RHYMES OF INDONESIAN CREATIVE TRANSLATION IN SLOGANS

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INTRODUCTION

As same as the literary language, the language of advertising including slogans may use rhyme, the phonological device which aims to ease the audience to remember the advertising. Considering a slogan should be fully translated into other languages, the researcher finds the importance of describing a slogan translation, especially those using rhyme. They are called creative translation, one of the translation strategies in advertising. Seven (7) rhymes of Indonesian creative translation are in five (5) slogans. In frequency, two (2) slogans have two (2) rhymes respectively. The other three (3) slogans have one (1) rhyme respectively. In the sound of rhyme, there are two (2) vocal letters, one (1) partial syllable, and four (4) syllables. In terms of the rhyme-used units (such as word and phrase), there are seven (7) types of units for those seven (7) rhymes. Based on the result regarding rhyme-used units, there are various possibilities a translator can apply since using rhyme relates to a translator’s creativity to provide charm.

Keywords: rhyme, creative translation, frequency, sound, unit.
Considering a slogan should be fully translated into other languages, the researcher finds the importance of describing a slogan translation, especially those using rhyme. They refer to creative translation, one of the translation strategies in advertising. Rhyme gives the audience the vibe like the audience read their local text. Due to rhyme, the audience may also find the translation natural.

There are three studies relating to several points discussed in the current research: Shariq’s (2020) Tools and Techniques Used in the Language of Advertisements: The Linguistic Perspective, Shirinboyevna’s (2020) Basic Features of Advertising Language, and Li and Xiao’s (2020) Analysis of Translation Strategies of Slogans and Translator’s Subjectivity Based on Translation Ethic.

The similarity between the current research and those respective research are as follows: the current research and Shariq’s respectively discuss rhyme in the advertising language; the current research and Shirinboyevna’s respectively discuss slogans in the advertising language; the current research and Li and Xiao’s respectively discuss creative translations in slogans.

The current research and those three studies also have different points respectively. The current research analyses the Indonesian translation in the advertising language. However, Shariq analyses English and Hindi as advertising languages. The current research analyses the Indonesian translations especially their rhymes in slogans. Meanwhile, Shirinboyevna’s analyses the Uzbek slogan especially the slogan structure. The current research analyses the rhyme in the Indonesian translation. However, Li and Xiao’s analyze the translation based on the translation ethics and use Chinese translation.

LITERATURE REVIEW
Rhyme in Indonesian Advertisement
According to Suara Merdeka published from January to December 2017, rhyme is one of the rhetoric types referring to the arrangement of words in the form repetition of syllables at the end of words. This style ease the audience to remember the words since the words have the same sound of syllables. Several examples of the Indonesian advertisement have rhymes: kemewahan dan kenyamanan with similarity sounds -an in the end of words, enteng dan mentereng with similarity sounds -eng in the end of words, memukau dan terjangkau with similarity sounds -au in the end of words.

Creative Translation
Li and Xiao (2020) mentioned that:
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.

METHODOLOGY
Research Method
This research applies qualitative research. According to Dornyei (2007), qualitative research involves data collection procedures that result primarily in open-ended, non-numerical data, which is then analyzed primarily by non-statistical methods. Sugiyono (2011) stated that qualitative research method is a method based on post positivism philosophy used to examine the condition of natural objects.

The data used are slogans from Apple’s official website in English version (https://www.apple.com/) and Apple’s official website in Indonesian version (https://www.apple.com/id/). The English version is as source language and the Indonesian version is as target language. The researcher took data in 2023.

Procedure of the Research
The researcher have completed the procedure as follows:
1. The collection of English slogans as the source language
2. The collection of Indonesian slogans as the target language
3. The analysis of rhymes of Indonesian Creative Translation in Slogans
4. The rhymes are described.
5. Conclusion and suggestions are provided.
RESULT AND DISCUSSION
Rhymes of Indonesian Creative Translation in Slogans

Seven (7) rhymes of Indonesian Creative Translation are found in five (5) slogans. In terms of frequency, two (2) slogans have two (2) rhymes respectively. The other three (3) slogans have one (1) rhyme respectively. Regarding the sound of rhyme, there are two (2) vocal letters, one (1) partial syllable, and four (4) syllables. In terms of the rhyme-used units (such as word and phrase), there are seven (7) types of units for those seven (7) rhymes: the same rhyme in noun phrases as the translation of three English adjectives, the same rhyme in nouns as the translation of one English noun and one English verb, the same rhyme in adjectives as the translation of two English adjectives, the same rhyme in verbs as the translation of two English verbs, the same rhyme in adverbs as the translation of two English adjectives, the same rhyme in verbs as the translation of two English adverbs, and the same rhyme in one verb and one adjective as the translation of one English adjective and one English infinitive.

Frequency of Rhymes in Slogan

Two (2) slogans have two (2) rhymes respectively. The other three (3) slogans have one (1) rhyme respectively.

![Chart 1. Frequency of Rhymes in Slogan]

a. 2 Rhymes
Data 1
Source Language: Mega power. Mini sized.
Target Language: Kekuatan mumpuni. Ukuran mini.

According to the data above, two (2) rhymes -an (kekuatan, ukuran) and -ni (mumpuni, mini) are in the target language or translation.

Data 2
Source Language: Impressively big. Impossibly thin.
Target Language: Besarnya mengagumkan. Tipisnya menakjubkan.

According to the data above, two (2) rhymes -nya (besarnya, tipisnya) and -kan (mengagumkan, menakjubkan) are in the target language or translation.
b. 1 Rhyme
Data 1
Target Language : Disukai semua.Siap berkarya.Luar biasa.

