

ENHANCING THE NATURALNESS THROUGH CULTURAL ADAPTATION IN TRANSLATING ENGLISH-INDONESIAN ADVERTISEMENTS

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ABSTRAK

Adaptasi budaya memainkan peran penting dalam proses penerjemahan iklan, di mana teori dimensi budaya Hofstede juga relevan dalam kasus penerjemahan Inggris-Indonesia (Hofstede, 1980, hlm. 60). Strategi pemasaran harus mengintegrasikan elemen budaya, dialek, dan citra yang sesuai dengan komunitas target. Studi ini bertujuan untuk menentukan sejauh mana adaptasi budaya meningkatkan kredibilitas terjemahan iklan Inggris-Indonesia, serta minat dan keterlibatan audiens. Dengan menggunakan pendekatan studi kasus kualitatif, penelitian ini berfokus pada merek internasional seperti McDonald's, Nike, dan Sunsilk. Data dikumpulkan melalui poster iklan terjemahan, gambar, dan slogan iklan dari iklan televisi, iklan daring, serta media cetak. Penelitian ini juga mengacu pada teori budaya mengenai moderasi dan lokalisasi, termasuk model parameter budaya Hofstede (Hofstede, 1980; De Mooij, 2011) yang menyoroti nilai-nilai kolektivisme, hierarki kekuasaan, dan penghindaran ketidakpastian. Analisis menunjukkan bahwa penambahan nuansa budaya dalam proses penerjemahan memberikan realisme dan keindahan pada iklan, sehingga meningkatkan kepercayaan audiens terhadap pesan yang disampaikan. Sebagai contoh, budaya orientasi kelompok dalam masyarakat Indonesia tercermin dalam terjemahan slogan iklan McDonald's "I'm Lovin' It" menjadi "Rasakan Cintanya." Sunsilk mempromosikan nilai-nilai keluarga, perawatan, dan kecantikan sebagai bagian dari strategi pemasarannya. Sementara itu, iklan Nike yang diterjemahkan mendorong pemberdayaan kelompok daripada pencapaian individual sesuai dengan cara hidup masyarakat Indonesia. Studi ini menyoroti pentingnya sensitivitas budaya dalam penerjemahan iklan. Walaupun adaptasi meningkatkan naturalitas dan daya tarik, tantangan muncul dalam menyeimbangkan kesetiaan terhadap pesan asli dengan keakuratan linguistik dan nuansa budaya. Dalam kasus semacam ini, disarankan untuk memasukkan bahasa sehari-hari, gambar lokal, dan elemen budaya yang relevan. Adaptasi yang efektif tidak hanya meningkatkan kualitas terjemahan, tetapi juga memperkuat kekuatan merek di pasar lokal (Smith & Klein-Braley, 1997).

Kata kunci: Adaptasi Budaya, Penerjemahan Iklan, Pasar Inggris-Indonesia, Sensitivitas Sosiokultural, Strategi Lokalisasi

ABSTRACT

Cultural adaptation plays an important role in the process of translating ads whereby Hofstede's theory of cultural dimension holds true for the case of English-Indonesian translation as well (Hofstede, 1980: p. 60). Marketing strategies must incorporate cultural elements, dialects, and images that resonate with the community. This is a case study to establish whether and to what extent cultural adaptation increases the credibility of English and Indonesian advertisement translations as well as interest and involvement of the audience. As a qualitative case study, focus was placed on McDonald's, Nike, and Sunsilk among others international brands. The data collection process included collecting translated commercial posters, pictures, and ad slogans from television commercials, online adverts, and print media. Focus was also placed on cultural theories of moderation and localization including Hofstede's model of cultural parameters (Hofstede, 1980; De Mooij, 2011) focusing on collectivism, power and uncertainty. The translations were analyzed in terms of the degree of adherence to Indonesian norms and values. It has been shown that the inclusion of cultural nuances during the process of translation adds realism and beauty in a commercial, thus increasing the confidence of the audience in the message being conveyed to them. In support of the idea, Indonesian culture has a concept of group orientation which was reflected in the translated commercial "I'm Lovin' It" in the form of "Rasakan Cintanya" for McDonald. Family and care and beauty norms were the ideas that were promoted by Sunsilk as part of its marketing strategy. As per the Indonesian way of life, the translated commercials encouraged mass empowerment rather than individualistic achievement as was the case for Nike. The study highlights the need for being culturally sensitive while translating advertisements. While adaptation increases the naturalness and appeal, it raises questions on how to balance fidelity to the original with accuracy of linguistics and cultural nuances. In such cases, it is better to include colloquial language, local pictures and objects of importance to the culture. Effective adaptation increases the translation quality and strengthens the power of the brand endorsement in the local market (Smith & Klein-Braley, 1997).

Keywords: *Cultural Adaptation, Advertising Translation, English-Indonesian Market, Sociocultural Sensitivity, Localization Strategies*

A. INTRODUCTION

In today's interconnected global marketplace, advertisements are crucial tools for brands to communicate their messages effectively across cultural and linguistic boundaries. However, the success of advertisements depends not only on the quality of their content but also on how well they resonate with the cultural values, norms, and preferences of the target audience. Hofstede's theory of cultural dimensions provides a foundational framework for understanding how cultural variables influence the reception and translation of advertisements, particularly in cross-

cultural contexts like English to Indonesian (Hofstede, 1980). The English-Indonesian context poses unique challenges and opportunities for cultural adaptation due to factors such as collectivism, power distance, and the prominence of shared societal values, all of which shape the perception of marketing messages.

