

**AN ANALYSIS OF *MAGNUM* MARKETING TEXT  
(TRANSLATION STUDY)**

**THESIS**

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FACULTY OF HUMANITIES  
UNIVERSITAS ISLAM NEGERI MAULANA MALIK IBRAHIM  
MALANG  
2020**

**AN ANALYSIS OF *MAGNUM* MARKETING TEXT  
(TRANSLATION STUDY)**

**THESIS**

Presented to:

Universitas Islam Negeri Maulana Malik Ibrahim Malang  
in Partial Fulfillment of the Requirements for the Degree of Sarjana Sastra (S.S.)

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MALANG  
2020**

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I state that the thesis entitled “**An Analysis of Magnum Marketing Text (Translation Study)**” is my original work. I do not include any materials previously written or published by another person, except those ones that are cited as references and written in the bibliography. Hereby, if there is an objection or claim, I am the only person who is responsible for that.

Malang, 15 November 2020  
The researcher,



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## APPROVAL SHEET

This to certify that Monique Leylasari's thesis entitled **An Analysis of Magnum Marketing Text (Translation Study)** has been approved for thesis examination at the Faculty of Humanities, Universitas Islam Negeri Maulana Malik Ibrahim Malang, as one of the requirements for the degree of Sarjana Sastra (S.S.).

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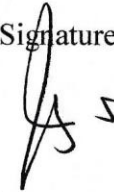
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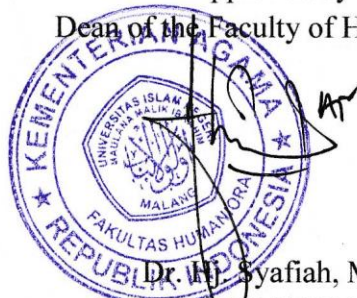


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**MOTTO**

*Be Brave*

*Be Humble*

*Be Fearless*

*Have Courage*

—

*(Baekhyun Byun)*

## **DEDICATION**

I am proudly and happily dedicating this thesis to the ones who are always supporting me in completing this thesis:

- 1.) My beloved father, Drs. Lilik Sugianto.
- 2.) My beloved mother, Marchamah.
- 3.) My beloved brother, Achmed Dwi Sugianto.
- 4.) Other fellow researchers.

I will forever remember this great occasion.

## ACKNOWLEDGEMENT

First, all praises to the greatest one Allah SWT, who has given blessing of the time and place for the researcher to be able to finish this thesis titled “An Analysis of Magnum Marketing Text (Translation Study)”. Shalawat and Salam may always be given to Muhammad SAW who has guided and taught us to a greatest lecture of Islam.

Second, I would like to thank those who has given me big contribution and guided me to complete this this thesis:

1.) All of the lecturers of English Department of University of Maulana Malik Ibrahim Malang.

2.) My Advisor, Habiba Al Umami, M. Hum., who has given me great assistance in completing this thesis. My examiners Dr. Meinarni Susilowati, M.Ed. and Nur Latifah, M.A.

3.) My family who believes me and waits patiently for this moment to happen.

4.) All of my pals. Sasanti, Cindy, Kiky, Amal, Nimas, Orchidea, Kak Ishlakiyah, Farah, my cousin Fitri, my grandmother Kayati.

Lastly, criticism and sugesstion are mostly welcomed for the improvement of this thesis. Hopefully, this research study will be beneficial for other researchers and fellow readers.



## ABSTRACT

**Leylasari, Monique.** 2020. *An Analysis of MAGNUM Marketing Text (Translation Study)*. Thesis. Department of English Literature, Faculty of Humanities, Universitas Islam Negeri Maulana Malik Ibrahim Malang

**Advisor:** Habiba Al Umami, M.Hum.

**Keywords:** Equivalence meaning, Translation strategy, Register, Source text, Target text

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As a social human being, people will always be likely to have communication with each other, in oral or written form. In this case, language is used as a tool of communication, which has the purpose of conveying the message to others. In doing so, even when the speakers do not speak the same language, they can still understand each other by translating their message into another language without changing its meaning. Moreover, the rapid development of IT in this era has made the exchange of information has become an essential thing, domestically and internationally. Thus, translation is needed. Not only in the field of academic and literary works, but translation can also be found in many other fields, including marketing. The development of the era has also made the rapid development of products and services. Consequently, translation is really needed in the marketing process.

This study is a descriptive-qualitative research with a content analysis method. This research emphasized the importance of analysis performance of the writer. The data source is taken from the official web page of Magnum with the address of <https://www.magnumicecream.com/uk/home.html> for the English version of the texts and the other one is from <https://www.magnumicecream.com/id/id/home.html> for the Indonesian version of the texts. The data were all the words (content words) and expressions within the 6 marketing texts of Magnum in the source language (English) and in the target language (Indonesian).

The results of this research are as explained in the following manner: there are 5 types of equivalence meaning found; 10 types of translation strategy used; and the register of the text is a formal text written in an advertising fields with the purpose to advertise Magnum ice cream with the language style of marketing language style, and the situational context in which the Magnum texts are used is in a marketing or advertising of Magnum ice cream.

Based on the result of this research, it is highly recommended that the translator and fellow scholar to explore deeper and more about the topic of Register which deals about the cultural & situational context gained from analyzing the text based on its type and its context. Other than Register, the topic of Equivalence Meaning still need to be studied further more in order to analyze the different Equivalence Meaning found in different text type.

## الملخص

ليلاساري، مونيكا. 2020. تحليل لنص تسويق MAGNUM (دراسة الترجمة). أطروحة قسم الأدب الإنجليزي، كلية العلوم الإنسانية، جامعة الإسلام في نيجري مولانا مالك ابراهيم مالانج

المستشار : حبيبة أومامي

الكلمات المفتاحية : المعنى المعنى ، إستراتيجية الترجمة ، السجل ، النص المصدر ، النص الهدف

كإنسان اجتماعي، من المرجح دائماً أن يكون الناس على اتصال مع بعضهم البعض، في شكل شفهي أو مكتوب. في هذه الحالة، يتم استخدام اللغة كأداة اتصال، والتي تهدف إلى نقل الرسالة إلى الآخرين. عند القيام بذلك، حتى عندما لا يتحدث المتحدثون نفس اللغة، يمكنهم فهم بعضهم البعض عن طريق ترجمة رسالتهم إلى لغة أخرى دون تغيير معناها. علاوة على ذلك، فإن التطور السريع لتكنولوجيا المعلومات في هذا العصر جعل تبادل المعلومات أمراً أساسياً محلياً ودولياً. وبالتالي، هناك حاجة إلى الترجمة. ليس فقط في مجال الأعمال الأكاديمية والأدبية، ولكن يمكن أيضاً العثور على الترجمة في العديد من المجالات الأخرى ، بما في ذلك التسويق. أدى تطور العصر أيضاً إلى التطور السريع للمنتجات والخدمات. وبالتالي، فإن الترجمة مطلوبة حقاً في عملية التسويق.

هذه الدراسة هي بحث وصفي نوعي مع طريقة تحليل المحتوى. أكد هذا البحث على أهمية تحليل أداء الكاتب. مصدر البيانات مأخوذ من صفحة الويب الرسمية لـ Magnum بعنوان <https://www.magnumicecream.com/uk/home.html> للنسخة الإنجليزية من النصوص والآخر من <https://www.magnumicecream.com/id/id/home.html> للنسخة الإندونيسية من النصوص. كانت البيانات عبارة عن جميع الكلمات (كلمات المحتوى) والتعبيرات ضمن نصوص التسويق الستة لماغنوم في اللغة المصدر (الإنجليزية) وباللغة الهدف (الإندونيسية).

نتائج هذا البحث كما هو موضح بالطريقة التالية: تم العثور على 5 أنواع من المعنى المعادل 10. أنواع من استراتيجيات الترجمة المستخدمة؛ وسجل النص هو نص رسمي مكتوب في حقول إعلانية بغرض الإعلان عن آيس كريم Magnum بأسلوب لغة أسلوب لغة التسويق، والسياق الظرفية الذي تستخدم فيه نصوص Magnum في تسويق أو إعلان عن آيس كريم ماجنوم.

بناءً على نتيجة هذا البحث، يوصى بشدة أن يقوم المترجم وزميل الباحث باكتشاف أعمق وأكثر حول موضوع السجل الذي يتعامل مع السياق الثقافي والموقف المكتسب من تحليل النص بناءً على نوعه وسياقه. بخلاف التسجيل، لا يزال موضوع المعنى المعادل بحاجة إلى مزيد من الدراسة من أجل تحليل معنى التكافؤ المختلف الموجود في نوع نص مختلف.

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## **CHAPTER I**

### **INTRODUCTION**

This chapter consists of several parts that will introduce the research. The first part is the background of the study, research questions, research objectives, significance of the study, scope and limitation of the study, definition of key terms, previous studies research method which will break down the research design, research instruments, data and data source, data collections, and data analysis of this research study.

#### **1.1 Background of the Study**

As a social human being, people will always be likely to have communication with each other, whether it is in oral or written form. In this case, language is used as a tool of communication. In a society where we live, language is used to communicate among its members. The existence of it is also very important to convey society's values and traditions related to its group identity. One of the main reasons for communication is to convey the message to others, in other words, the need to be understood by others. In doing so, even when the speakers do not speak the same language, they can still understand each other by translating their message into another language without changing its meaning. Thus, translation is needed.

The need to understand each other in different languages without failing to translate and convey the meaning and the message is one of the reasons that encourage the researcher to do this study. Many cases of misunderstanding among 2 language users often happen when they are communicating with each other, written or orally. Translation is a phenomenon that has a huge effect on everyday life. This can range from the translation of a key international treaty to the following multilingual poster that welcomes customers to a small restaurant near to the home of one of the authors (Catford, 1965.). Moreover, the rapid development of IT in this era has made the exchange of information has become an essential thing, domestically and internationally. Translating, then, has become an ordinary process found in the process of that information exchange. Not only in the field of academic and literary works, but translation can also be found in many other fields, including marketing. The development of the era has also made the rapid development of products and services. Consequently, translation is really needed in the marketing process. The subjects above are the reasons of why the researcher picked out the topic of translating in equivalence meaning using marketing text as the subject of the research. Moreover, although a number of studies has been done in the topic of equivalence meaning and Mona Baker translation strategies, there is still none of that that proposes the subject of translated marketing text, specifically Magnum marketing text. The reason of why Magnum text is worth to be

picked as the subject of this research is that because this brand is one of the most popular and loved ice cream brands in the world. International Dairy Food Association stated that ice cream marketing is primarily done on a local or regional level. Thus, this ice cream business is pretty common business in all levels of society. In addition, Forbes named Magnum as the World's Top-Selling ice cream brand in 2016. The rising popularity of this ice cream brand is also caused by the affordable price it offered for Indonesian market. *The Jakarta Post*, at December 29th 2011, wrote that Magnum really fits with the middle-class lifestyle of Indonesian people. Thus, the researcher decided to pick Magnum Ice Cream in this research.

There are a number of previous studies similar with this study. Donny Fandi (2014) wrote an undergraduate thesis titled *Translation Procedures and Meaning Equivalence in Subtitle of the Animated Movie Monster University* which discussed the matter of equivalence meaning in movie subtitles. Windawati (2015) also took the topic of equivalence meaning within a song in her recent undergraduate thesis titled *Translation Methods and Meaning Equivalence of Idiomatic Phrasal Verbs in X-Men First Class Movie*. This study also took movie subtitles as the subject. There is also another study with the same topic but different subject. It is a study written by Maryati (2016) who used song lyrics as the subject. In her thesis titled *Translation Method and Meaning Equivalence in the Song Lyric Let It Go Sung by Demi Lovato*



*and Lepaskan Sung by the Artists*, she gave very well explanation of the equivalence meaning found within the lyric. Another studies found—which have slight difference in its variation but still in the same topic, are studies written by Husnul Hayati and Rusmiati. Husnul Hayati (2014), proposed his study titled *Dynamic Equivalence In Bahasa Indonesia-English Translational Texts of Public Signs*. Rusmiati (2010), has done her thesis titled *Grammatical Equivalence In The Indonesian Translation of J.K Rowling's Novel: "Harry Potter and The Deathly Hallows"*. Both of it has the same equivalence meaning topic but the discussions concern more about Dynamic equivalence and Grammatical Equivalence, two kinds of specific equivalence type stated by Nida & Taber and Mona Baker. The researcher uses those studies as the previous studies as it proposes the same topic with different subject and approach. It gives the researcher a lot of information about equivalence meaning. The first study is about analyzing the equivalence meaning of public signs using the theory of dynamic equivalence proposed by Nida, while the second study is about analyzing J.K Rowling's novel using the theory of grammatical equivalence proposed by Mona Baker. Thus, the researcher proposed the same topic with the different subject and approach. The researcher tried to fill the gap by proposing to do a similar study of equivalence meaning with the subject of marketing text using the theory of Mona Baker's translation strategy of equivalence meaning.

## **1.2 Research Questions**

Based on what is explained above, the researcher finds the problems as follows:

- 1.) What are the equivalence meanings found in the Magnum text?
- 2.) What are the translation strategies of Magnum text within the translation process?
- 3.) How was the register of the Magnum text realized?

## **1.3 Research Objectives**

Based on the research questions above, the objectives of this study are:

- 1.) To identify the equivalence meanings found in the text of Magnum.
- 2.) To determine the translation strategies of Magnum Text within the translation process.
- 3.) To describe the realization of register of the Magnum text.

#### **1.4 Significance of the Study**

This study is expected to give both theoretical and practical significance. Theoretically, this study is conducted to give an insight/explanation to the fellow scholars about the topic of equivalence meaning in translation study. The result obtained from this research is expected to give contribution to translation research study. Practically, this research will provide an understanding about the existence of equivalence meaning and translation strategy used within the text, as well as the register of Magnum text. The researcher hopes that by conducting this research, the result will enrich this topic and field of study so that it can be made as additional reference by fellow scholars who want to explore more about this topic.

#### **1.5 Scope and Limitation of the Study**

This research aims to examine the equivalence meaning and translation strategy, as well as the register in Magnum texts in the SL and TL. Therefore, the focal point of what is being examined is the text of Magnum in English and Indonesia. The scope of this study is in the field of translation studies and it specifies the topic of equivalence meaning in translation. This research also includes examining the translation strategy used by the translator

within the Magnum text. It provides the information of the reasons why the translator translates a certain part of the text to be like it is. Another focal point covered in this research is the register. The researcher will focus to reveal the register of Magnum text by realizing its metafunction.

## **1.6 Definition of Key Terms**

This research study has five key terms that important in the topic. The definitions of it are needed to understand well this research.

- Equivalence meaning

Translational equivalence or equivalence meaning in translation is the similarity between a word (or expression) in one language and its translation in another. This similarity results from overlapping ranges of reference.

- Translation Strategy

Translation strategy or translation procedure is a way or method of rendering a certain linguistic unit from one language to another.

- Register

Register is defined as the configuration of semantic resources that the member of a culture typically associates with a situation type.

- Source text

In translation, source text (ST) is a text written in a given source language which is to be, or has been, translated into another language.

- Target text

In translation, target text (TT) is a translated text written in the intended target language, which is the result of a translation from a given source text.

## 1.7 Previous Studies

There are a number of previous studies similar to this study. *Donny Fandi (2014)* wrote an undergraduate thesis titled *Translation Procedures and Meaning Equivalence in Subtitle of the Animated Movie Monster University* which discussed about the matter of equivalence meaning in movie subtitles.

*Windawati (2015)* also took the topic of equivalence meaning within a song in her recent undergraduate thesis titled *Translation Methods and Meaning Equivalence of Idiomatic Phrasal Verbs in X-Men First Class Movie*. This study also took movie subtitle as the subject.

There is also another study with the same topic but different subject. It is a study written by *Maryati (2016)* who used song lyric as the subject. In her thesis titled *Translation Method and Meaning Equivalence in the Song Lyric*

*Let It Go Sung by Demi Lovato and Lepaskan Sung by the Artists*, she gave very well explanation of the equivalence meaning found within the lyric.

Another studies found—which have slight difference in its variation but still in the same topic, are studies written by Husnul Hayati and Rusmiati. *Husnul Hayati (2014)*, proposed his study titled *Dynamic Equivalence In Bahasa Indonesia-English Translational Texts of Public Signs*.

*Rusmiati (2010)*, has done her thesis titled *Grammatical Equivalence In The Indonesian Translation of J.K Rowling's Novel: "Harry Potter and The Deathly Hallows"*. Both of it has the same equivalence meaning topic but the discussions concern more about Dynamic equivalence and Grammatical Equivalence, two kinds of specific equivalence type stated by Nida & Taber and Mona Baker.

