

**RHYMES OF INDONESIAN CREATIVE TRANSLATION IN SLOGANS****Raden Roro Shinta Felisia**

Faculty of Letters and Cultures/English Literature, Gunadarma University

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**Corresponding author:**

shinta\_felisia@staff.gunadarma.ac.id

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**Abstract:** 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.

**Abstrak:** Bahasa iklan, termasuk slogan, dapat menggunakan rima, perangkat fonologis yang bertujuan untuk memudahkan para audiens mengingat iklan. Dikarenakan sebuah slogan harus diterjemahkan sepenuhnya ke dalam bahasa lain, peneliti menemukan pentingnya mendeskripsikan terjemahan sebuah slogan, terutama yang menggunakan rima. Terjemahan yang menggunakan rima disebut terjemahan kreatif, salah satu strategi terjemahan dalam periklanan. Tujuh (7) rima dari terjemahan kreatif berbahasa Indonesia ditemukan pada lima (5) slogan. Secara frekuensi, dua (2) slogan masing-masing memiliki dua (2) rima. Tiga (3) slogan lainnya masing-masing memiliki satu (1) rima. Dalam bunyi rima terdapat dua (2) huruf vokal, satu (1) suku kata sebagian, dan empat (4) suku kata. Ditinjau dari unit (seperti kata dan frasa) yang menggunakan rima, terdapat tujuh (7) jenis unit untuk tujuh (7) rima tersebut. Berdasarkan hasil terkait unit yang menggunakan rima, terdapat berbagai kemungkinan yang dapat diterapkan oleh seorang penerjemah karena penggunaan rima berhubungan dengan kreativitas penerjemah untuk memberikan pesona.

**Kata Kunci:** rima, terjemahan kreatif, frekuensi, bunyi, unit.

**INTRODUCTION**

As same as the literary language, the language of advertising including slogans may use rhyme. Rhyme, the phonological device, is frequently used to ease the audience to remember the advertising. In other words, rhyme potentially makes the slogan catchy. Dubovičienė and Skorupa (2014) stated that the purpose of catchy phrases in advertising slogans is to draw the attention of a potential customer and help to distinguish a product or service from the majority of others in the market.

The advertising language especially by text will also significantly impact the message. According to Shirinboyevna (2020), the advertising text is the main, and often the only expression of the content, which reveals the purpose of the advertising message. Therefore, the selection of a slogan as one of the advertising texts should be considered carefully.

The word "slogan" (slogun) originated from the Celtic language with the meaning "battle call". Short, memorable, trademark name, and fully translated into other languages are the characteristics that should be possessed by a slogan. In terms of average words, a slogan is 4-5 words.

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.

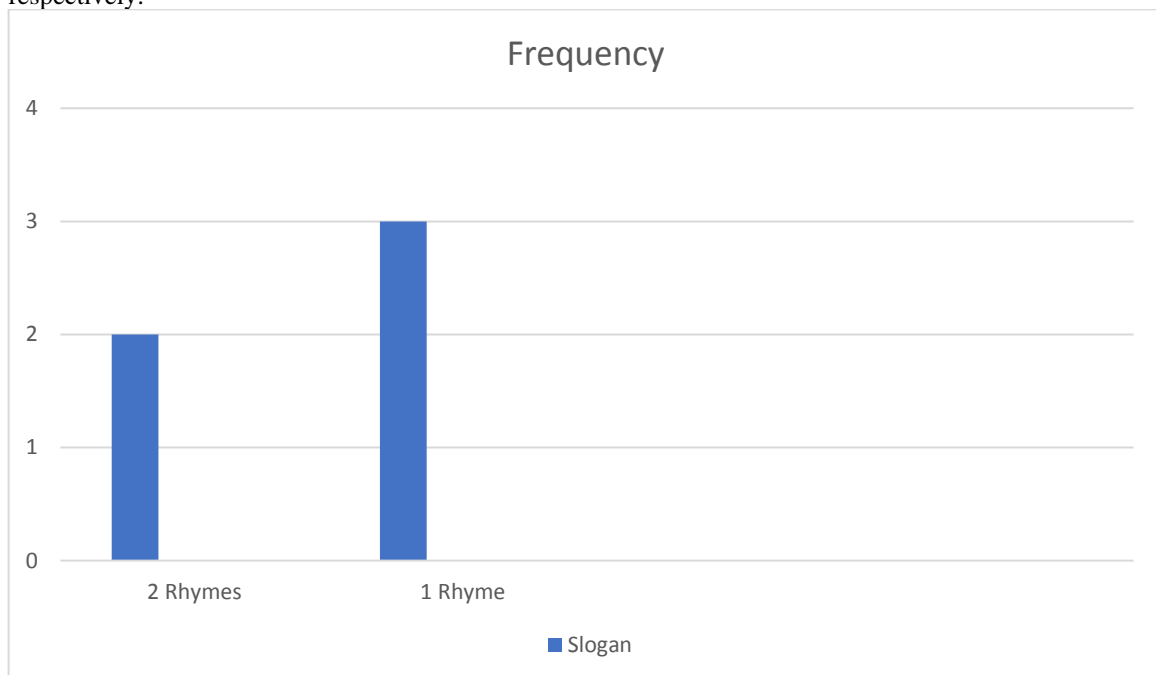


Chart 1. Frequency of Rhymes in Slogan

#### 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

Source Language : Lovable.Drawable.Magical.  
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.

