

ABSTRACT

Akhmadi, Antariksa. Comparison of English and Indonesian Lyrics of Oreo Wonderfilled Advertisement: A Localization Perspective. A thesis submitted as partial fulfillment of the requirements for the Sarjana Degree of English Department, Faculty of Humanities, Universitas Airlangga. 2017.

The translation of advertisements becomes more commonplace as multinational companies intend to sell their products to many countries outside their origin, especially translations from English to Indonesian. However, problems arise when considering whether the translation should appeal to global influences of the source language or instead focus on local characteristics of the target language. One manifestation of such problems can be seen in the popular Oreo Wonderfilled advertising campaign, the commercials of which have been translated into Indonesian. There are three versions of the advertising commercials that constitutes the ST and TT of this study. This study attempts to describe the Source and Target Texts' extratextual and intratextual factors in the light of skopostheorie proposed by Vermeer, later expanded into the translation-oriented text analysis of Nord (2005). The text is then analyzed in the perspective of localization as described by Ortiz-Sotomayor (2007). The study concluded with the assertion that the ST and TT profiles of Oreo Wonderfilled advertisement conform to the notion of skopos, in which the translation relies on the aim to persuade viewers into purchasing the product. In achieving this goal, localization is used to create the advertisement and alter parts of it that might disagree with the cultural values of the viewers, which may dissuade them from buying Oreo.

Keywords: advertisement translation, skopos, translation-oriented text analysis, localization, cultural dimension