The researcher uses those studies as the previous studies as it proposes the same topic with different subject and approach. It gives the researcher a lot of information about equivalence meaning. The first study is about analyzing the equivalence meaning of public signs using the theory of dynamic equivalence proposed by Nida, while the second study is about analyzing J.K Rowling's novel using the theory of grammatical equivalence proposed by Mona Baker. Thus, the researcher proposed the same topic with the different subject and approach. The researcher tried to fill the gap by

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## **1.8 Research Method**

This session discusses the research method applied in the present research. It consists of research design, research instruments, data and data source, data collections, and data analysis.

### **1.8.1 Research Design**

This study is a descriptive-qualitative research with a content analysis method. This research emphasized the importance of analysis performance of the writer. James P., Key (1997) stated that descriptive research is used to obtain information concerning the current status of the phenomena to describe "what exists" with respect to variables or conditions in a situation. In their book, Mack et al. (2005:1) wrote that qualitative research is especially effective in obtaining culturally specific information about the values, opinions, behaviors, and social contexts of particular populations. The researcher set out empirical observation that consists of descriptive and analytical passage. Lambert & Lambert (2012: 225) also stated that the goal of this research design is to obtain cases deemed rich in information for the purpose of saturating the data.

### **1.8.2. Research Instrument**

In this research, the researcher itself is the research instrument. This research is in a form of qualitative research using qualitative descriptive approach. It means the researcher itself is the main instrument of this research that did the analysis and presents it descriptively.



### 1.8.3. Data and Data Source

The data source is taken from the official web page of Magnum with the address of <https://www.magnumicecream.com/uk/home.html> for the English version of the texts and the other one is from <https://www.magnumicecream.com/id/id/home.html> for the Indonesian version of the texts. The data were all the words (content words) and expressions within the marketing texts of Magnum in the source language (English) and in the target language (Indonesian). The Magnum texts used are the texts with the title of; “What is luxury?”, “From Bean to Bite”, and “Magnum x Alexander Wang explain how to take pleasure seriously”, “Apa arti kemewahan versimu”, “From Bean to Bite”, “Magnum x Alexander Wang menunjukkan bagaimana kenikmatan yang dalam kemewahan”.

### 1.8.4. Data Collection

In conducting this research, the researcher carried out these steps to collect the data needed:

- The researcher collects more than one article (promotional/marketing text) to collect sufficient data to answer the research question proposed. The texts can be

accessed in the addresses;

<https://www.magnumicecream.com/uk/stories/food/sustainability.html>,

<https://www.magnumicecream.com/id/id/artikel/makanan/sustainability.html>,

<https://www.magnumicecream.com/uk/stories/lifestyle/what-is-luxury.html>,

<https://www.magnumicecream.com/id/id/artikel/gaya-hidup/apa-arti-kemewahan-versimu.html>,

<https://www.magnumicecream.com/uk/stories/fashion/magnum-alexander-wang-bella-hadid.html>,

and

<https://www.magnumicecream.com/id/id/artikel/fesyen/magnum-alexander-wang-bella-hadid.html>.

- Later, the researcher compares the English and the Indonesian text in order to find the words and expressions which have undergone a translation strategy to find its equivalent meaning. Subsequently, the researcher collects only the content words and expressions that contain equivalence meaning.

#### **1.8.5. Data Analysis**

In the marketing research scope, three stages are done in conducting qualitative data analysis. The stages are data reduction,

data display, and conclusion drawing/data verification (Malhotra, 2007; Sekaran, 2003; Hair, 2017). The three steps analysis done are:

a.) In analyzing qualitative data of marketing research, data reduction happened in this analysis step. Data reduction is managing and arranging the qualitative data obtained. (Malhotra et al., 2007) Malhotra, also stated that within the data reduction, categorization is happening by doing comparison of the ST and TT beforehand. Any other unnecessary data which do not contain equivalence meaning is excluded. After the data was reduced, the researcher categorized the equivalence meaning based on Mona Baker (1992) theory of equivalence within the translation process.

b.) Later, the researcher determine the translation strategy used by the translator in order to achieve those equivalence meaning. The researcher uses the theory of Translation Strategy by Peter Newmark (1988) to determine and categorize the data of equivalence meaning into its representative translation strategy it had undergone.

c.) The last analysis is analyzing the register to reveal the situational context in which the text is used. The researcher uses the theory of register proposed by Halliday (1985). The situational context is realized by revealing the field, tenor, mode of the text. To know the

field, tenor, and mode of Magnum text, the researcher analyzes the metafunction of each text which results in determining the ideational meaning, interpersonal meaning, and textual meaning of Magnum text.

## **CHAPTER II**

### **REVIEW ON RELATED LITERATURE**

This chapter will review the theories used to in the analysis process of this research. The researcher uses Mona Baker's theory of translation equivalence to find out the equivalence meaning, Peter Newmark's theory of translation strategy to find and define the strategy used by the translator, and Halliday's theory of register to reveal its situational context of the text.

#### **2.1 Equivalence Meaning in Translation**

Translation is about how to make an understanding regarding the text being translated, so the involvement of equivalent in translation is unavoidable. One should be able to tell if the translation work is failed to transfer the message into the target language if the message of the text is not equivalent in its source language. That being said, equivalent is the main purpose of practicing translation process, which later used to fulfill the sole purpose that one wants by doing that translation. Vinay and Darbelnet (1995: 342) believe that equivalence is to create a similar situation or a replication of situation as the initial situation by using different words and way of saying. If the said process is applied in the translation process, it can help to make the style of the source text and the target text stay the same. Vinay and Darbelnet further explained that equivalence will help the translator to translate such difficult translation subject such as idiom, onomatopoeia, phrases, proverbs, clichés, etc.

In the book of *In Other Words* (1992), Mona Baker defined equivalence as a relative and dynamic concept which is a result of some factors in its source and target language. The factors such lexical words, word choice, or even cultural word influenced the process and the result of translation. The whole text as a translation subject definitely matters in translation, as well as each word constructing it. Therefore, Baker (1992) had listed some kind of equivalence which happens in translation process.

Baker (1992) has broken down that there are at five different levels of equivalence that relates to the translation process, including the whole aspect, in which those aspects are the aspects of translation and it becomes a mixture of the linguistic approach and the communicative approach. As the subject of translation varies from text to a word, Baker (1992) distinguished the kinds of equivalence into five types varies from text to word. In particular, the chapters of her book had listed around five different kinds of equivalence, that are at the level of words, above the level of words, grammar, text and pragmatics.

### **2.1.1 Equivalence at Word Level**

Equivalence can be found at word level or even above word level when someone's translating something from one certain language into another language. Mona Baker (1992) recognized that, when doing bottom-up approach in the process of translation, the first element that likely to be taken into careful attention by the translator is equivalence at word level. As a matter of fact, it often happens that when the translator begins to analyze

the ST, they will look at the ST words as single units so that they are able to find a clear 'equivalent' term in its TL.

### **2.1.2 Equivalence above word level**

Baker (1992) has given an explanation about the term “word” because of that a certain single word sometimes can be translated into different meanings in different languages. Also, it might be referenced as morpheme or a more complex unit. Besides having individual meaning, words also almost always exist with the relation of any other words to create a meaning. Because of the existence of differences in lexical patterning or target language and source language, the translator would likely to find obstacles and difficulties in the translation process. In the field of lexical patterning, it deals with idioms and fixed expressions and collocations.

### **2.1.3 Grammatical Equivalence**

Grammatical equivalence, according to Baker (1992) is a category within the language that is varied. Since it's being like that, the grammatical rules can also vary across the world depend on the languages and there is possibility it can cause some problems in terms of determining a direct correspondence of the translation in the TL. Baker (1992) also explained that the existence of different grammatical structure within the SL or TL of a text can cause some changes in terms on how the message and the information is delivered. The said changes can cause the translator to add or omit the message in the TL caused by the lack of certain grammatical aspects in the

TL. These grammatical aspects or devices, Baker (1992) focused on number, aspects and tense, person and gender, and voice.

#### **2.1.4 Textual Equivalence**

According to Mona Baker (1992), textual equivalence deals with cohesion. Texture aspect feature is very important in translation and translation process because it provides very useful help in terms of comprehension to analyze the SL text. It can help the translator in the attempt of making a text that is cohesive and coherent for the audience or reader in a specific context. It can be concluded that it is depending on the translator themselves whether to maintain or not the cohesive and coherence of the SL when translating it into the TL. Baker (1992) explained that there are five aspects of cohesive devices in English, namely reference, substitution, ellipsis, conjunction, and lexical cohesion.

#### **2.1.5 Pragmatic Equivalence**

Pragmatic equivalence, as what Baker (1992) has explained that it refers to strategies of avoidance and implicatures within the process of translation. What it is called by implicature is actually not about something that is explicitly written or said but rather it is what is implied beyond that. Based on that fact, the translator has to find the implied meaning of the SL in the translation process so that the message can be delivered well in the TL. The important role of the translator is needed to reconstruct the intention of



the message author in a way that allows the audience or the reader to understand the message clearly.

## **2.2 Translation strategy**

Loescher (1991:8) explains that translation strategy is a process/procedure to solve obstacles faced in the process when a translator translates a text, and/or any certain segment of a certain text. As what Loescher (1991:8) has stated in his definition, the concept of the one's awareness is very important in deciding the strategies which are to be used by the fellow learners or fellow translators. In this case, Cohen (1998:4) added that the aspect of someone's awareness is what makes it to be the translation strategies. Another opinion by Jaaskelainen (1999:71), stated that a strategy is a sequence of competencies, a series of actions or a series of processes in which the storage, acquisition, and/or utilization of certain information happen. Cohen (1998:4) also stated that, strategies function to investigate and it is very pliable, also the process of accepting the strategy shows that alterations within the translator's objective influence the decisions. The problems of translation can be overcome by doing these strategies as explained by Peter Newmark (1988). The strategies below will break down the process of translating the translation unit in order to achieve equivalence.

### **2.2.1 Transference**

This strategy is to transfer SL words and expressions into TL. It can also be called a loan word. This strategy of translation is also comprising the

transliteration strategy as well as Catford's transference, it is basically the same. Different alphabets of different languages such as Russian, Chinese, Greek, Arabic, is also converted into English.

These are the ones that are usually to be transferred: living creatures names including humans (except the Pope and one or two royals) and also dead people; names of newspapers and periodicals; addresses, street names, etc.; any titles of any as yet untranslated literary plays, films, or literary works; topographical and geographical names including the new independent countries names, unless those countries already have recognized translations; names of nationalized or public institutions, unless they already have recognized translations; names of private institutions and companies.

### **2.2.2 Cultural equivalent**

According to Newmark (1988) this strategy is performed when there is a certain cultural word in the SL but it is considered to be needed to translate it into a TL cultural word. Therefore, the translators are expected not to translate the word into a common word in TL. The uses of this translation strategy is limited, since it is not really that accurate, but it still can be used in propaganda and publicity, general texts, and as well as for a text type that explains brief explanation to the learners or readers who are unaware of the related SL culture. The pragmatic impact of this translation strategy is greater than any neutral cultural terms.

### **2.2.3 Functional equivalent.**

Newmark (1988) explained that this strategy is done when a translator is required to translate the culture word SL into cultural-free word TL. The possibility of using a new specific term in TL is also present in this strategy. Newmark (1988) also state that it generalizes or neutralizes the SL term and also it sometimes adds a certain particular term to it. This strategy/procedure is the most accurate translation strategy to translate such as a cultural which is deculturalising. It is because this strategy is a componential analysis strategy done in culturally. When there is a technical word in the SL that has no TL equivalent, then this procedure is used.

### **2.2.4 Synonym**

Newmark (1988) stated that synonym strategy is used when there is no definite one to one equivalent between SL and TL. Newmark (1988) explained that the word 'synonym' as in the sense of a close equivalent between TL and SL terms in a certain context, in which an exact equivalent may or may not exist. The existence of synonym in translation strategy is important as it is a settlement to be able to translate much more important segments within a text, the segments of the said meaning, to be translated more accurately.

### **2.2.5 Transposition**

Transposition strategy is, according to Newmark (1988), is the strategy that the translator done when the transferring word or expression has

different grammar in the SL and TL. Catford (1965) referred to this strategy as 'shift' meanwhile Vinay and Darbelnet (1989) referred to this strategy as 'transposition'. It is a translation strategy that involves the grammar change from the SL to the TL. A type of the change is when it is required to change the singular term to plural term. Another type of transposition/shift is done when a certain grammatical structure of the SL does not have equivalence or even does not exist in the grammatical structure of the TL. There is also a case where it's grammatically possible for literal translation but it may not fit in case of its natural usage when it is translated into the TL. Thus, this strategy is done. Not only that, but there is also a type of transposition where it replaces a virtual lexical gap caused by the grammatical structure of the SL.

#### **2.2.6 Modulation**

Newmark (1988) stated that modulation happens when the translator recreates the message of the SL text into the TL text in compliance with the same rules of the TL, considering that the SL and the TL might appear different in terms of the perspective. It causes the change of viewpoint and perspective between the SL and TL. New mark (1988) has the opinion that translation is something free, it makes the double negative theory to be not as effective as the theory of positive. And also, the effectiveness of the theory of double negative really depends on the tone of voice of the translated unit,

therefore the relevance of modulation strategy has to rely on the context and the formulation itself.

### **2.2.7 Recognized translation**

Recognized translation, according to Newmark (1988) is a translation strategy where the translator used the translation/official translation of a term that is generally accepted.

### **2.2.8 Reduction and Expansion**

The next translation strategy explained by Newmark (1988) is reduction and expansion. Newmark (1988) said that this strategy is often applied to poorly written text. He also added that it rather lacks exactness and accuracy of expression or detail. It is done by adding or omitting a certain part of the term when it is translated from the SL to TL text without adding or reducing unnecessary meaning of the message. Nevertheless, this translation strategy is quite often found in the translation works.

### **2.2.9 Paraphrasing**

The next translation strategy is paraphrasing. This paraphrasing strategy means that the meaning of the translated word or expression is explained. Newmark (1988) said that in this strategy the translator's explanation is more detailed than the descriptive explanation in descriptive equivalent. It is done by explaining the meaning of a segment of a text that has to be omitted in a certain part or has to be explained the important implication of it.

### **2.2.10 Couplet**

The next translation strategy explained by Newmark (1988) is couplet. It is the strategy which uses two or more translation strategies. It can be a couplet, triplets, or even quadruplets, of the already-mentioned translation strategies above. This strategy is the mixing use of two or more translation strategy. Newmark (1988) stated that this strategy is performed when doing only one translation strategy is not sufficient to translate a segment of a translation text.

## **2.3 Register**

Register is defined by Halliday as a semantic configuration (Halliday, 2002). He stated that it is a phenomenon of semantic which he later explained as the grouping of certain semantic features according to the situation type (Halliday, 1978). The further explanation is that register is a role of all possible settings within the context, and that register is within the setting of the contextual variables of the similar aspects within the semantic system of metafunction (ideational, interpersonal, and textual metafunctions) that that cause the existence of register.

Halliday (2003) gave a detail about register and the realization of metafunctions. These said components which realize the metafunctions are called field, tenor and mode. Thus, Halliday (2003) proposed that there are meanings of the 'ideational', 'interpersonal' and 'textual' kinds of meanings. These three meanings realize the said features of the context, and in turn, they are realized by the

grammatical systems of the language. These systems can configure the scale of the unit of a text. The text itself is an occurrence of a register, and the register itself is within the said text (Halliday, 2002). According to J.R. Martin (1997), builds on Halliday's work, register functions on the level of context of situation. It covers the field, tenor, and mode.

### **2.3.1 The realization of Field through Ideational Meaning**

Halliday provides his own taxonomy of the context of situation in order to show the systematic relationship existing between language and the social environment (Halliday, 1985). Cited in the field of discourse, which have the function to express what is going on in the text and types of the social action. According to Halliday (1985), cited in Guazzieri (1998), identifying the field can be helped with questioning “what is happening”, “to whom”, “where” and “when”, “why it is happening”, and so on. The realization of the field is obtained from the analysis of ideational meaning.

Halliday (2003) described ideational meanings as the meanings that contain about how it represents experience within the language. This ideational meaning can be achieved and realized from the transitivity that happens within text. The metafunction is in the level of discourse-semantic level of language and it will be revealed through lexicogrammatical level analysis of transitivity

According to Halliday & Mathiesen (2004), transitivity views clauses as representations. It is the verbal group that exists within the clause that is

called Process. Halliday and Matthiessen (2004) also stated that the clause system was not only the verb but transitivity also influenced the participants and circumstances. According to the Ideational metafunction, the Process, or we can say it as the verbal group, becomes the center of a clause. Through this Process element we can know the expression and action and what happened within the clause. We can know what expression and action is revealed in the text such as the expression of doing, happening, thinking, and being saying” are realized. (Butt, 2000, p.50)

As explained above, according to Halliday (Matthiessen & Halliday, 1997), Processes consist of Material, Relational and Mental (projecting) verbs. In the three Magnum texts, the Process found are Material Process, Relational Process, Mental Process, Behavioral Process, and Verbal Process. The result and analysis is presented in the following manner:

#### **2.3.1.1 Material process**

Material process is a process where the participant is “doing” something in a certain condition and circumstance. In this process, there is actor and recipient as the participants. The Actor is the one who does an action and the recipient is the one who receives the action. This process is also distinguished by the existence of Goal. Goal is the aim of the action done by the Actor.



