. 208-303.
- [9] Luke Dormehl 2023, *Cult of Mac website*, accessed 1 March 2023, < <https://www.cultofmac.com/441206/today-in-apple-history-its-time-to-think-different/>>

- [10] Peter Newmark. *A textbook of translation*. New York: Prentice-Hall International, 1988, xii+292pp.
- [11] Smith K. The Translation of Advertising Texts: A study of English-language printed advertisements and their translations in Russian. *British Journal of Social Work*, 2002, 39(8):1465-1480.
- [12] Toni Koraza 2023, *Madx Digital website*, accessed 1 March 2023, <<https://www.madx.digital/learn/the-evolution-of-apples-genius-slogan>>