

UNDERGRADUATE THESIS

**CULTURAL ADAPTATION IN LOCALIZATION OF “EVERY U DOES
GOOD” CAMPAIGN FROM ENGLISH TO INDONESIAN VERSIONS ON
UNILEVER GLOBAL AND LOCAL WEBSITES**



By

ISTI ZHARFIESYAH PUTRI

NIM 121611233023

**ENGLISH DEPARTMENT
FACULTY OF HUMANITIES
UNIVERSITAS AIRLANGGA
SURABAYA**

2020

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**Submitted in Partial Fulfillment of the Requirements for the Sarjana Degree
of English Department Faculty of Humanities Universitas Airlangga**

**By
ISTI ZHARFIESYAH PUTRI
NIM 121611233023**

**ENGLISH DEPARTMENT
FACULTY OF HUMANITIES
UNIVERSITAS AIRLANGGA
SURABAYA
2020**

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I declare that this undergraduate thesis submitted in partial fulfillment of the degree of Sarjana Humaniora (S.Hum) of the English Department Faculty of Humanities Universitas Airlangga is entirely my own work and has been solely the result of my own original research. Hereby, I confirm that:

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Isti Zharfiesyah Putri
121611233023

APPROVAL SHEET

Title : Cultural Adaptation in Localization of “Every U Does Good” Campaign from English to Indonesian Versions on Unilever Global and Local Websites
Name : Isti Zharfiesyah Putri
Student’s Number : 121611233023
Department : English Department

Approved to be submitted on 15 June 2020 by:

Advisor

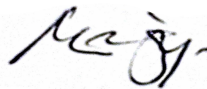


Retno Wulandari Setyaningsih, M. ITS
NIP. 197103272007012001

And has been examined and accepted by the Board of Examiners:

Surabaya, 7 July 2020

Chair/Examiner 1



Drs. Jurianto, M. Ed
NIP. 196505191991031003

Examiner 2



Retno Wulandari Setyaningsih, M. ITS
NIP. 197103272007012001

Examiner 3



Yuni Sari Amalia, Ph. D.
NIP. 197406122005012002

Acknowledged by
Head of English Department



Dr. Layli Hamida, M. Hum
NIP. 197512162003122001

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Isti Zharfiesyah Putri

It always seems impossible
until it's done.

-Nelson Mandela-