### **2.3.1.2 Relational Process**

Relational Process constructed of carrier, process, and identifier. It is the process which explains the relationship of two entities. It is used to express experiences using description of things that were related to identification and characterization. Since the texts are also product text, it gives description and explanation about the product that is being advertised. Thus, the existence of relational process is quite a lot more than any other processes.

### **2.3.1.3 Mental process**

Mental process is a process where it explains actions that happen in a mental state. It often deals with feeling/cognitive process. The construction consists of senser, process, and phenomenon and circumstance. It explains about someone or something which has a sense relation to someone/something.

### **2.3.1.4 Behavioral process**

Behavioral process is a process which shows the behavior of the behavior that is about action and also about cognitive experience. This process usually expresses about an action that is not related or not engaged with a recipient.

### **2.3.1.5 Verbal process**

Verbal process is the process of saying direct speech within a discourse. Halliday explains that it consists of sayer, process, and

verbiage. The sayer is the one who utter the verbal speech. The receiver is to whom the verbal process is intended to. It can be directly and indirectly stated. The verbiage is what the message of the sayer is.

### **2.3.2 The realization of Tenor through Interpersonal meaning**

According to Guazzieri (1998) tenor is related to the social relation between those who interacts in a certain speech situation. It consisted of power, affect (manager/clerk, father/son) and relations of formality. Brions (2016) wrote in his journal that tenor or interpersonal metafunction is about the relationship of writer and reader and how that relationship is being constructed. Guazzieri (1998) also explained that in the linguistic system, interpersonal choices depended on the tenor itself, and therefore it affects the structures of role and the chosen strategies which used to encourage the linguistic exchange. The tenor of discourse refers to the participants, their statuses and roles, their permanent and temporary relationships. The aspect analysis of tenor is the degree of formality of a language event. Levels of formality can be formal, neutral, and informal.

The realization of the interpersonal meaning is obtained from the mood analysis. Bakuuro (2017) stated that the mood gives the interpersonal functions within the clause and it consists of Subject + Finite. The subject is in the form of a nominal group while the Finite is in the form of a verbal

group. According to Halliday (2004), mood system consists of two types: indicative type and imperative type.

### **2.3.2.1 Indicative mood type**

The first type is indicative type. It consists of declarative and interrogative subtypes. Declarative subtype covered exclamatory and affirmative types. The declarative type of mood has the function to exchange the experience which usually consists of statement of idea (Ngongo, et.al, 2018). Interrogative subtype covered yes/no and Wh-interrogative (Ngongo, et.al, 2018). Nida (1949) explained that interrogative type of mood is used when the speaker wants to gain information regarding a certain subject from the hearer. Interrogative type of mood consisted of WH type (informative question type) and yes/no (polarity) type. Panggabean (2011) explained that the WH type is always related to each other of the three functions namely Subject, Complement, and Adjunct. If it is related to the Subject, then it becomes part of the Mood, and if it is related to a Complement or Adjunct then it becomes the element of the Residue. Ngongo (2018) explained that polarity yes/no question is the mood type that implies the requirement of yes/no answer.

### **2.3.2.2 Imperative mood type. (Imperative exclusive)**

According to Halliday (2014), imperative exclusive type is the mood type that has different element structure than any other types. The mood element structure is not proceeded by subject directly. Instead, there is no subject explicitly but actually it has a subject implicitly. Halliday (2014) also explained that the subject is either “you” or “me” and it can also “you and me”. The structure is Finite+Complement. This type of mood is used to express a clause which gives a command or to ask the hearer to do something.

### **2.3.3 The realization of Mode through Textual meaning**

Guazzieri (1988) explained that mode interprets how the language used in the written language, spoken language, and written to be spoken language. Matthiessen (2006) stated that the scope of mode lies within the textual metafunction. According to Haratyan (2011), at the clausal level, textual metafunction experiences and realized by theme. Halliday (1985) explained that the theme was an element in the clause which was in the beginning of the clause and it contains the message of a clause. Theme contains of local context which later establishes the message of a clause. Halliday (1985) explained that there are three kinds of themes, namely ideational (topical) theme, interpersonal theme, and textual theme.

### **2.3.3.1 Ideational (topical) theme**

According to Halliday (1985) topical theme is the theme that focused on the idea or what the topic of the clause talks about. It is the first element in the clause that express some kind of “representational” meaning (transitivity). Ideational theme consists of marked and unmarked theme types of ideational theme. Unmarked theme is the theme type that has the subject as the first element of the clause. It is usually in a form of noun group. The subject is what it is called as unmarked theme. The rest of the clause beside the subject is called as rheme. Marked theme is theme type where the first element of the clause is not a subject. It is usually in a form of adjunct.

### **2.3.3.2 Interpersonal theme**

Panggabean (2011) stated that interpersonal theme is the theme that usually occurs in interrogative sentence. It is the theme that has WH question and auxiliary modal as the first element of the clause. There are some types of interpersonal theme. In this interpersonal type of theme, Panggabean (2011) briefly explained that there are four kinds of interpersonal theme, namely finite, WH element, vocative, and adjunct type. Panggabean (2011) explained that finite type has auxiliary verbs as the first element of the thematic structure. Meanwhile, WH element type signified the requirement of answer to the said clause as the first element of this type is WH questions. A

vocative type is the type that mentions and identifies the addressee between the participated persons within the text. Adjunct type is usually realized by the existence of adverb and consist of his/her personal opinion/comment/attitude regarding the message.

### **2.3.3.3 Textual theme**

Panggabean (2011) explained that textual theme is when the first element of the theme has a linking function and provides thematic prominence. (conjunctives, structural conjunctions, continuatives, or relatives.). It involves with the clauses that relate to each of its context (Umiyati, 2019). Also, it is usually connecting the clause with its proceedings clause.

## **CHAPTER III**

This chapter will cover findings and discussion of the research. The researcher will mainly present the data in a form of description as what qualitative text is written in the form of description. Also, the researcher will use tables to make easier the analysis and the understanding of the topic discussed.

First, the researcher will classify the data into some categories based on parameters given in each category. The purpose of doing this step is to make the researcher easier to analyze the data later in the next step of analysis.

### **3.1 Findings**

This section will provide the findings of the Equivalence Meaning data, Translation strategy data, and Register data found in the text “What is luxury?”, “From Bean to Bite”, and “Magnum x Alexander Wang explain how to take pleasure seriously”. The researcher had classified the data into some categories of equivalence meaning and translation strategy used by the translator to translate the Magnum texts, as well as categorized the metafunction within the Register analysis.

#### **3.1.1 Equivalence Meaning**

The findings below will provide the data of Equivalence meaning found in the Magnum texts of “What is luxury?”, “From Bean to Bite”, and “Magnum x Alexander Wang explain how to take pleasure seriously”. The researcher

classifies the Equivalence meaning data into equivalence at word level, equivalence above word level, grammatical equivalence, textual equivalence, and pragmatic equivalence. The explanation about each of the data would be discussed in the discussion section of this chapter.

From the data source of Magnum texts of “What is luxury?”, “From Bean to Bite”, and “Magnum x Alexander Wang explain how to take pleasure seriously”, the researcher founds 98 data of equivalence meaning. The data consist of 27 data of equivalence at word level, 9 data of equivalence above word level, 7 data of grammatical equivalence, 13 data of textual equivalence, and 42 data of pragmatic equivalence. The classification is based on Mona Baker’s (1992) Equivalence meaning.

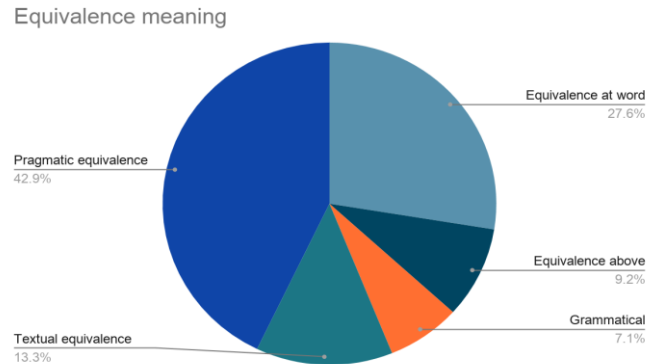
The classification of Mona Baker’s equivalence meaning is showed in the table and diagram below.

Table 3.1  
Equivalence meaning in Magnum Texts

No	Equivalence meaning	Total	Percentage
1	Equivalence at word level	27	28%
2	Equivalence above word level	9	9%
3	Grammatical equivalence	7	7%
4	Textual equivalence	13	13%
5	Pragmatic equivalence	42	43%
	Total	98	100%



Chart 3.1  
Equivalence meaning in Magnum Texts



Below is the classification of the data which categorized into equivalence at Word level, above Word level, Grammatical equivalence, Textual equivalence, and Pragmatics equivalence. Equivalence can appear at word level and above word level when translating from one language into another. Baker acknowledges that, in a bottom-up approach to translation, equivalence at word level is the first element to be taken into consideration by the translator. In fact, when the translator starts analyzing the ST s/he looks at the words as single units in order to find a direct 'equivalent' term in the TL.

The data listed in the table below are the equivalence meaning data of equivalence at word level.

Table 3.2  
Equivalence at word level in the Magnum text of "What is Luxury?"

No	Source Text	Target Text
1.	sensory experience	pengalaman yang mudah dirasakan
2.	Or	maupun

3.	Even	-
4.	Way	cara ampuh
5.	a recognized luxury in itself	sebuah kemewahan tersendiri
6.	more luxurious	dipenuhi kemewahan
7.	Or	selagi
8.	Sumptuous	mewah
9.	small luxuries	kemewahan kecil di hari-harimu
10.	your favorite Magnum ice cream stick	es krim Magnum favoritmu
11.	Magnum Praline stick	Magnum Classic
12.	small details	hal sekecil apapun
13.	Using	dipadukan dengan
14.	Madagascan vanilla beans	vanila Madagaskar

Table 3.3

Equivalence at word level in the Magnum text of "From Bean to Bite"

No	Source Text	Target Text
1.	Between	sekitar
2.	spread them out	membantu menyebarkannya
3.	Fragile	rapuh
4.	very soon	dalam waktu dekat
5.	Ivory Coast	Pantai Gading

Table 3.4

Equivalence at word level in the Magnum text of "Magnum x Alexander Wang explain how to take pleasure seriously"

No	Source Text	Target Text
1.	Explain	menunjukkan
2.	taking a slow bite	menggigit perlahan
3.	velvety smooth	lembutnya
4.	Craft	kreatifitas
5.	Set on a seemingly-typical fashion shoot	di sebuah sesi pemotretan
6.	Pleasure	kesenangan
7.	honest enjoyment	kenikmatan yang sebenarnya
8.	ultimate indulgent experience	pengalaman yang luar biasa

As the data above, the translation in the target text is different from the one if it is translated using literal translation. “Or” in literal translation is translated to be “atau” in Indonesian. Meanwhile in the Magnum text of “What is Luxury?” above, the word “or” appear not only once, and both are translated to be different in Indonesian. The first “or” is translated into “maupun” in Indonesian and the second “or” is translated into “selagi” in Indonesian. Both are the same word but it translated into different Indonesian word and using the equivalence of the translation “atau” which are “maupun” and “selagi”. Another data is “explain” in the Magnum Text of “Magnum x Alexander Wang explain how to take pleasure seriously”. The word “explain” is “menjelaskan” in Indonesian. However, the translator chose to use its equivalence word in Indonesian, which is “menunjukkan”.

Another data is in a form of phrase “velvety smooth”. The translator had a difficult meaning in translating these words. It is because velvety has no exact translation in Indonesian. Many people of the world who speaks English must be able to grasp the context of velvety. Different in Indonesia, the task of the author is not only defining its literal translation, the translator should also imply the meaning of using the word “velvety”. Later the translator decided to translate it into word “lembutnya”. It is influenced by doing context analysis above. The context of velvety smooth is “lembut” and the word “velvety” function to give

emphasis to the word “smooth”. Subsequently, the noun phrase is translated to be *lembutnya*, which in a field of food.

The data listed in the table below are the equivalence meaning data of equivalence above word level.

Table 3.5  
Equivalence above word level in the Magnum text of “What is Luxury?”

No	Source Text	Target Text
1.	you have made the time	kamu harus meluangkan waktu
2.	dipped in	dibalut dengan
3.	Cracking	tebalnya
4.	taking care	sangat memperhatikan

Table 3.6  
Equivalence above word level in the Magnum text of “From Bean to Bite”

No	Source Text	Target Text
1.	Closely	erat
2.	Rich	kental
3.	Thickness	kekentalan
4.	send my children to school	menyekolahkan anak-anak saya

Table 3.7  
Equivalence above word level in the Magnum text of “Magnum x Alexander Wang explain how to take pleasure seriously”

No	Source Text	Target Text
1.	Reveal	merasakan

The source text of the data “taking care” in the Magnum text of “What is Luxury?” is translated as “sangat memperhatikan” in Indonesian. This is the categorized as equivalence above word level. It is because “taking care” is a

collocation where “care” is likely to be accompanied by “take”. Therefore, this data is categorized as equivalence above word level. The writer chose not to translate it literally into “merawat” but decided to have its equivalence which is “sangat memperhatikan”. The other data is the same. It has the target text not in its literal meaning but in its equivalence meaning which is caused by the writer saw it fit to use the equivalence meaning instead of its literal meaning.

The data listed in the table below are the equivalence meaning data of grammatical equivalence.

Table 3.8  
Grammatical equivalence in the Magnum text of “What is Luxury?”

No	Source Text	Target Text
1.	expertly crafted	dibuat oleh para ahli

Table 3.9  
Grammatical equivalence in the Magnum text of “From Bean to Bite”

No	Source Text	Target Text
1.	They	-
2.	leave them to ferment	dengan memfermentasinya
3.	They	-
4.	Become	dijadikan

Table 3.10  
Grammatical equivalence in the Magnum text of “Magnum x Alexander Wang explain how to take pleasure seriously”

No	Source Text	Target Text
1.	Herself	-
2.	Prohibited	terbatas

The data presented above shown the grammatical equivalence that happen in the text. The concept of grammar is applied here. The noun phrase “expertly crafted” is indeed showing that it is in the noun phrase form by having adverbial modifier “expertly”. However, the writer translated it into Indonesian with a different grammatical rules. The writer translated it into “dibuat oleh para ahli” or equivalent with “crafted by expert”. Here, the grammar of the source target is changed in Indonesian. The equivalence meaning performed by the writer here is categorized as Grammatical Equivalence.

The data listed in the table below are the equivalence meaning data of textual equivalence.

Table 3.11  
Textual equivalence in the Magnum text of “What is Luxury?”

No	Source Text	Target Text
1.	It has the potential to unlock dreams and the power to take you somewhere else	Kemewahan dapat membuka imajinasi pikiran untuk membawamu kemanapun.
2.	valuing time and space in special moments	membuat momen spesial lebih berharga
3.	Can	haruskah
4.	a good book	ditemani dengan buku yang bagus
5.	Foam	mandi busa yang mewah

Table 3.12  
Textual equivalence in the Magnum text of “From Bean to Bite”

No	Source Text	Target Text
1.	Harvest too early and the pods won't be ripe	Memanen terlalu awal menyebabkan buah tidak masak
2.	Harvest too late and the'll dry up	Terlambat memanen menyebabkan buah menjadi kering

3.	Them	biji kakao
4.	To	-
5.	more women have the freedom to live the way they want and more children have access to education	memberikan kebebasan bagi lebih banyak wanita untuk menjalani kehidupan yang mereka inginkan, serta akses pendidikan bagi lebih banyak anak

Table 3.13  
Textual equivalence in the Magnum text of “Magnum x Alexander Wang explain how to take pleasure seriously”

No	Source Text	Target Text
1.	whether it is	seperti saat
2.	Or	sambil
3.	A duo who know exactly how to take pleasure seriously	Keduanya sangat mengerti bagaimana cara "take pleasure seriously"

The data presented above are categorized as textual equivalence. In the clause “Harvest too early and the pods won't be ripe” has the equivalence in its conjunction. The conjunction used here is “and” which is an additive conjunction. However, the translator did not translate the word as “dan” directly but he performed translation strategy and translated it to be “menyebabkan” which is a causal conjunction.

Another data is the data or word “them” in the clause of “They rake through them regularly to make sure...” the translator used the word biji kakao to refer to the pronoun “them”.

The data listed in the table below are the equivalence meaning data of pragmatic equivalence.

Table 3.14  
Pragmatic equivalence in the Magnum text of "What is Luxury?"