According to the data above, one (1) rhyme -a (semua, berkarya, biasa) is in the target language or translation.

Data 2
Source Language : The apps you love. From a place you can trust.
Target Language : Aplikasi yang Anda suka. Dari tempat yang Anda percaya.

According to the data above, one (1) rhyme -a (suka, percaya) is in the target language or translation.

Data 3
Source Language : A great deal to love.
Target Language : Kemampuan memukau yang terjangkau.

According to the data above, one (1) rhyme -kau (memukau, terjangkau) is in the target language or translation.

Sound of Rhymes
The sound of rhymes are as follows: two (2) rhymes are vocal letters; one (1) rhyme is a partial syllable, and four (4) rhymes are syllables.

![Sound of Rhyme Chart](chart.png)

a. Vocal Letter

Data 1
Target Language : Disukai semua.Siap berkarya.Luar biasa.

According to the data above, the target language or translation has a rhyme -a (semua, berkarya, biasa) referring to a vocal letter.
According to the data above, the target language or translation has a rhyme -a (suka, percaya) referring to a vocal letter.

**b. Partial Syllable**

According to the data above, the target language or translation has a rhyme -an (kekuatan, ukuran) referring to a partial syllable. This is partial because the last syllables of kekuatan (-tan) and the last syllable of ukuran -ran) are almost the same.

**c. Syllable**

According to the data above, the target language or translation has a rhyme -ni (mumpuni, mini) referring to a syllable. This is because the last syllables of mumpuni and mini are the same which is -ni.

According to the data above, the target language or translation has a rhyme -nya (besar nya, tipis nya) referring to a syllable. This is because the last syllables of besar nya and tipis nya are the same which is -nya.

According to the data above, the target language or translation has a rhyme -kan (mengagumkan, menakjubkan) referring to a syllable. This is because the last syllables of mengagumkan and menakjubkan are the same which is -kan.

According to the data above, the target language or translation has a rhyme -kau (memukau, terjangkau) referring to a syllable. This is because the last syllables of memukau and terjangkau are the same which is -kau.

**Rhymes-used Unit**

In terms of the rhyme-used units (such as word and phrase), there are seven (7) types of units for those seven (7) rhymes: the same rhyme in noun phrases as the translation of three English adjectives, the same rhyme in nouns as the translation of one English noun and one English verb, the same rhyme in adjectives as the translation of two English adjectives, the same rhyme in verbs as the translation of two English verbs, the same rhyme in adverbs as the translation of two English adjectives, the same rhyme in verbs as the translation of two English adverbs, and the same rhyme in one verb and one adjective as the translation of one English adjective and one English infinitive.
a. The same rhyme in noun phrases as the translation of three English adjectives

Data
Source Language: Lovable Drawable Magical.
Target Language: Disukai semua Siap berkarya Luar biasa.

According to the data above, the same rhyme -a (semua, berkarya, biasa) is in noun phrases (Disukai semua, Siap berkarya, Luar biasa.) as the translation of three English adjectives (Lovable, Drawable, Magical).

b. The same rhyme in nouns as the translation of one English noun and one English verb

Data
Source Language: Mega power. Mini sized.
Target Language: Kekuatan mumpuni. Ukuran mini.

According to the data above, the same rhyme -an is in nouns (kekuatan, ukuran) as the translation of one English noun (power) and one English verb (sized).

c. The same rhyme in adjectives as the translation of two English adjectives

Data
Source Language: Mega power. Mini sized.
Target Language: Kekuatan mumpuni. Ukuran mini.

According to the data above, the same rhyme -ni is in adjectives (mumpuni, mini) as the translation of two English adjectives (mega, mini).

d. The same rhyme in verbs as the translation of two English verbs

Data
Source Language: The apps you love. From a place you can trust.
According to the data above, the same rhyme -a is in adjectives (suka, percaya) as the translation of two English verbs (love, trust).

e. The same rhyme in adverbs as the translation of two English adjectives

Data
Source Language : Impressively big, Impossibly thin.
Target Language : Besarnya mengagumkan, Tipisnya menakjubkan.

According to the data above, the same rhyme -nya is in adverbs (besarnya, tipisnya) as the translation of two English adjectives (big, thin).

f. The same rhyme in verbs as the translation of two English adverbs

Data
Source Language : Impressively big, Impossibly thin.
Target Language : Besarnya mengagumkan, Tipisnya menakjubkan.

According to the data above, the same rhyme -kan is in verbs (mengagumkan, menakjubkan) as the translation of two English adverbs (impressively, impossibly).

g. The same rhyme in one verb and one adjective as the translation of one English adjective and one English infinitive

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

According to the data above, the same rhyme -kau is in one verb (memukau) and one adjective (terjangkau) as the translation of one English adjective (great) and one English infinitive (to love).

CONCLUSION AND SUGGESTION

The conclusion is that rhymes of the Indonesian creative translation in slogans: two (2) types of rhyme frequency which are two rhymes in a slogan and one rhyme in a slogan; three (3) types of rhyme sound which are vocal letters, partial syllable, and syllable; and seven (7) types of rhyme-used unit for seven (7) rhyme.

Based on the result regarding rhyme-used units, there are various possibilities a translator can apply since using rhyme relates to a translator’s creativity to provide charm. In this creative translation, a translator can create a more catchy vibe.

The suggestion is that the following research can discuss other linguistic element, such as alliteration in advertising language. The result will add more knowledge regarding translation in advertising language.

REFERENCE