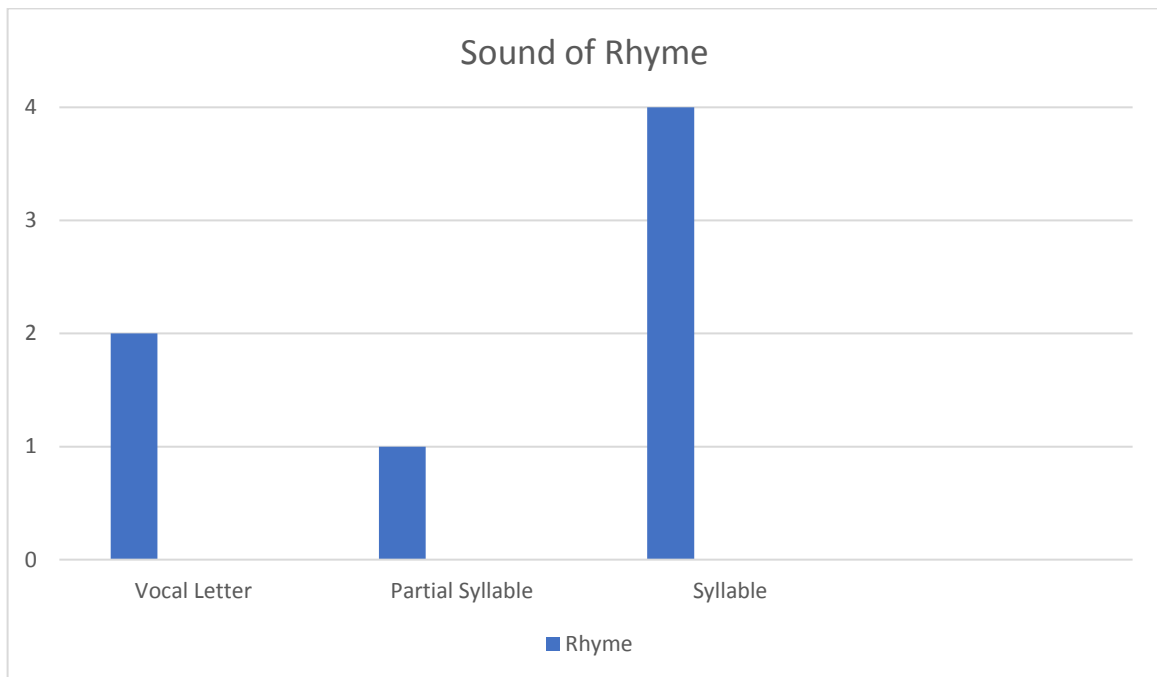
Data 3

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.



**Chart 2. Sound of Rhyme**

**a. Vocal Letter**

**Data 1**

Source Language : Lovable.Drawable.Magical.  
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.

#### 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, the target language or translation has a rhyme **-a** (*suka, percaya*) referring to a vocal letter.

#### b. Partial Syllable

#### Data 1

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

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

#### Data 1

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

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*.

#### Data 2

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

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

#### Data 3

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

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*.

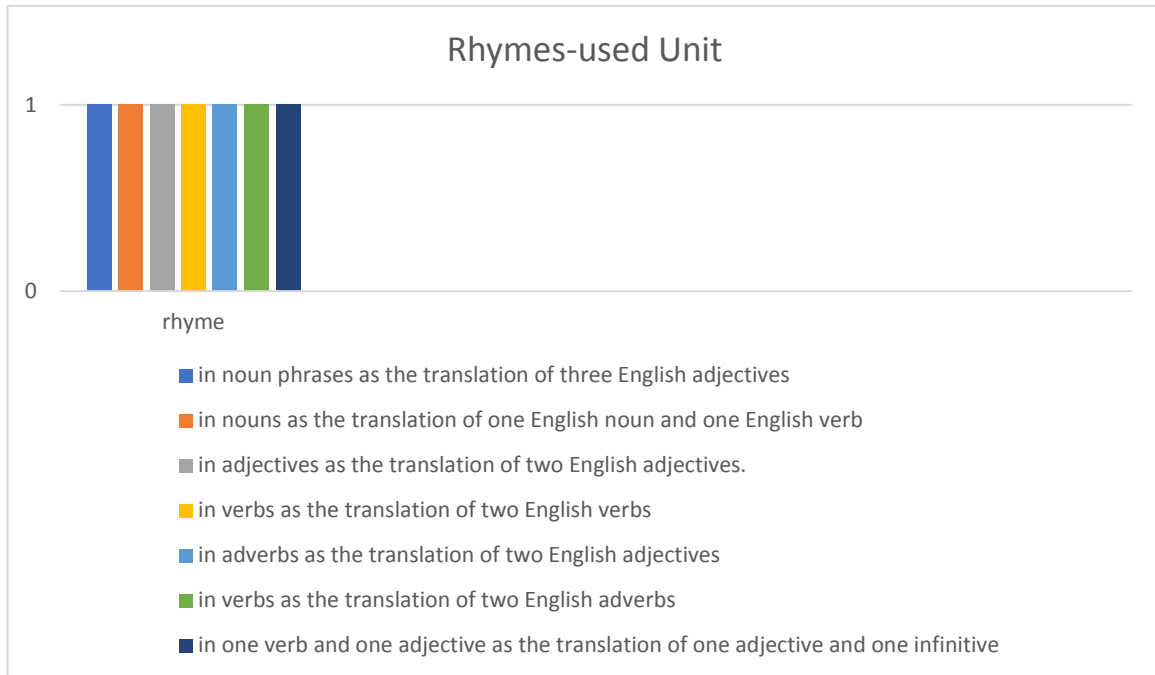
#### Data 4

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

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.

**Target Language** : Aplikasi yang Anda suka. Dari tempat yang Anda percaya.

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.

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