No	Source Text	Target Text
1.	What is luxury?	Apa arti kemewahan versimu?
2.	time travel and escape	keluar dari rutinitas dalam menghabiskan waktumu
3.	busy cities	dunia yang sibuk
4.	which of these can we create?	apa yang harus kita lakukan?
5.	Here are some of our favorites	Cobalah beberapa tips dari kami
6.	after a long day	setelah jalani hari yang melelahkan
7.	Silence	di sebuah keheningan malam
8.	Now	mulai sekarang
9.	When it comes to a bubble bath,	Mulai dengan mandi busa!
10.	while you watch a flicker of a candle	ditemani kedipan cahaya lilin
11.	all to yourself	menyendiri
12.	totally undisturbed	benar-benar sendiri tanpa gangguan sedikitpun
13.	Could	mau
14.	be even better	semakin menyenangkan
15.	Why not	coba
16.	For bath times	pilihan tepat saat mandi
17.	we suggest	adalah
18.	Indulgent hazelnut ice cream	kenikmatan es krim vanila
19.	perfect complement	kesempurnaan
20.	Designed	diracik
21.	sustainably sourced	berasal dari bahan alami serta berkualitas tinggi
22.	unique skill	keahlian
23.	slow melting gourmet ice cream	tekstur es krim yang sempurna
24.	ripe cocoa beans	biji kakao
25.	steal moments of quiet decadence with Magnum	menikmati momen spesial bersama Magnum



Table 3.15  
Pragmatic equivalence in the Magnum text of “From Bean to Bite”

No	Source Text	Target Text
1.	From bean to bite	From bean to bite
2.	responsibly sourced	diperoleh dengan cara yang bertanggung jawab
3.	Sustainability	perhatian terhadap kelestarian lingkungan
4.	the best place	cara terbaik
5.	Stirred	ditambahkan dalam campuran lalu diaduk
6.	Sustainability	kelestarian lingkungan
7.	Books	pelajaran
8.	for the better	demi kehidupan yang lebih baik

Table 3.16  
Pragmatic equivalence in the Magnum text of “Magnum x Alexander Wang explain how to take pleasure seriously”

No	Source Text	Target Text
1.	how to take pleasure seriously	bagaimana kenikmatan yang dalam kemewahan
2.	pure, unadulterated pleasure	kenikmatan yang sesungguhnya
3.	simply dancing like no-one is watching	menari sesuka hati, kapan dan dimanapun
4.	taking it seriously	melakukannya dengan sungguh-sungguh
5.	the thick, cracking chocolate	nikmatnya lapisan coklat tebal
6.	the lighter side of the industry	sisi lain yang berbeda dari pekerjaan mereka
7.	Starring	berkolaborasi
8.	Discovered	ditunjukkan
9.	Taking	merasakan

As the data above, the translation in the target text is different from the one if it is translated using literal translation. Books in literal translation is

translated to be “buku” in Indonesian. As in semiotics, books refer to the concrete thing with rectangle in its shape, and its function is to be a place to write. Meanwhile the word “pelajaran” in semiotics clearly is not the best translation of the word book. It is an abstract word which means the subject/lesson that is usually taken. Although the fields of both words are the same, that is an educational field, however, the writer decided to use “pelajaran” that imply the word “books” in the source text. Thus this data is categorized as Pragmatic Equivalence. The other data are the same.

### **3.1.2 Translation strategy**

The findings below will provide the data of Translation Strategy found in the Magnum texts of “What is luxury?”, “From Bean to Bite”, and “Magnum x Alexander Wang explain how to take pleasure seriously”. The researcher classifies the Translation Strategy data into Transference, Cultural equivalent, Functional equivalent, Synonym, Transposition, Modulation, Recognized translation, Reduction and Expansion, Paraphrasing, and Couplet.

From the data source of Magnum texts of “What is luxury?”, “From Bean to Bite”, and “Magnum x Alexander Wang explain how to take pleasure seriously”, the researcher finds 98 data of Translation strategy. The data consist of 1 datum of Transference, 2 data of Cultural equivalent, 2 data of

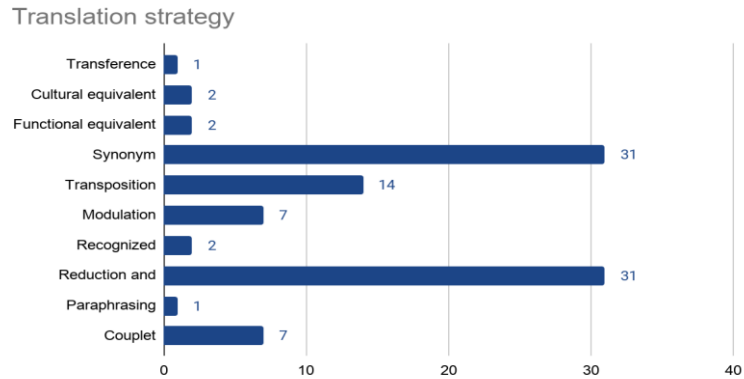
Functional equivalent, 31 data of Synonym, 14 data of Transposition, 7 data of Modulation, 2 data of Recognized translation, 31 data of Reduction and Expansion, 1 datum of Paraphrasing, and 7 data of Couplet. The classification is based on Peter Newmark's (1988) Translation Strategy.

The classification of Peter Newmark's translation strategy is showed in the table and diagram below.

Table 3.17  
Translation strategy in Magnum Texts

No	Translation strategy	Total	Percentage
1.	Transference	1	1%
2.	Cultural equivalent	2	2%
3.	Functional equivalent	2	2%
4.	Synonym	31	32%
5.	Transposition	14	14%
6.	Modulation	7	7%
7.	Recognized translation	2	2%
8.	Reduction and Expansion	31	32%
9.	Paraphrasing	1	1%
10.	Couplet	7	7%
	Total	98	100%

Chart 3.2  
Translation strategy in Magnum Texts



The problems of translation can be overcome by doing these strategies of explained by Peter Newmark. Transference, Cultural equivalent, Functional equivalent, Synonym, Transposition, Modulation, Recognized translation, Reduction and Expansion, Paraphrasing, and Couplet. The discussions below will break down the process of translating the words in order to achieve equivalence.

The data listed in the table below are the translation strategy data of transference.

Table 3.18  
Transference strategy in the Magnum text of "From Bean to Bite"

No	Source Text	Target Text
1.	From bean to bite	From bean to bite

This strategy of transference is to transfer SL words and expressions into TL. It can also be called a loan word. The data shown above is the data of which the researcher found as transference strategy. It is the title of the s article. As to what Newmark said, that title of a work can be applied to this strategy. The SL “From bean to bite” is translated using transference strategy into TL “From bean to bite.”

The data listed in the table below are the translation strategy data of Cultural Equivalent strategy.

Table 3.19  
Cultural Equivalent strategy in the Magnum text of “What is Luxury?”

No	Source Text	Target Text
1.	Indulgent hazelnut ice cream	kenikmatan es krim vanila

Table 3.20  
Cultural Equivalent strategy in the Magnum text of “From Bean to Bite”

No	Source Text	Target Text
1.	send my children to school	menyekolahkan anak-anak saya

Cultural equivalent strategy is performed when there is a certain cultural word in the SL but it is considered to be needed to translate it into a TL cultural word. Therefore, the translator cannot translate the word into a common word in TL. The data above shows that there are two cultural equivalents found. The first one is the word “send” in the phrase “send my children to school”. In

English speaking countries, the word send is used along the word “school”. It is a familiar word that can be easily found in the education world in English speaking countries. Meanwhile in Indonesian, the word “mengirimkan” doesn’t go well with the word “sekolah” in the educational world. The second data shows that the flavor of “hazelnut” ice cream is something common in Western countries. However, it is not consumed often in Indonesia. The translator then use the word “vanila” which is a common ice cream flavor consumed by Indonesian. Thus, the translator uses the strategy of cultural equivalent to translate both cultural aspects of SL into the TL.

The data listed in the table below are the translation strategy data of Functional Equivalent strategy.

Table 3.21  
Functional Equivalent strategy in the Magnum text of “What is Luxury?”

No	Source Text	Target Text
1.	steal moments of quiet decadence with Magnum	menikmati momen spesial bersama Magnum

Table 3.22  
Functional Equivalent strategy in the Magnum text of “From Bean to Bite”

No	Source Text	Target Text
1.	Fragile	rapuh

Functional equivalent strategy is done when a translator required translating the culture word SL into cultural-free word TL. The possibility of using new specific term in TL is also present in this strategy. The data shown

above are the data that apply functional equivalent. The word “fragile” in the clause “The cocoa beans are fragile” is not translated as “mudah pecah”. Instead, to generalize the TL word, the translator uses the word “rapuh”. The word “steal” in the clause “steal moments of quiet decadence with magnum is also translated to be “menikmati” which is very far from the initial translation. Literal translation of steal is “mencuri”. If the word is translated literally, it will cause a confusion. It is because in English the word “steal” can be used to express neutral or even positive connotation. Meanwhile it’s not the same case in Indonesian. When “mencuri” is used in positive connotation, the context of the clause will not sound as positive as English does. Therefore, the translator uses functional equivalent strategy, which transfers the SL cultural word into TL cultural-free word.

The data listed in the table below are the translation strategy data of Synonym strategy.

Table 3.23  
Synonym strategy in the Magnum text of “What is Luxury?”

No	Source Text	Target Text
1.	sensory experience	pengalaman yang mudah dirasakan
2.	Or	maupun
3.	busy cities	dunia yang sibuk
4.	which of these can we create?	apa yang harus kita lakukan?
5.	Can	haruskah
6.	Or	selagi
7.	Sumptuous	mewah
8.	you have made the time	kamu harus meluangkan waktu

9.	while you watch a flicker of a candle	ditemani kedipan cahaya lilin
10.	Could	mau
11.	be even better	semakin menyenangkan
12.	Why not	coba
13.	dipped in	dibalut dengan
14.	Cracking	tebalnya
15.	taking care	sangat memperhatikan
16.	Designed	diracik

Table 3.24  
Synonym strategy in the Magnum text of "From Bean to Bite"

No	Source Text	Target Text
1.	Closely	erat
2.	Between	sekitar
3.	the best place	cara terbaik
4.	Rich	kental
5.	Thickness	kekentalan
6.	Books	pelajaran

Table 3.25  
Synonym strategy in the Magnum text of "Magnum x Alexander Wang explain how to take pleasure seriously"

No	Source Text	Target Text
1.	Explain	menunjukkan
2.	Reveal	merasakan
3.	Or	sambil
4.	taking it seriously	melakukannya dengan sungguh-sungguh
5.	Craft	kreatifitas
6.	Pleasure	kesenangan
7.	Prohibited	terbatas
8.	honest enjoyment	kenikmatan yang sebenarnya
9.	Taking	merasakan



Newmark (1988) stated that synonym strategy is used when there is no definite one to one equivalent between SL and TL. The data shown above are some data of which the researcher found as synonym translation strategy. The first data is the SL “sensory experience” which is translated into the TL “pengalaman yang mudah dirasakan”. The word of “sensory” has no one-to-one clear translation word in the TL. Therefore, the translator decided to use synonym translation strategy by using a word that has the closest meaning to the SL word. In conclusion, the translator uses the words “yang mudah dirasakan” as the translation of “sensory”.

Another data of synonym translation strategy is the data of SL “dipped in” which translate into TL “dibalut dengan”. Literally, the translation of the word dipped is “dicelupkan”. However, the translator found it awkward to use the TL word so that the translator performed synonym translation strategy. Instead of using the TL word “dicelupkan”, the translator uses another word with equivalent meaning with the word dipped, which is “dibalut”. The TL word “dibalut” is more precise in case of advertisement language. It gives the sense of smoothness in its translation.

The data listed in the table below are the translation strategy data of Transposition strategy.

Table 3.26  
Transposition strategy in the Magnum text of “What is Luxury?”

No	Source Text	Target Text
1.	time travel and escape	keluar dari rutinitas dalam menghabiskan waktumu
2.	valuing time and space in special moments	membuat momen spesial lebih berharga
3.	When it comes to a bubble bath,	Mulai dengan mandi busa!
4.	For bath times	pilihan tepat saat mandi
5.	we suggest	adalah

Table 3.27  
Transposition strategy in the Magnum text of “From Bean to Bite”

No	Source Text	Target Text
1.	Them	biji kakao
2.	Sustainability	kelestarian lingkungan
3.	very soon	dalam waktu dekat

Table 3.28  
Transposition strategy in the Magnum text of “Magnum x Alexander Wang explain how to take pleasure seriously”

No	Source Text	Target Text
1.	how to take pleasure seriously	bagaimana kenikmatan yang dalam kemewahan
2.	whether it is	seperti saat
3.	taking a slow bite	menggigit perlahan
4.	simply dancing like no-one is watching	menari sesuka hati, kapan dan dimanapun
5.	the thick, cracking chocolate	nikmatnya lapisan cokelat tebal
6.	Starring	berkolaborasi

Transposition strategy is, according to Newmark (1988), is the strategy that the translator done when the transferring word or expression has different

grammar in the SL and TL. In the example of data above, most of the phrases and clauses are fine in the SL but it became uncommon in TL. Thus the translator decided to apply transposition which changed the grammatical structure of the language. The most noticeable change is the clause “When it comes to a bubble bath. The translator applied transference and changed the grammatical structure of the clause in the TL. The SL is in a form of dependence clause and in the TL it becomes independent clause. More specifically, it becomes imperative clause in TL which said “Mulai dengan mandi busa!”.

The data listed in the table below are the translation strategy data of Modulation strategy.

Table 3.29  
Modulation strategy in the Magnum text of “What is Luxury?”

No	Source Text	Target Text
1.	more luxurious	dipenuhi kemewahan
2.	Here are some of our favorites	Cobalah beberapa tips dari kami
3.	expertly crafted	dibuat oleh para ahli

Table 3.30  
Modulation strategy in the Magnum text of “From Bean to Bite”

No	Source Text	Target Text
1.	responsibly sourced	diperoleh dengan cara yang bertanggung jawab
2.	leave them to ferment	dengan memfermentasinya
3.	Become	dijadikan

Table 3.31  
Modulation strategy in the Magnum text of “Magnum x Alexander Wang explain how to take pleasure seriously”

No	Source Text	Target Text
1.	Discovered	ditunjukkan

From the data in the table above, the perspective of the SL and TL are different. The data of “more luxurious” is translated to be “dipenuhi kemewahan.” The change from active to passive is noticeable. Another change of passive-active clause is shown by the data “become” in the SL clause of “Only beans that meet our standards will become Magnum chocolate”. The literal translation is “Hanya biji yang memenuhi standar akan menjadi cokelat Magnum”. Instead of using the literal translation, the translator applied modulation which changed the active word “become” in SL into passive word “dijadikan” in TL. The change from abstract to concrete is also shown in the data of SL clause “Here are some of our favorites” where the abstract word “favorites” is translated to be concrete word “tips” in the TL.

The data listed in the table below are the translation strategy data of Recognized translation strategy.

Table 3.32  
Recognized translation strategy in the Magnum text of “What is Luxury?”

No	Source Text	Target Text
1.	Magnum Praline stick	Magnum Classic

Table 3.33  
Recognized translation strategy in the Magnum text of “From Bean to Bite”

No	Source Text	Target Text
1.	Ivory Coast	Pantai Gading

From the data in the table above, the SL of “Magnum Praline stick” is not translated literally. Instead, the TL uses the translation of “Magnum Classic” which is an accepted translation of the SL. The SL of “Ivory Coast” is also translated to be “Pantai Gading”. It is a geographical name and it has accepted translation so that the translator uses it instead of translating it literally.

The data listed in the table below are the translation strategy data of Reduction and Expansion strategy.

Table 3.34  
Reduction and Expansion strategy in the Magnum text of “What is Luxury?”

No	Source Text	Target Text	Type
1.	What is luxury?	Apa arti kemewahan versimu?	ex
2.	It has the potential to unlock dreams and the power to take you somewhere else	Kemewahan dapat membuka imajinasi pikiran untuk membawamu kemanapun.	red
3.	Even	-	red
4.	Way	cara ampuh	ex
5.	a recognized luxury in itself	sebuah kemewahan tersendiri	red
6.	after a long day	setelah jalani hari yang melelahkan	ex
7.	Silence	di sebuah keheningan malam	ex

8.	a good book	ditemani dengan buku yang bagus	ex
9.	Now	mulai sekarang	ex
10.	small luxuries	kemewahan kecil di hari-harimu	ex
11.	all to yourself	menyendiri	red
12.	totally undisturbed	benar-benar sendiri tanpa gangguan sedikitpun	ex
13.	your favorite Magnum ice cream stick	es krim Magnum favoritmu	red
14.	perfect complement	kesempurnaan	red
15.	Foam	mandi busa yang mewah	ex
16.	small details	hal sekecil apapun	ex
17.	unique skill	keahlian	red
18.	Using	dipadukan dengan	ex
19.	Madagascan vanilla beans	vanila Madagaskar	red
20.	ripe cocoa beans	biji kakao	red

Table 3.35  
Reduction and Expansion strategy in the Magnum text of "From Bean to Bite"

No	Source Text	Target Text	Type
1.	They	-	red
2.	Harvest too early and the pods won't be ripe	Memanen terlalu awal menyebabkan buah tidak masak	ex
3.	Harvest too late and the'll dry up	Terlambat memanen menyebabkan buah menjadi kering	ex
4.	They	-	red
5.	spread them out	membantu menyebarkannya	ex
6.	To	-	red
7.	Stirred	ditambahkan dalam campuran lalu diaduk	ex
8.	for the better	demi kehidupan yang lebih baik	ex

Table 3.36  
Reduction and Expansion strategy in the Magnum text of “Magnum x Alexander Wang explain how to take pleasure seriously”

No	Source Text	Target Text	Type
1.	velvety smooth	lembutnya	red
2.	the lighter side of the industry	sisi lain yang berbeda dari pekerjaan mereka	ex
3.	Herself	-	red

Red here is reduction and ex here is expansion. From the data in the table above, the SL clause “It has the potential to unlock dreams and the power to take you somewhere else” undergone reduction strategy. The TL becomes “Kemewahan dapat membuka imajinasi pikiran untuk membawamu kemanapun” which omits the subject of the second clause. The word that the translator omitted is “the power.” Meanwhile for expansion, it happens in the translation of the word “way” in the SL which expands into “cara ampuh” in the TL. A single noun word is translated to be a noun phrase group in the TL.

The data listed in the table below are the translation strategy data of Paraphrasing strategy.

Table 3.37  
Paraphrasing strategy in the Magnum text of “From Bean to Bite”

No	Source Text	Target Text
1.	Sustainability	perhatian terhadap kelestarian lingkungan

The researcher only found one data of paraphrasing strategy. The SL of “sustainability” is translated using paraphrasing strategy into “perhatian terhadap kelestarian lingkungan” in the TL. We can see here that “sustainability” is a noun. The translator translates it and paraphrases it to be a noun phrase group by giving more detailed information about the subject that is being sustained which is “kelestarian lingkungan”.

The data listed in the table below are the translation strategy data of Couplet strategy.

Table 3.38  
Couplet strategy in the Magnum text of “What is Luxury?”

No	Source Text	Target Text
1.	sustainably sourced	berasal dari bahan alami serta berkualitas tinggi
2.	slow melting gourmet ice cream	tekstur es krim yang sempurna

Table 3.39  
Couplet strategy in the Magnum text of “From Bean to Bite”

No	Source Text	Target Text
1.	more women have the freedom to live the way they want and more children have access to education	memberikan kebebasan bagi lebih banyak wanita untuk menjalani kehidupan yang mereka inginkan, serta akses pendidikan bagi lebih banyak anak



Table 3.40  
Couplet strategy in the Magnum text of “Magnum x Alexander Wang explain  
how to take pleasure seriously”

No	Source Text	Target Text
1.	pure, unadulterated pleasure	kenikmatan yang sesungguhnya
2.	A duo who know exactly how to take pleasure seriously	Keduanya sangat mengerti bagaimana cara "take pleasure seriously"
3.	Set on a seemingly-typical fashion shoot	di sebuah sesi pemotretan
4.	ultimate indulgent experience	pengalaman yang luar biasa

The data above is the data of couplet translation strategy. In the noun phrase of “sustainably sourced”, the translator applied two translation strategies to it, namely modulation and expansion. The first strategy applied is modulation where it changes the perspective from passive to active voice. The passive voice “sourced” can be translated literally as “diperoleh”. Here, the translator changed it in the TL to be active voice “berasal.” Then the translation strategy expansion is applied. Other example is the clause “more women have the freedom to live the way they want and more children have access to education” in the SL and is translated to be “memberikan kebebasan bagi lebih banyak wanita untuk menjalani kehidupan yang mereka inginkan, serta akses pendidikan bagi lebih banyak anak” in the TL text. The clause is a complex clause which contains two translation strategies. The first translation strategy is modulation translation strategy and synonym. The translator changed the viewpoint of the SL phrase “have the freedom” into “memberikan kebebasan”

in the TL. Also, the second clause is also changed in the terms of viewpoint. The object of the clause in the SL becomes the subject in the TL. The synonym of the translation word “and” becomes “serta”.

### **3.1.3 Register of Magnum text**

In this framework analysis, the researcher will analyze and reveal about the situational context which is realized through the register, and its role in the translation process using a functional linguistics approach. This section will reveal the discourse aspect of the equivalence in translation and how it influences the translation process and translation strategy used.

The register/situational context of Magnum texts “What is luxury?”, “From Bean to Bite”, “Magnum x Alexander Wang explain how to take pleasure seriously” is, it is a formal text written in an advertising fields with the purpose to advertise Magnum ice cream. The language style use is marketing language style because the use adjectives and adverbs. The situational context in which the Magnum texts are used is in a marketing or advertising of Magnum ice cream.

This kind of register of Magnum texts is often used in marketing and advertising field because it has the purpose to give information as well as persuasion. As a tropical country, the consumption of ice cream in Indonesia increase. As what jakartapost.com has written, Magnum has been the number one choice of ice cream in Indonesia because this brand’s target consummate is

middle class consumer. Advertising Magnum through the official website platform is one of many ways to perform the marketing action and promote the brand to the market.

To realize the register aspects of the text, the researcher analyses the lexicogrammatical level of a language in order to determine the higher level which is in discourse-semantic level. According to J.R. Martin (1997), builds on Halliday's work, register functions on the level of context of situation. It covers the field, tenor, and mode.

### **3.1.3.1 The realization of Field through Ideational Meaning**

According to Halliday (1985), cited in Guazzieri (1998), identifying field can be helped with questioning "what is happening", "to whom", "where" and "when", "why it is happening", and so on. Based on the Magnum text titled "What is luxury?", "From Bean to Bite", "Magnum x Alexander Wang explain how to take pleasure seriously", the researcher can conclude that the field of discourse is in the field of Advertisement. Furthermore, the fields of the texts are: the promotion of Magnum ice cream to the customers in the articles of "What is luxury?", "From Bean to Bite", "Magnum x Alexander Wang explain how to take pleasure seriously" made by Magnum, posted in the official promotional platform of Magnum. The realization of the field is obtained from the analysis of ideational meaning.

Halliday (2003) described ideational meanings as the meanings that contain about how it represents experience within the language. The ideational meaning of the texts “What is luxury?”, “From Bean to Bite”, “Magnum x Alexander Wang explain how to take pleasure seriously” is achieved and realized from the transitivity that happens within text. The metafunction is in the level of discourse-semantic level of language and it will be revealed through lexicogrammatical level analysis.

As explained above, according to Halliday (Matthiessen & Halliday, 1997), Process consists of Material, Relational and Mental (projecting) verbs. In the three Magnum texts, the Processes found are Material Process, Relational Process, Mental Process, Behavioral Process, and Verbal Process. The result and analysis is presented in the following manner:

The Material Process are found in the three Magnum texts of “What is luxury?”, “From Bean to Bite”, and “Magnum x Alexander Wang explain how to take pleasure seriously”. The findings are listed and explained in the following manner:

Table 3.41  
Material Process in the Magnum Text of “What is Luxury?”

No	Participant	Process	Conditions		
	Actor	Material Process	Beneficiary/ recipient	Goal	Circumstances (Extent, location, manner)

1	we all	live			in busy cities
2	we	(are) taking		the view	of the city from a balcony
3	we	(are) relaxing			on the sofa after a long day
4	You	have made		the time	
5	You	add in		some small luxuries.	
6	You	wrap your hair up			in a towel
7	You	fill	the air		with your favorite fragrant bubble bath.
8	You	add		some softening bath salt and scented oils	
9	You	take some time			all to yourself, totally undisturbed
10	we	suggest		the magnum praline stick	for bath times
11	Magnum	dipped	Indulgent hazelnut ice cream		in cracking Magnum Belgian chocolate
12		topped	Indulgent hazelnut ice cream		with chunky hazelnut pieces
13	We	invite	you	to seek the luxury of time	with Magnum.
14	we	invite	you	to steal moments of quiet decadence	with Magnum.

15	Hundreds of Magnum ice cream experts	have developed	your favourite flavours	with their unique skills.	
16	Expert	crafted	Everything		Expertly
17	Expert	designed	Everything		carefully

Table 3.42  
Material Process in the Magnum text of “From Bean to Bite”

No	Partici- pant	Process	Conditions		
	Actor	Material Process	Benefi- ciary/ recipient	Goal	Circumstances (Extent, location, manner)
1	We	are working closely		to make sure all our cocoa beans are responsibly sourced.	with the Rainforest Alliance
2	The farmers	are grown	cocoa seeds		in pods
3	Magnum	are taught	farmers	that the best way to get the most from their cocoa beans is to leave them to ferment.	On Rainforest Alliance Certified™ farms
4	They	rake through	them	to make sure they all dry evenly	regularly
5		are trained	Farmers		
6	We	roast	them		gently
7	We	start (roasting)	them (beans)		at 100C
8	(the farmer)	crushed	Perfectly roasted cocoa	into a rich cocoa paste	

			beans		
9	(the farmer)	ground	Perfectly roasted cocoa beans	into a rich cocoa paste	
10	(the farmer)	sourced	over 98% of Magnum cocoa beans	from Rainforest Alliance Certified™ farms	Today, sustainably
11	We	are working hard		to make it 100% very soon	
12	The beans	help raise	the farmers' income		

Table 3.43  
Material Process in the Magnum Text of “Magnum x Alexander Wang explain how to take pleasure seriously”

No.	Participant	Process	Conditions		
			Bene- ficiary/ recipient	Goal	Circumstances (Extent, location, manner)
1	Actor	Material Process			
2	Magnum x Alexander Wang	is celebrating		pure, unadulterated pleasure	
3	we're	teaming up		with world renowned designer Alexander Wang and international	in our most luxurious collaboration yet

				supermodel, Bella Hadid.	
4	A duo	know exactly		how to take pleasure seriously.	
5	they	reveal		the lighter side of the industry	
6	Alexander Wang and Bella Hadid	discovered		great things can happen when you start taking pleasure seriously	

The tables above are the data categorized as Material Process. Material process is a process where the participant is “doing” something in a certain condition and circumstance. In this process, there is actor and recipient as the participants. The Actor is the one who does an action and the recipient is the one who receives the action. This process is also distinguished by the existence of Goal. Goal is the aim of the action done by the Actor. In three texts of Magnum, 35 data of Process are Material process. This proves that Material Process is used mostly in the texts. It indicates that in expressing the experiences, the speaker emphasized more in the process of acting and doing.

From the examples above, the clause is constructed into actor, process, and goal/circumstances. The clause “wrap your hair up in a towel” has “(you)” as the actor. The word “your hair” gives the explanation about the indirect actor. The phrase “wrap your hair up” can be broken down into the



material process and the beneficiary. The material process is the action of “wrap up” and the one that receives the action is “your hair”. The circumstance where the action happens is in a form of manner of “in a towel”.

Another example of a material process clause is “Perfectly roasted cocoa beans are crushed and ground into a rich cocoa paste”. This clause is in a form of passive voice. However, it still has actor and can be broken down into a material process. If we look at the sentences preceding this sentence, it is said that the farmers are the ones who process the beans to make the best chocolate used in Magnum ice cream. From this, it is known that the actor is the same as “the farmers”. The material process is the action of “roasting” and “crushing” the beans. The goal is to make it “into a rich cocoa paste”.

The Relational Process are found in the three Magnum texts of “What is luxury?”, “From Bean to Bite”, and “Magnum x Alexander Wang explain how to take pleasure seriously”. The findings are listed and explained in the following manner:

Table 3.44  
Relational Process of Magnum Text of “What is Luxury?”

No.	Carrier\ identified	Relational process	Attribute/ identifier	Sentence
1	Time	has become	a recognised luxury in itself	In a world where we all live in busy cities, time has become a recognised luxury in itself.

2	Luxury	can be	a sensory experience, something special, or precious.	Luxury can be a sensory experience, something special, or precious.
3	It	has the potential	to unlock dreams	It has the potential to unlock dreams and the power to take you somewhere else.
4	It	can be	a way to time travel and escape	Sometimes it can even be a way to time travel and escape.
5	You	have made	the time	Now you have made the time, add in some small luxuries.
6	Here	are	some of our favorites	Here are some of our favourites.
7	Luxury	can also mean	taking care of the small details.	Luxury can also mean taking care of the small details.

Table 3.45  
Relational Process of Magnum Text of “From Bean to Bite”

No.	Carrier/identified	Relational process	Attribute/identifier	Sentence
1	Magnum cocoa beans	have	a long way to go	Magnum cocoa beans have a long way to go before they become Magnum chocolate.
2	It	is about	quality and sustainability throughout every step of the journey.	It’s about quality and sustainability throughout every step of the journey.
3	A single pod	can contain	between 30 - 50 cocoa beans.	A single pod can contain between 30 – 50 cocoa beans.

4	The journey from cocoa beans to chocolate	relies	on the knowledge and skill of our cocoa farmers.	The journey from cocoa beans to chocolate relies on the knowledge and skill of our cocoa farmers.
5	Working with the Rainforest Alliance	ensures	that farmers are trained to know which cocoa pods are ready to be picked	Working with the Rainforest Alliance ensures that farmers are trained to know which cocoa pods are ready to be picked just by looking at them.
6	The pods	won't be ripe	(if it is) Harvest too early	Harvest too early and the pods won't be ripe.
7	The pods	will dry up	(if it is) Harvest too late	Harvest too late and they'll dry up.
8	The farmers	knows	the best place...	The farmers know the best place to dry their fermented beans is out under the scorching sun.
9	Only beans that meet our standards	will become	Magnum chocolate.	Only beans that meet our standards will become Magnum chocolate.
10	The cocoa beans	are	fragile	The cocoa beans are fragile, so we roast them gently.

Table 3.46  
 Relational Process of Magnum Text of “Magnum x Alexander Wang explain  
 how to take pleasure seriously”

No.	Carrier\ identified	Relational process	Atribute/ identifier	Sentence
1	it	is	time to start taking it seriously.	Whether it’s taking a slow bite of thick Belgian chocolate to reveal velvety smooth Magnum ice cream, slipping into a stunning silk dress, or simply dancing like no-one is watching - whatever your pleasure, it’s time to start taking it seriously.

The data in the tables above are categorized as Relational Process. There are 18 data of relational process out of total 62 data. Relational Process constructed of carrier, process, and identifier. It is the process which explains the relationship of two entities. It is used to express experiences using description of things that were related to identification and characterization. Since the texts are also product text, it gives description and explanation about the product that is being advertised. Thus, the existence of relational process is quite a lot more than any other processes.

As the data above, the carrier is “luxury”. The relational process is the word “can be.” It means that the carrier is “being” something. Then the word luxury is identified by the term “sensory experience, something special, or precious”. This clause shows that the relational process connects the relation between “luxury” and “sensory experience”. Another example is the clause “It

is the time to start taking it seriously.” The relational process describes that “it” is the time in which it is “time to start taking it seriously.”

The Mental Process are found in the three Magnum texts of “What is luxury?”, “From Bean to Bite”, and “Magnum x Alexander Wang explain how to take pleasure seriously”. The findings are listed and explained in the following manner:

Table 3.47  
Mental Process in Magnum Text of “What is luxury?”

No.	Senser	Mental process	Phenomenon	Circumstances	Sentence
1	Experts	Has carefully been thought of	Everything		Everything has carefully been thought out, it is expertly crafted, carefully designed and sustainably sourced.

Table 3.48  
Mental Process in Magnum Text of “From Bean to Bite”

No.	Senser	Mental process	Phenomenon	Circumstances	Sentence
1	We	are committed	to creating change for the better - and improving the lives of farmers and their families.	across West Africa - from Ghana to Ivory Coast and Cameroon	We’re committed to creating change for the better across West Africa - from Ghana to Ivory Coast and Cameroon.

2	We're	are committed	improving the lives of farmers and their families.	across West Africa - from Ghana to Ivory Coast and Cameroon	We're committed to creating change for the better across West Africa - from Ghana to Ivory Coast and Cameroon.
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Table 3.49  
Mental Process in Magnum Text of “Magnum x Alexander Wang explain how to take pleasure seriously”

No.	Senser	Mental process	phenomenon	Circumstances	Clauses
1	the two	portray	the pleasure of fashion, friendship and fun.	Set on a seemingly-typical fashion shoot	Set on a seemingly-typical fashion shoot, the two portray the pleasure of fashion, friendship and fun.

The tables above are the data of Mental Process happening in the texts. Mental process is a process where it explains actions that happen in a mental state. It often deals with feeling/cognitive process. The construction consists of senser, process, and phenomenon and circumstance. It explains about someone or something which has a sense relation to someone/something. In the clause of “Everything has carefully been thought out”, the clause is in passive voice. If we look at sentences after it, the ones who do the work are the experts. Thus, the expert is the actor/senser. The process done by the experts cognitively is “thought”. The thing that the expert did in this process

that is called a phenomenon is “everything”. Meanwhile, the circumstance is in a manner of form which is “carefully”.

The Behavioral Process are found in the two Magnum texts of “What is luxury?” and “Magnum x Alexander Wang explain how to take pleasure seriously”. The findings are listed and explained in the following manner:

Table 3.50  
Behavioral Process in Magnum Text of “What is luxury?”

No.	Behaver	Process	Behaviour/Phenomenon
1	they’re	celebrating	the importance of pleasure in our new Magnum film.

Table 3.51  
Behavioral Process in Magnum Text of “Magnum x Alexander Wang explain how to take pleasure seriously”

No.	Behaver	Process	Behaviour/Phenomenon
1	Magnum x Alexander Wang	is celebrating	pure, unadulterated pleasure

The data in the tables above are the behavioral process. Behavioral process is a process which shows the behavior of the behaver that is about action and also about cognitive experience. Behavioral process usually expresses about an action that is not related or not engaged with a recipient. In the data above, there is not any recipients that receive the action of the process. In the clause of “Magnum takes pride in the art of ice cream.”, the

behavior is the brand “Magnum” itself. The behavior process showed is “takes pride” which is also part of cognitive but also an action. The phenomenon is “in the art of ice cream.

Another example is the clause “they’re celebrating the importance of pleasure in our new Magnum film”. The behavior here is the word “they”. The behavioral process happens here is “celebrating”. The word is an action word that can be constructed with one participant only. What is being celebrated is the phrase “the importance of pleasure in our new Magnum film” as the phenomenon.

The Verbal Process are found in the two Magnum texts of “From Bean to Bite” and “Magnum x Alexander Wang explain how to take pleasure seriously”. The findings are listed and explained in the following manner:

Table 3.52  
Verbal Process in Magnum Text of “From Bean to Bite”

No.	Sayer	Verbal Process	Verbiage	Receiver
1	Alhaji Mustapha Ameyya, farmer on a Rainforest Alliance Certified™ farm.	(said)	"I've realised the value of education and the need to send my children to school. Their attention should be on books, not on the farm with me."	(Reader)



Table 3.53  
Verbal Process in Magnum Text of “Magnum x Alexander Wang explain  
how to take pleasure seriously”

No.	Sayer	Verbal Process	Verbiage	Receiver
1	Bella	said	“In a world where pleasure is prohibited by time, schedules and stress, it’s great to inspire people to experience honest enjoyment. Starring in this short film with my friend Alexander Wang was the ultimate indulgent experience.”	(Reader)

Verbal process is the process of saying direct speech within a discourse. Halliday explain that it consists of sayer, process, and verbiage. The sayer is the one who utter the verbal speech. The receiver is to whom the verbal process is intended to. It can be directly and indirectly stated. The verbiage is what the message of the sayer is.

In the example above, Bella Hadid is the sayer of the verbal process happen. The verbiage which she wants to express is “In a world where pleasure is prohibited by time, schedules and stress, it’s great to inspire people to experience honest enjoyment. Starring in this short film with my friend Alexander Wang was the ultimate indulgent experience”. It is marked by the direct speech between the quotation marks. The receiver is not stated directly. Based on the kind of text it is, the receiver of advertisement text is the listener/reader.

### **3.1.3.2 The realization of Tenor through Interpersonal meaning**

According to Guazzieri (1998) tenor is related to the social relation between those who interacts in a certain speech situation. It consisted of power, affect (manager/clerk, father/son) and relations of formality. Brions (2016) wrote in his journal that tenor or interpersonal metafunction is about the relationship of writer and reader and how that relationship is being constructed. Guazzieri (1998) also explained that in the linguistic system, interpersonal choices depended on the tenor itself, and therefore it affects the structures of role and the chosen strategies which used to encourage the linguistic exchange.

The tenor of discourse refers to the participants, their statuses and roles, their permanent and temporary relationships. The aspect analysis of tenor is the degree of formality of a language event. Levels of formality can be formal, neutral, and informal. The tenor of the text titled “What is luxury?”, “From Bean to Bite”, “Magnum x Alexander Wang explain how to take pleasure seriously” is informal. The participant is the advertiser and the advertisement consumer. The degree of formality of the text is informal. It can be seen by the use of “you” as a pronoun. The language style is using lots of adjectives such as: rich, melting, sumptuous, etc. The roles or the status of the writer and reader is as the advertiser and the consumer. As to make it more social, the role/status can be said as the company and people. The power that

the writer and reader hold is different. The writer, the company, has more power over the ordinary people as the reader.

The realization of the interpersonal meaning is obtained from the mood analysis. Bakuuro (2017) stated that the mood gives the interpersonal functions within the clause and it consists of Subject + Finite. The subject is in the form of a nominal group while the Finite is in the form of a verbal group. According to Halliday (2004), mood system consists of two types: indicative type and imperative type. The first type is indicative type. It consists of declarative and interrogative subtypes. Declarative subtype covered exclamatory and affirmative types, while interrogative types covered yes/no and Wh-interrogative.

In this research, the researcher found three types of mood. The mood found in the “What is luxury?”, “From Bean to Bite”, “Magnum x Alexander Wang explain how to take pleasure seriously” are namely declarative type, interrogative type, and imperative type.

The data presented in the tables below are the data of declarative mood type found in the Magnum text of “What is Luxury?”, “From Bean to Bite”, and “Magnum x Alexander Wang explain how to take pleasure seriously”.

Table 3.54  
Declarative Mood Type in Magnum Text of “What is Luxury?”

1	Luxury	can	be	a sensory experience, something special, or precious	
	Subject	Finite/Predicator		Complement	
	Mood		Residue		
2	Here	are		some of our favorites	
	Subject	Finite		Complement	
	Mood		Residue		

Table 3.55  
Declarative Mood Type in Magnum Text of “From Bean to Bite”

1	Cocoa seeds	are	grown	in pods that change colour as they ripen:	
	Subject	Finite/Predicator		Complement	
	Mood		Residue		
2	Perfectly roasted cocoa beans	are crushed and ground		into a rich cocoa paste	
	Subject	Finite/Predicator		Complement	
	Mood		Residue		

Table 3.56  
Declarative Mood Type in Magnum Text of “Magnum x Alexander Wang  
explain how to take pleasure seriously”

1	This year	Magnum	is celebrating	pure, unadulterated pleasure.
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		Subject	Finite/Predicator	Complement
		Mood		Residue

In the data number 1 of the declarative mood type in Magnum text of “What is Luxury?”, in the clause of “Luxury can be a sensory experience, something special or precious” the subject is the noun “Luxury”. The finite is in the form of modal auxiliary “can” and “be” is the predicator. The Subject and the finite is called as the mood of the clause. The rest of the clause becomes the complement which later will be called the residue. In the data number 2 of the declarative mood type in Magnum text of “From Bean to Bite”, the subject is a noun group called noun phrase. “Perfectly roasted cocoa beans” is a noun phrase. The finite is the verbal group “are crushed and ground” which is in the form of passive voice. The rest of the clause is the complement. The mood is the combination of subject and finite while the residue consisted of predicator and the complement.

The data presented in the table below are the data of WH type of mood (informative question) found in the Magnum text of “What is Luxury?”.

Table 3.57  
Interrogative WH-type of Mood Type in Magnum Text of “What is Luxury?”

1	What	is	luxury?
	WH	Finite	Subject

	Residue		Mood	
2	Which of these	can	we	create?
	WH	Finite	Subject	Predicator
		Mood		
	Residue			
3	Why not	pair	it	with your favourite Magnum ice cream stick
	WH	Finite	Subject	Complement
		Mood		
	Residue			

In the three data above, the position of mood and residue is different. In number 1, the subject is “Luxury”. The WH question is “what” and it relates to the subject by questioning the subject “Luxury”. Therefore, the mood comes after the residue. The mood system becomes residue element+mood element. Meanwhile, in data number 2, the WH question “which of these” is related to the predicator “create” by questioning which one that can be created. Therefore, the mood is in the middle of the residue element.

The data presented in the table below are the data of yes/no type of interrogative mood found in the Magnum text of “What is Luxury.

Table 3.58  
Interrogative Yes/no-type of Mood Type in Magnum Text of “What is  
Luxury?”

1	Can	we	find	ways of making the everyday more luxurious?
	Finite	Subject	Predicator	Complement
	Mood		Residue	
2	Could	this moment	be	even better?
	Finite	Subject	Predicator	Complement
	Mood		Residue	

There are two data that are categorized as this type of mood. The data number 1 has the finite as the first element. The modal auxiliary “can” is the finite. Here, the finite is related to the thing that is being questioned, which is the complement “ways of making the everyday more luxurious”. In the data number 2, the modal auxiliary “could” is the finite as well as the first element of the clause. The subject in this clause is “this moment”. Together, the finite and the subject form a mood element of the clause. Meanwhile, the residue element of the clause is consisted of the predicator “be” and the complement “even better”.

The researcher only finds imperative exclusive type of mood in the Magnum texts of “What is luxury”. The data presented in the table below are

the data of imperative exclusive type of mood found in the Magnum text of “What is Luxury”.

Table 3.59  
Imperative Exclusive Mood Type in Magnum Text of “What is Luxury?”

1	Add in	Some small luxuries	
	Finite	Complement	
	Residue		
2	Wrap up	your hair	in a towel
	Finite	Complement	Adjunct
	Residue		
3	fill	the air	With your favorite fragrant bubble bath
	Finite	Complement	Adjunct
	Residue		
4	Add	some softening bath salts and scented oils	
	Finite	Complement	
	Residue		
5	Submerge	your body	
	Finite	Complement	
	Residue		



The data presented in the table above are the data of imperative exclusive type of mood. The data number 1 showed that the speaker/writer wanted to give command to the hearer/reader to add in small luxuries. It is shown by the structure of “add in” as the finite followed by “some small luxuries” as the complement. Both of the elements form residue, without having a subject as mood element. The data number 2 have the same structure with the addition of adjunct. The finite is “wrap up” and the participant receiving the action of the finite is “your hair” as the complement. The addition of adjunct “in a towel” is found.

### **3.1.3.3 The realization of Mode through Textual meaning**

Guazzieri (1988) explained that mode interprets how the language used in the written language, spoken language, and written to be spoken language. Based on the definition given, the mode of Magnum texts “What is luxury?”, “From Bean to Bite”, “Magnum x Alexander Wang explain how to take pleasure seriously” is description and persuasion in advertising the positive characteristic of Magnum ice cream product. It is in the form of written language and is produced to be read by the reader.

Matthiessen (2006) stated that the scope of mode lies within the textual metafunction. Thus, the researcher concludes that the textual meaning

of the texts is the organization of Magnum ice cream characteristics through the articles that showed the ice cream features and its producing process.

The researcher found out that there are three types of theme used by the writer, namely ideational (topical) theme, interpersonal theme, and textual theme. The findings are explained below.

The first kind of theme that the researcher found is ideational theme. It is the theme that focused on the idea or what the topic of the clause talks about. Ideational theme is the first element in the clause that express some kind of “representational” meaning (transitivity). The researcher also finds both of marked and unmarked theme types of ideational theme. The findings are explained below.

Unmarked theme is the theme type that has the subject as the first element of the clause. It is usually in a form of noun group. The subject is what it is called as unmarked theme. The rest of the clause beside the subject is called as rheme. The findings of the unmarked theme type are showed in the tables below.

Table 3.60  
Unmarked Ideational (Topical) Theme in Magnum Text of “What is Luxury?”

1	Luxury	can be a sensory experience, something special, or precious.
	Unmarked Theme/Subject	Rheme

2	Here	are some of our favourites.
	Unmarked Theme/Subject	Rheme

Table 3.61  
Unmarked Ideational (Topical) Theme in Magnum Text of “From Bean to Bite”

1	The cocoa beans	are fragile
	Unmarked Theme/Subject	Rheme
2	A single pod	can contain between 30 – 50 cocoa beans.
	Unmarked Theme/Subject	Rheme
3	We	are working hard to make it 100% very soon.
	Unmarked Theme/Subject	Rheme
4	Take	some time all to yourself, totally undisturbed.
	Unmarked Theme	Rheme
5	add in	some small luxuries.
	Unmarked Theme	Rheme

As to what had been showed in the table above, there are 7 data of ideational theme type that are categorized as unmarked theme type. The first data is the clause of “Luxury can be a sensory experience, something special, or precious.” In that clause, the word “Luxury” becomes the unmarked element of the theme. It is because Luxury as the subject is the first element in the clause. The rest of the clause becomes the rheme element of the clause.

The researcher also found imperative clause as unmarked theme type. The data of the clause “Take some time all to yourself, totally undisturbed.” is also categorized as unmarked theme type. The imperative type here has the explicit subject “you” followed by the verb “take” in thematic element position. It means that the clause has the subject “you” as the first explicit element of the clause. Thus the imperative clause is categorized as unmarked theme type.

Marked theme is theme type where the first element of the clause is not a subject. It is usually in a form of adjunct. The findings of the marked theme type are presented in the tables below.

Table 3.62  
Marked Ideational (Topical) Theme in Magnum Text of “What is Luxury?”

1	Sometimes	it	can even be a way to time travel and escape.
		Subject	
	Marked Theme	Rheme	
2	Now	you	have made the time,
		Subject	
	Marked Theme	Rheme	
3	In a world where we all live in busy cities,	time	has become a recognised luxury in itself.
		Subject	
	Marked Theme	Rheme	

Table 3.63  
Marked Ideational (Topical) Theme in Magnum Text of “From Bean to Bite”

1	On Rainforest Alliance Certified™ farms,	farmers	are taught that the best way to get the most from their cocoa beans is to leave them to ferment.
		Subject	
	Marked Theme	Rheme	

Table 3.64  
Marked Ideational (Topical) Theme in Magnum Text of “Magnum x Alexander Wang explain how to take pleasure seriously”

1	This year,	Magnum	is celebrating pure, unadulterated pleasure.
		Subject	
	Marked Theme	Rheme	
2	Set on a seemingly-typical fashion shoot,	the two	portray the pleasure of fashion, friendship and fun.
		Subject	
	Marked Theme	Rheme	

As to what had been showed in the table above, there are 6 data of ideational theme type that are categorized as marked theme type. The data number one is marked theme because the first element of the clause is not the subject. It is the adverb of “sometimes” that is being the first element of the clause. The subject “it” comes after the non-subject element. Together with the rest of the clause, it becomes the Rheme element of the clause. The data of

the clause “This year, Magnum is celebrating pure, unadulterated pleasure.” is also categorized as marked theme. It is because the first element of the clause is not the subject but an adverb. The adverb is “This year” meanwhile the subject “Magnum” comes after the adverb. It makes the adverb/non-subject becomes the marked theme element and the subject with the rest of the clause becomes the rheme element.

In this interpersonal type of theme, the researcher finds three types of theme namely the finite type and WH element type within the Magnum texts of “What is luxury?”. The findings of the interpersonal theme types are presented in the table below.

Table 3.65  
Interpersonal Theme in Magnum Text of “What is Luxury?”

1	Can	we	find ways of making the everyday more luxurious?
	Interpersonal Theme	Tropical Theme	Rheme
2	Could	this moment	be even better?
	Interpersonal Theme	Tropical Theme	Rheme
3	which of these	can we create?	
	Interpersonal Theme	Rheme	

As to what had been shown in the table above, the researcher found two data of finite type and one data of WH type. The first data of the clause

“Can we find ways of making the everyday more luxurious?” is categorized as finite type. Panggabean (2011) explained that finite type has auxiliary verbs as the first element of the thematic structure. In the said clause, “can” is the auxiliary verb and it becomes the first theme, namely interpersonal theme. The second theme still becomes the subject of the clause, which is the noun “we” as topical/ideational theme. The rest of the clause becomes the rheme that follows after the theme. In the second data of the clause “Could this moment be even better?” it is also categorized as finite type. The existence of auxiliary verb of “could” initiates the interpersonal theme, followed by the subject of “this moment” as the topical theme and the rest of the clause as the rheme element.

The third data is categorized as WH element type. Panggabean (2011) explained that WH element type signified the requirement of answer to the said clause for the first element of this type is WH questions. The clause “which of these can we create?” is categorized as WH element type because the first element of this clause is the WH question “which of these”. The rest of the clause that follows becomes the rheme element of the clause.

The researcher only finds two types of textual theme namely conjunction. The findings of the textual theme types are presented in the tables below.

Table 3.66  
Textual Theme in Magnum Text of “From Bean to Bite”

1	So	we	roast them gently.
	Textual Theme	Tropical Theme	Rheme

Table 3.67  
Textual Theme in Magnum Text of “Magnum x Alexander Wang explain how to take pleasure seriously”

1	And in our most luxurious collaboration yet,	we	are teaming up with world renowned designer Alexander Wang and international supermodel, Bella Hadid.
	Textual Theme	Tropical Theme	Rheme
2	And when they take a bite through the thick, cracking chocolate of their Magnums	they	reveal the lighter side of the industry and show us their more playful sides.
	Textual Theme	Tropical Theme	Rheme
3	And as Alexander Wang and Bella Hadid discovered,	great things	can happen when you start taking pleasure seriously.
	Textual Theme	Tropical Theme	Rheme

The data above is the data of textual theme found in the Magnum texts.

The findings show that there is only textual theme within the texts of Magnum. Because of having the function as linking the previous clause with



the current clause, the textual theme found in the Magnum texts of “From Bean to Bite” and “Magnum x Alexander Wang explain how to take pleasure seriously” is only the types of conjunction.

The first data is found within the text of “From Bean to Bite” is conjunction type. The data “so we roast them gently” is the continuation of the previous clause “The cocoa beans are fragile”. In these clauses, the word “so” is used as conjunction to link the first and the second clause related to each other. The second data of “And in our most luxurious collaboration yet...” is the type of conjunction. It is because the linking word “and” is conjunction and link to the preceding clause “Whether it’s taking a slow bite...taking it seriously.” The third and the fourth data is the same. The word “and” is the word that has the function to link the current clause to the preceding clause which is related to each other.

### **3.2 Discussion**

In this section, the researcher will provide the explanation of the findings in order to give more structured and comprehensive explanation. From the analysis of the findings of Translation Equivalence, Translation Strategy, and Register in the previous section, the researcher will compare the results of the previous study with this study.

### 3.2.1 Equivalence Meaning

In the book of *In Other Words* (1992), Mona Baker defined equivalence as a relative and dynamic concept which is a result of some factors in its source and target language. The whole text as a translation subject definitely matters in translation, as well as each word constructing it. *Donny Fandi (2014)* wrote an undergraduate thesis titled *Translation Procedures and Meaning Equivalence in Subtitle of the Animated Movie Monster University* which discussed about the matter of equivalence meaning in movie subtitles. With the research subject being a movie subtitles, the results gained from the said research is that the translation strategy used, namely expansion and reduction, functional equivalent, and couplet, emphasized the categorization of dynamic equivalence.

Both *Windawati (2015)* and *Maryati (2016)* also achieve the same thing in case of Equivalence meaning. *Windawati (2015)* who took movie subtitle as the subject of *Translation Methods and Meaning Equivalence of Idiomatic Phrasal Verbs in X-Men First Class Movie*, and *Maryati (2016)* who took song lyric as the subject in her thesis titled *Translation Method and Meaning Equivalence in the Song Lyric Let It Go Sung by Demi Lovato and Lepaskan Sung by the Artists*, gave the same result which is emphasized the using of dynamic equivalence by Nida & Taber.

However, in this study, the researcher makes it more detailed with the Equivalence meaning found by using Mona Baker classification. The results show that the occurrence of Equivalence Meaning is shown as: 27 Equivalence

at Word Level, 9 Equivalence Meaning Above Word Level, 7 Grammatical Equivalence, 13 Textual Equivalence, and 42 Pragmatic Equivalence. This shows that the research subject marketing texts give different result from the research subject subtitle, song lyrics, or even book.

As the nature of marketing text, which have implied meaning within it, Equivalence at Word Level and Pragmatic Equivalence are used more dominant. Equivalence Above Word Level found dominant because of a number of the equivalence is in the form of its lexical patterning, which is idioms, fixed expression, and collocations. Meanwhile, Pragmatic Equivalence mostly found because the equivalence is in the form of implied meaning of it. This shows that both equivalence found dominant in order to facilitates the text to be able to achieve its purpose, which is to persuade the reader or listener by having its equivalence in its lexical patterning and in its implied meaning.

### **3.2.3 Translation Strategy**

As the previous study explained, the translation strategy found in the different research subjects are varies. It is mostly influenced by the type of the text as well as the nature and the function of the text. In his undergraduate thesis titled *Translation Procedures and Meaning Equivalence in Subtitle of the Animated Movie Monster University*, Donny Fandi (2014) wrote that with the movie subtitle as the subject, the majority translation strategy used are expansion and reduction, functional equivalence, and couplets. This is caused by the essence of subtitle translation is to cutting down or adding extra word to

the TL as well as neutralize the cultural words or specific terms in order to gain clarity.

Meanwhile the result of *Windawati (2015)* who took movie subtitle as the subject of *Translation Methods and Meaning Equivalence of Idiomatic Phrasal Verbs in X-Men First Class Movie*, showed that the translation strategy used are mostly idiomatic, free, faithful, and semantic translation. It shows that although the subject is the same, the results didn't always the same, let alone from the different subject. In this study, the researcher found that the result is different with those two previous study. With the subject of Magnum marketing texts, the results show that Synonym and Reduction and Expansion are the strategy most used by the translator. This shows that marketing text tends to translate the word in a synonym manner as well as reducing and adding words in order to achieve equivalence meaning.

#### **3.2.4 Register**

The previous study does not have much about the topic of register in the translation field. Therefore, the researcher will discuss about the register found in this study with the subject of marketing texts. To realize the register aspects of the text, the researcher analyses the lexicogrammatical level of a language in order to determine the higher level which is in discourse-semantic level. According to J.R. Martin (1997), builds on Halliday's work, register functions on the level of context of situation. It covers the field, tenor, and mode.

The register/situational context of Magnum texts “What is luxury?”, “From Bean to Bite”, “Magnum x Alexander Wang explain how to take pleasure seriously” is, it is a formal text written in an advertising fields with the purpose to advertise Magnum ice cream. The language style use is marketing language style because the use adjectives and adverbs. The situational context in which the Magnum texts are used is in a marketing or advertising of Magnum ice cream.

This kind of register of Magnum texts is often used in marketing and advertising field because it has the purpose to give information as well as persuasion. As a tropical country, the consumption of ice cream in Indonesia increase. As what jakartapost.com has written, Magnum has been the number one choice of ice cream in Indonesia because this brand’s target consummate is middle class consumer. Advertising Magnum through the official website platform is one of many ways to perform the marketing action and promote the brand to the market.

## CHAPTER IV

### CONCLUSION AND SUGGESTION

#### 4.1 Conclusion

One of the many obstacles faced by the translator is translation equivalent or equivalence meaning. There is always likely to be a time when a certain SL term does not have a clear translation in the TL of a certain text in a certain context. Same with that case, translation in marketing text is not the same as doing literal translation. Numbers of certain aspects influence the translation process of a certain kind of text. In this case, the aspect of situation gives a big contribution in determining the translation strategy used to translate equivalence meaning.

The results of this research titled “An Analysis of Magnum Marketing Text (Translation Study)” are explained in the following manner. From the 98 data of equivalence meaning found in the Magnum marketing texts titled “What is luxury?”, “From Bean to Bite”, and “Magnum x Alexander Wang explain how to take pleasure seriously”, “Apa arti kemewahan versimu”, “From Bean to Bite”, “Magnum x Alexander Wang menunjukkan bagaimana kenikmatan yang dalam kemewahan”, the researcher found that there are 5 types of equivalence meaning, 10 types of translation strategy used, and 3 types of metafunction to reveal the register.

The equivalence meanings that the researcher found are 5 types of equivalence meaning. They are 27 data of equivalence at word level, 9 data of equivalence above word level, 7 data of grammatical equivalence, 13 data of textual

equivalence, and 42 data of pragmatic equivalence. The most equivalence meaning found is pragmatic equivalence meaning which means that the texts contains many segments that have implied meaning/message within it.

The translation strategies used in the Magnum texts that the researcher found are 10 types in amount. They are 1 datum of Transference, 2 data of Cultural equivalent, 2 data of Functional equivalent, 31 data of Synonym, 14 data of Transposition, 7 data of Modulation, 2 data of Recognized translation, 31 data of Reduction and Expansion, 1 datum of Paraphrasing, and 7 data of Couplet. The most used translation strategy in the Magnum texts are synonym translation strategy and reduction & expansion translation strategy. It means that when the translator finds difficult word or terms, the translator often perform synonym to find the nearest equivalent word/term with the closest meaning, and also perform reduction & expansion which adds or omit certain part of the terms in the translation process. The register is revealed through the analysis of metafunction. From the analysis done, the researcher concludes that the register of Magnum texts is a formal text written in an advertising field with the purpose to advertise Magnum ice cream. The language style use is marketing language style because the use adjectives and adverbs. The situational context in which the Magnum texts are used is in a marketing or advertising of Magnum ice cream.

## **4.2 Suggestion**

In the field of translation, there are many ways, procedure, and strategy to translate the language, specifically the text. Different types of text need different strategy to translate it, based on the function of the text and the cultural & situational context of the SL and TL. Moreover, the obstacle in achieving translation equivalence is also existed. The results of this research show that there are still a lot of obstacles faced in translating text, especially the ones with certain types and context. Literal translation cannot always work so the use of many kinds of translation strategy is found in this research, as well as the situational context that determine the types of translation strategy used to translate the equivalence meaning. Thus, the translator is required to be more careful in mastering the equivalence meaning topic as well as translation strategy and cultural & situational context of the text. It is highly suggested that the translator and fellow scholar can explore deeper and more about the translation field of study, especially in the topic of translation equivalent and cultural & situational context other than register so that it can add more understanding about translating texts in different type and different context.



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## CURRICULUM VITAE



**Monique Leylasari** was born in Jombang on August 24<sup>th</sup>, 1997. She graduated from SMAN Mojoagung in 2015. During her study at the Senior High School, she actively participated in the class organization as a treasurer. She also joined Nihon-Go extracurricular club. She started her higher education in 2025 at Department of English Literature of UIN Maulana Malik Ibrahim Malang and finished in 2020. During her study at the University, she joined social communities called Inovator Nusantara and Inspirator Indonesia. She was also an active tutor (regular & private) and a freelance translator & transcriber during her study at UIN Maulana Malik Ibrahim Malang.

## APPENDIX

No	Source Text What is luxury?	Target Text Apa arti kemewahan versimu?	Equivalence	Translation Strategy
1	What is luxury?	Apa arti kemewahan versimu?	Pragmatic	Expansion
2	sensory experience	pengalaman yang mudah dirasakan	Word Level	Synonim
3	or	maupun	Word Level	Synonim
4	It has the potential to unlock dreams and the power to take you somewhere else	Kemewahan dapat membuka imajinasi pikiran untuk membawamu kemanapun.	Textual	Reduction
5	even	-	Word Level	Reduction
6	way	cara ampuh	Word Level	Expansion
7	time travel and escape	keluar dari rutinitas dalam menghabiskan waktumu	Pragmatic	Transposition
8	busy cities	dunia yang sibuk	Pragmatic	Synonim
9	a recognized luxury in itself	sebuah kemewahan tersendiri	Word Level	Reduction
10	valuing time and space in special moments	membuat momen spesial lebih berharga	Textual	Transposition
11	which of these can we create?	apa yang harus kita lakukan?	Pragmatic	Synonim
12	Can	haruskah	Textual	Synonim
13	more luxurious	dipenuhi kemewahan	Word Level	Modulation
14	Here are some of our favorites	Cobalah beberapa tips dari kami	Pragmatic	Modulation
15	after a long day	setelah jalani hari yang melelahkan	Pragmatic	Expansion
16	silence	di sebuah keheningan malam	Pragmatic	Expansion
17	a good book	ditemani dengan buku yang bagus	Textual	Expansion
18	or	selagi	Word Level	Synonim
19	sumptuous	mewah	Word Level	Synonim
20	Now	mulai sekarang	Pragmatic	Expansion
21	you have made the time	kamu harus meluangkan waktu	Above Word Level	Synonim
22	small luxuries	kemewahan kecil di hari-harimu	Word Level	Expansion

23	When it comes to a bubble bath,	Mulai dengan mandi busa!	Pragmatic	Transposition
24	while you watch a flicker of a candle	ditemani kedipan cahaya lilin	Pragmatic	Synonym
25	all to yourself	menyendiri	Pragmatic	Reduction
26	totally undisturbed	benar-benar sendiri tanpa gangguan sedikitpun	Pragmatic	Expansion
27	could	mau	Pragmatic	Synonym
28	be even better	semakin menyenangkan	Pragmatic	Synonym
29	Why not	coba	Pragmatic	Synonym
30	your favorite Magnum ice cream stick	es krim Magnum favoritmu	Word Level	Reduction
31	For bath times	pilihan tepat saat mandi	Pragmatic	Transposition
32	we suggest	adalah	Pragmatic	Transposition
33	Magnum Praline stick	Magnum Classic	Word Level	Recognised Translation
34	Indulgent hazelnut ice cream	kenikmatan es krim vanila	Pragmatic	Cultural Equivalent
35	dipped in	dibalut dengan	Above Word Level	Synonym
36	cracking	tebalnya	Above Word Level	Synonym
37	perfect complement	kesempurnaan	Pragmatic	Reduction
38	foam	mandi busa yang mewah	Textual	Expansion
39	taking care	sangat memperhatikan	Above Word Level	Synonym
40	small details	hal sekecil apapun	Word Level	Expansion
41	expertly crafted	dibuat oleh para ahli	Grammatical	Modulation
42	designed	diracik	Pragmatic	Synonym
43	sustainably sourced	berasal dari bahan alami serta berkualitas tinggi	Pragmatic	Couplet
44	unique skill	keahlian	Pragmatic	Reduction
45	Using	dipadukan dengan	Word Level	Expansion
46	Madagascan vanilla beans	vanila Madagaskar	Word Level	Reduction
47	slow melting gourmet ice cream	tekstur es krim yang sempurna	Pragmatic	Couplet
48	ripe cocoa beans	biji kakao	Pragmatic	Reduction
49	steal moments of quiet decadence with Magnum	menikmati momen spesial bersama Magnum	Pragmatic	Functional Equivalent

No	Source Text From Bean to Bite	Target Text From Bean to Bite	Equivalence	Translation Strategy
1	From bean to bite	From bean to bite	Pragmatic	Transference
2	they	-	Grammatical	Reduction
3	closely	erat	Above Word Level	Synonym
4	responsibly sourced	diperoleh dengan cara yang bertanggung jawab	Pragmatic	Modulation
5	sustainability	perhatian terhadap kelestarian lingkungan	Pragmatic	Pharaphrase
6	between	sekitar	Word Level	Synonym
7	Harvest too early and the pods won't be ripe	Memanen terlalu awal menyebabkan buah tidak masak	Textual	Expansion
8	Harvest too late and the'll dry up	Terlambat memanen menyebabkan buah menjadi kering	Textual	Expansion
9	leave them to ferment	dengan memfermentasinya	Grammatical	Modulation
10	the best place	cara terbaik	Pragmatic	Synonym
11	they	-	Grammatical	Reduction
12	them	biji kakao	Textual	Transposition
13	spread them out	membantu menyebarkannya	Word Level	Expansion
14	become	dijadikan	Grammatical	Modulation
15	to	-	Textual	Reduction
16	fragile	rapuh	Word Level	Functional Equivalent
17	rich	kental	Above Word Level	Synonym
18	stirred	ditambahkan dalam campuran lalu diaduk	Pragmatic	Expansion
19	thickness	kekentalan	Above Word Level	Synonym
20	sustainability	kelestarian lingkungan	Pragmatic	Transposition
21	very soon	dalam waktu dekat	Word Level	Transposition
22	more women have the freedom to live the way they want and more children have access to education	memberikan kebebasan bagi lebih banyak wanita untuk menjalani kehidupan yang mereka inginkan, serta akses pendidikan bagi lebih banyak anak	Textual	Couplet
23	send my children to	menyekolahkan anak-anak	Above Word	Cultural

	school	saya	Level	Equivalent
24	books	pelajaran	Pragmatic	Synonym
25	for the better	demi kehidupan yang lebih baik	Pragmatic	Expansion
26	Ivory Coast	Pantai Gading	Word Level	Recognised Translation

No	Source Text Magnum x Alexander Wang explain how to take pleasure seriously	Target Text Magnum x Alexander Wang menunjukkan bagaimana kenikmatan yang dalam kemewahan	Equivalence	Translation Strategy
1	explain	menunjukkan	Word Level	Synonym
2	how to take pleasure seriously	bagaimana kenikmatan yang dalam kemewahan	Pragmatic	Transposition
3	pure, unadulterated pleasure	kenikmatan yang sesungguhnya	Pragmatic	Couplet
4	whether it is	seperti saat	Textual	Transposition
5	taking a slow bite	menggigit perlahan	Word Level	Transposition
6	reveal	merasakan	Above Word Level	Synonym
7	velvety smooth	lembutnya	Word Level	Reduction
8	or	sambil	Textual	Synonym
9	simply dancing like no-one is watching	menari sesuka hati, kapan dan dimanapun	Pragmatic	Transposition
10	taking it seriously	melakukannya dengan sungguh-sungguh	Pragmatic	Synonym
11	A duo who know exactly how to take pleasure seriously	Keduanya sangat mengerti bagaimana cara "take pleasure seriously"	Textual	Couplet
12	craft	kreatifitas	Word Level	Synonym
13	Set on a seemingly-typical fashion shoot	di sebuah sesi pemotretan	Word Level	Couplet
14	the thick, cracking chocolate	nikmatnya lapisan cokelat tebal	Pragmatic	Transposition
15	the lighter side of the industry	sisi lain yang berbeda dari pekerjaan mereka	Pragmatic	Expansion
16	herself	-	Grammatical	Reduction
17	pleasure	kesenangan	Word Level	Synonym
18	prohibited	terbatas	Grammatical	Synonym



19	honest enjoyment	kenikmatan yang sebenarnya	Word Level	Synonim
20	starring	berkolaborasi	Pragmatic	Transposition
21	ultimate indulgent experience	pengalaman yang luar biasa	Word Level	Couplet
22	discovered	ditunjukkan	Pragmatic	Modulation
23	taking	merasakan	Pragmatic	Synonim

## LIFESTYLE

## What is luxury?

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## FEATURED PRODUCT IN THIS STORY

### Magnum Tub Chocolate & Hazelnut Praliné Ice Cream 440ml

(35)

Luxury can be a sensory experience, something special, or precious. It has the potential to unlock dreams and the power to take you somewhere else. Sometimes it can even be a way to time travel and escape.

In a world where we all live in busy cities, time has become a recognised luxury in itself. So if luxury is valuing time and space in special moments, which of these can we create? Can we find ways of making the everyday more luxurious?

Here are some of our favourites. Taking in the view of the city from a balcony. Relaxing on the sofa after a long day. How about silence and a good book, watching your favourite film or a sumptuous bubble bath.

Now you have made the time, add in some small luxuries. When it comes to a bubble bath, wrap your hair up in a towel and fill the air with your favourite fragrant bubble bath. Add some softening bath salts and scented oils and submerge your body while you watch the flicker of a candle. Take some time all to yourself, totally undisturbed. Could this moment be even better? Why not pair it with your favourite [Magnum ice cream](#) stick. For bath times, we suggest the [Magnum Praliné](#) stick. Indulgent hazelnut ice cream dipped in cracking Magnum Belgian chocolate and topped with chunky hazelnut pieces is the perfect complement to foam.

Luxury can also mean taking care of the small details. Magnum takes pride in the art of fine ice cream. Everything has carefully been thought out, it is expertly crafted, carefully designed and sustainably sourced. Hundreds of Magnum ice cream experts have de-

veloped your favourite flavours with their unique skills. Using Madagascan vanilla beans to ensure perfectly firm and slow melting gourmet ice cream and ripe cocoa beans chosen meticulously by [Rainforest Alliance](#) farmers.

We invite you to seek the luxury of time and steal moments of quiet decadence with Magnum.

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GAYA HIDUP

## Apa arti kemewahan versimu?

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# PRODUK YANG ADA DALAM CERITA INI

<https://www.magnumicecream.com/id/id/products/classics/white-almond.html>

### White Almond

(73)

Kemewahan bisa menjadi pengalaman yang mudah dirasakan, sesuatu yang istimewa, maupun berharga. Kemewahan dapat membuka imajinasi pikiran untuk membawamu kemana pun. Terkadang mampu menjadi cara ampuh untuk keluar dari rutinitas dalam menghabiskan waktumu.

Kita semua hidup di dunia yang sibuk. Dan waktu telah menjadi sebuah kemewahan tersendiri. Jadi, jika sebuah kemewahan bisa membuat momen spesial lebih berharga, apa yang harus kita lakukan? Haruskah kita temukan cara untuk membuat hari kita dipenuhi kemewahan?

Cobalah beberapa tips dari kami. Mungkin bisa dengan menikmati pemandangan kota dari balkon atau bersantai di sofa setelah jalani hari yang melelahkan? Bagaimana jika ditemani buku yang bagus di sebuah keheningan malam? Atau menonton film favoritmu selagi mandi busa yang mewah?

Mulai sekarang, kamu harus meluangkan waktu untuk menambah beberapa kemewahan kecil di hari-harimu. Mulai dengan mandi busa! Caranya bungkus rambutmu dengan handuk dan isi dengan gelembung dari wangi sabun favoritmu. Tambahkan sedikit bath salt yang lembut dan beberapa tetes essential oil, lalu tenggelamkan tubuhmu ditemani kedipan cahaya lilin. Coba sedikit luangkan waktu untuk menyendiri, benar-benar sendiri tanpa gangguan sedikitpun.

Mau momen ini semakin menyenangkan? Coba padukan dengan es krim [Magnum favoritmu](#). Pilihan tepat saat mandi adalah [Magnum Classic](#). Kenikmatan es krim vanila yang dibalut dengan tebalnya coklat Belgia dari Magnum, adalah sebuah kesempurnaan untuk mandi busa yang mewah.

Kemewahan juga berarti sangat memperhatikan hal sekecil apapun. Seperti Magnum yang bangga tentang seni membuat es krim yang sempurna. Semuanya telah dipikirkan dengan hati-hati, dibuat oleh para ahli, diracik dengan teliti, dan berasal dari bahan yang alami serta berkualitas tinggi. Ratusan ahli es krim Magnum telah mengembangkan rasa favorit dengan keahlian mereka. Dipadukan dengan vanila Madagascara untuk memastikan tekstur es krim yang sempurna dan padat. Lengkap dengan biji kakao yang dipilih dengan cermat oleh petani [Rainforest Alliance](#).

Kami mengajakmu untuk temukan mewahnya dan menikmati momen spesial bersama Magnum.

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## FOOD

## From Bean to Bite

Magnum cocoa beans have a long way to go before they become Magnum chocolate. We're working closely with the Rainforest Alliance to make sure all our cocoa beans are responsibly sourced. It's about quality and sustainability throughout every step of the journey.

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## Featured product in this story

<https://www.magnumicecream.com/uk/products/icecream-classics/magnum-chocolate-&-hazelnut-pralin%C3%A9-ice-cream-3-x-90ml.html>

Magnum Chocolate & Hazelnut Praliné Ice Cream 3 x 90ml

(38)

### Introduction

Magnum cocoa beans have a long way to go before they become Magnum chocolate. We're working closely with the Rainforest Alliance to make sure all our cocoa beans are responsibly sourced. It's about quality and sustainability throughout every step of the journey.

### Harvesting

Cocoa seeds are grown in pods that change colour as they ripen: from green to red, then red to purple and from purple to yellow. A single pod can contain between 30 – 50 cocoa beans.

The journey from cocoa beans to chocolate relies on the knowledge and skill of our cocoa farmers. Working with the Rainforest Alliance ensures that farmers are trained to

know which cocoa pods are ready to be picked just by looking at them. Harvest too early and the pods won't be ripe. Harvest too late and they'll dry up.

## Fermenting

On Rainforest Alliance Certified™ farms, farmers are taught that the best way to get the most from their cocoa beans is to leave them to ferment.

## Drying

The farmers know the best place to dry their fermented beans is out under the scorching sun. They rake through them regularly to make sure they all dry evenly – some farmers even dance across the beans to spread them out.

## Selecting and roasting

Only beans that meet our standards will become Magnum chocolate. Farmers are trained to pick the best ones, which they package and send to us ready for the next stage of the journey: roasting.

The cocoa beans are fragile, so we roast them gently. We start at 100°C and gradually turn up the heat, roasting for at least 20mins.

## Making Magnum Ice cream

Perfectly roasted cocoa beans are crushed and ground into a rich cocoa paste, then turned into liquid chocolate. Other essential ingredients such as cocoa butter are stirred into the mix until it reaches the perfect taste and thickness.

## Sustainability

Today, over 98% of Magnum cocoa beans are sustainably sourced from Rainforest Alliance Certified™ farms. We're working hard to make it 100% very soon.

The beans help raise the farmers' incomes, more women have the freedom to live the way they want and more children have access to education:

*"I've realised the value of education and the need to send my children to school. Their attention should be on books, not on the farm with me."*

Alhaji Mustapha Ameyna, farmer on a Rainforest Alliance Certified™ farm.

We're committed to creating change for the better across West Africa - from Ghana to Ivory Coast and Cameroon - and improving the lives of farmers and their families.

[Discover more about Rainforest Alliance.](#)

**Unilever is proud of our commitment to sustainability and sourcing Rainforest Alliance Certified™ cocoa beans from Tanzania for one product of our Magnum Portfolio. The market situation of cocoa in Tanzania has recently changed significantly and therefore the supply chain is unable to deliver Rainforest Alliance Certified™ cocoa beans that are fully segregated from Tanzania to meet our needs. This means that for the time being, the cocoa beans we purchase are still Rainforest Alliance Certified™ but the certification status for the cocoa used in these products has changed temporarily. We expect this to be resolved as soon as possible. We appreciate your patience and understanding, and we remain committed to Rainforest Alliance certification. Please follow <https://www.rainforest-alliance.org/> (Opens in a new window) for more information on cocoa from Rainforest Alliance Certified™ farms.**

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## MAKANAN

## From Bean to Bite

## Pengantar

Biji kakao Magnum menempuh perjalanan panjang sebelum menjadi coklat Magnum. Kami bekerja sama erat dengan Rainforest Alliance untuk memastikan semua biji kakao kami diperoleh dengan cara yang bertanggung jawab. Setiap langkah dalam perjalanan melibatkan kualitas dan perhatian terhadap kelestarian lingkungan.

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## PRODUK YANG ADA DALAM CERITA INI

<https://www.magnumicecream.com/id/id/products/classics/white-almond.html>

White Almond

(73)

### Memanen

Biji kakao tumbuh dalam buah yang berubah warna saat biji menjadi masak: dari hijau menjadi merah, kemudian merah menjadi ungu, dan dari ungu menjadi kuning. Satu buah dapat berisi sekitar 30-50 biji kakao.

Perjalanan dari biji kakao menjadi coklat mengandalkan pengetahuan dan keahlian para petani kakao kami. Kerja sama dengan Rainforest Alliance memastikan para petani terlatih untuk mengetahui buah kakao yang siap dipetik cukup dengan melihatnya. Memanen terlalu awal menyebabkan buah tidak masak. Terlambat memanen menyebabkan buah menjadi kering.

Petani yang ahli memotong buah yang masak dari pohon dengan sekali tebas. Cara ini tidak merusak pohon, sehingga buah dapat tetap tumbuh subur tahun demi tahun.

## Fermentasi

Di perkebunan Rainforest Alliance Certified™, petani diajarkan cara terbaik untuk mendapatkan maksimal dari biji kakao adalah dengan memfermentasinya. Ketika tiba waktunya untuk mengumpulkan biji, rasa getir kakao telah digantikan oleh ciri-ciri awal rasa, aroma, dan warna cokelat Magnum seperti yang kita kenal.

## Pengeringan

Para petani tahu cara terbaik untuk mengeringkan biji yang difermentasi adalah dengan bantuan sinar matahari yang terik. Biji kakao digaru secara berkala untuk memastikan semuanya kering merata – sebagian petani bahkan menari-nari di atas biji kakao untuk membantu menyebarkannya.

Air menguap perlahan dari biji kakao hingga biji benar-benar kering dan siap.

## Memilih & menyangrai

Hanya biji yang memenuhi standar kami yang akan dijadikan cokelat Magnum. Para petani terlatih memilih biji terbaik, kemudian mengemas dan mengirimkannya kepada kami, siap untuk tahapan perjalanan selanjutnya: disangrai.

Biji kakao sangat rapuh, jadi kami menyangrainya dengan lembut. Kami memulai dengan panas 100°C kemudian lambat laun menambah panas, menyangrainya selama setidaknya 20 menit.

Terakhir, kami melepaskan biji dari kulit luarnya. Saatnya membuat cokelat Magnum.

## Pembuatan es krim magnum

Biji kakao yang sudah dipanggang sempurna ditumbuk dan digiling menjadi pasta kakao kental, kemudian diubah menjadi cokelat cair. Bahan-bahan penting lainnya seperti mentega cokelat ditambahkan dalam campuran lalu diaduk hingga mencapai cita rasa dan kekentalan sempurna.

Saat cokelat yang hangat dan nikmat melapisi es krim vanila lembut kami, cokelat seketika mendingin menjadi cokelat Magnum yang padat dan tebal yang merupakan ciri khas kami – siap dan menunggu untuk dinikmati.

## Kelestarian lingkungan

Saat ini, lebih dari 98% biji kakao Magnum diperoleh dengan memperhatikan kelestarian lingkungan dari perkebunan Rainforest Alliance Certified™. Kami bekerja keras untuk menjadikannya 100% dalam waktu dekat.

Biji kakao ini membantu meningkatkan pendapatan petani, memberikan kebebasan bagi lebih banyak wanita untuk menjalani kehidupan yang mereka inginkan, serta akses pendidikan bagi lebih banyak anak:

*"Saya menyadari pentingnya pendidikan dan perlunya menyekolahkan anak-anak saya. Mereka harus memusatkan perhatian ke pelajaran, bukan ke perkebunan bersama saya."*

Alhaji Mustapha Amenya, petani di perkebunan Rainforest Alliance Certified™. Kami berkomitmen untuk menciptakan perubahan demi kehidupan yang lebih baik di seluruh Afrika Barat - mulai dari Ghana hingga Pantai Gading dan Kamerun - dan meningkatkan kehidupan para petani beserta keluarga mereka.

[Ketahui selengkapnya tentang Rainforest Alliance.](#)

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## FASHION

## Magnum x Alexander Wang explain how to take pleasure seriously

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Magnum Chocolate & Hazelnut Praliné Ice Cream 3 x 90ml

(38)

This year, Magnum is celebrating pure, unadulterated pleasure. The importance of craft, quality, and truly enjoying those perfectly pleasurable moments. Whether it's taking a slow bite of thick Belgian chocolate to reveal velvety smooth [Magnum ice cream](#), slipping into a stunning silk dress, or simply dancing like no-one is watching - whatever your pleasure, it's time to start taking it seriously. And in our most luxurious collaboration yet, we're teaming up with world renowned designer Alexander Wang and international supermodel, Bella Hadid. A duo who know exactly how to take pleasure seriously.

Together, with their shared passion for creating quality through craft, they're celebrating the importance of pleasure in our new Magnum film.

Set on a seemingly-typical fashion shoot, the two portray the pleasure of fashion, friendship and fun. And when they take a bite through the thick, cracking chocolate of their Magnums – they reveal the lighter side of the industry and show us their more playful sides.

As Bella herself said, "In a world where pleasure is prohibited by time, schedules and stress, it's great to inspire people to experience honest enjoyment. Starring in this short film with my friend Alexander Wang was the ultimate indulgent experience."

And as Alexander Wang and Bella Hadid discovered, great things can happen when you start taking pleasure seriously – a star-studded party at Cannes, a luxurious fashion item...all will be revealed on the 10th of May.

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FASHION

## Magnum x Alexander Wang menunjukkan bagaimana kenikmatan yang dalam kemewahan

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### White Almond

(73)

Magnum merayakan kenikmatan yang sesungguhnya di tahun ini. Melalui kreativitas, kualitas, dan cara menikmati momen-momen menyenangkan yang sempurna. Seperti saat menggigit perlahan cokelat Belgia tebal untuk merasakan lembutnya es krim Magnum, lalu menyelinap ke dalam gaun sutra yang mewah sambil menari sesuka hati, kapan dan dimanapun.

Apapun kesenanganmu, inilah saatnya untuk mulai melakukannya dengan sungguh-sungguh. Dalam kolaborasi termewah ini, kami bekerja sama dengan desainer terkenal dunia, Alexander Wang dan supermodel internasional, Bella Hadid. Keduanya sangat mengerti bagaimana cara 'take pleasure seriously'.

Mereka merayakan pentingnya sebuah kenikmatan dengan menghasilkan kualitas melalui kreativitas yang ditampilkan bersama es krim Magnum. Mereka berdua menunjukkan kecintaannya pada dunia fashion, pentingnya persahabatan dan keceriaan di sebuah sesi pemotretan. Lalu saat mereka menggigit nikmatnya lapisan

cokelat tebal dari Magnum, sisi lain yang berbeda dari pekerjaan mereka ditunjukkan dengan cara yang lebih menyenangkan.

Seperti yang Bella katakan, “Di dunia di mana kesenangan terbatas oleh waktu, jadwal dan stres. Inilah cara terbaik menginspirasi orang untuk merasakan kenikmatan yang sebenarnya. Berkolaborasi bersama teman saya Alexander Wang adalah pengalaman yang luar biasa menyenangkan.”. Seperti yang ditunjukkan oleh Alexander Wang dan Bella Hadid, hal-hal hebat bisa terjadi jika kamu mulai merasakan kenikmatan dengan sungguh-sungguh.

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