Indonesia's rich sociocultural diversity demands that marketing strategies integrate cultural elements, local dialects, and imagery reflective of collective identity and values. Brands like McDonald's, Nike, and Sunsilk have shown how cultural sensitivity can enhance campaign effectiveness. For instance, McDonald's localized slogan, "Rasakan Cintanya," emphasizes shared emotional experiences, aligning with Indonesia's collectivist culture. Similarly, Sunsilk's campaigns highlight themes of familial care and beauty ideals, resonating with the cultural emphasis on relationships and community. Nike, on the other hand, shifts the focus from individual achievement to group empowerment in its localized advertisements, embodying the Indonesian ethos of mutual support and collaboration.

The process of translating advertisements requires more than linguistic accuracy; it demands a nuanced understanding of the target culture to create messages that appear natural, credible, and engaging. As De Mooij (2011) asserts, cultural adaptation enhances the naturalness and appeal of advertisements, fostering greater trust and audience engagement. In Indonesia, where collective values dominate, advertisements emphasizing individualism often face resistance or indifference. Studies highlight the necessity of aligning marketing strategies with cultural norms to ensure acceptance and effectiveness (Hofstede, 1980; Smith & Klein-Braley, 1997). Incorporating local expressions, imagery, and culturally relevant symbols can make advertisements more relatable, thereby improving brand reception and strengthening market presence.

Cultural adaptation plays a pivotal role in fostering trust in cross-cultural communication, especially in contexts such as advertising, marketing, and translation. By tailoring messages to align with the cultural values, norms, and expectations of the target audience, brands and organizations can build a sense of familiarity, authenticity, and respect, which are key to establishing trust.

Cultural adaptation ensures that messages resonate with the audience by incorporating elements they find relatable. Familiar language, imagery, and themes create a sense of belonging and understanding, making the audience more likely to trust the message or brand. For instance, translating McDonald's slogan "I'm Lovin' It" to "Rasakan Cintanya" in Indonesia aligns with collectivist cultural values, fostering a sense of emotional connection and trust (Hofstede, 1980). Audiences are more inclined to trust messages that reflect their worldview and shared cultural norms.

The ability to fit in reveals the level of the brand's consideration for the culture of the intended audience. All in all, this ensures that few people will label the organization as being insensitive, a quality that may lead to erosion of trust. Such brands that engage in the process of localisation show that they care about their audience and therefore, increase their credibility and trustworthiness (De Mooij, 2011). For instance, the use of some traditional forms, languages and

phrases is an attempt of the organisation to try to win the audience over on the audience's platform. There is a vague understanding, particularly within the fields of advertising that work on a global scale, that there is the need for cultural adaptation, but there are still gaps in terms of understanding how these works are carried out in certain places, Indonesian for example is diverse and linguistically complex.

Messages that are not culturally adapted may be misread, misinterpreted, or even become offensive and thereby erode trust. This risk is alleviated by cultural adaptation which ensures that the content of the communication is respectful of social order and prohibitions of the audience. For instance, in high-context cultures like that of Indonesia where indirect communication and balance within a group are central, overt and individualistic marketing may be regarded as inappropriate and untrustworthy (Hofstede, 1980). Although there has been considerable work to develop a theory of cultural dimensions, the implementation of these principles in practice, especially advertising translation, has not been adequately reported. There is a research gap in the understanding of how brands work with these cultural factors in order to improve message and audience focus in Indonesia.

It has been observed that trust tends to be established on the basis of emotional resonance. This is where culture adaptation explains the audience's beliefs and priorities in a better way. Advertisements or messages that tap into family, community or success together in such a way sacrifices more emotions are remembered more. For instance, based on advertisements that have run in Indonesia, Sunsilik emphasizes family's care and community's beauty standards, which further demonstrates how messages targeted at specific cultures can enhance emotional bond with the consumers and marketers. But the processes of fostering these Bonds, especially through translation and visual modification, are not well studied. It is evident from the state of the arts, the gaps in the literature, that there is a need for a systematic investigation of the processes by which emotional resonance is mediated through cultural adaptation in multilingual advertising context.

The significance of cultural adaptation is underscored for it makes a communication offer an understanding sense of local reality. Trust indeed is based upon authenticity and people are more likely to trust a brand when they think that the brand comprehensively understands their culture and respects it. This is even more so for advertising where visual, slogan and narrative components that are adapted to the target culture make the message more whole (Smith & Klein-Braley, 1997). However, existing literature does not always examine closely the details of the techniques used to construct this authenticity, especially in a market as diverse as Indonesia. Therefore, this would fill a critical gap in the literature for studies that view translation strategies and processes of crafting narratives in the context of advertising in the Indonesian context.

Trust is heavily influenced by the adaptation of culture because it contextualizes messages, explains, minimizes, builds emotional attachments, and increases genuineness. In the context of globalization, attention to cultural adaptation is highly critical to brands and communicators in enhancing and

preserving trust in several markets. By doing so, they not only increase the performance of the campaigns but also build brand loyalty and trust among their customers over time. Still, the literature to date has often been unable to provide a market-based analysis and has tended to aggregate the findings across markets thereby omitting the intricate problems and achievements of a particular cultural adaptation, such as the case in Indonesia.

This article seeks to fill the identified gap by looking at how cultural adaptation can be of help in improving the naturalness of English-Indonesian advertisement translations. Considering a number of language adaptations as well as the visual changes and even the brand's tagline change, this analysis shows how cultural adaptation helps in producing appealing advertisement materials that target Indonesian people. Using the cases of multinational companies such as McDonald's, Coca-Cola and Nike, and discussing the problems and approaches taken to solve them, the article discusses the importance of culture in advertising translation. This research advances the state of the arts through the provision of detailed information on how culture adaption relates to the effectiveness of advertising campaigns in the very active and indeterminate market that is Indonesia.

B. LITERATURE REVIEW

As the literature on translation studies suggests, one often does not underestimate the cultural adaption aspect for the effectiveness of cross-cultural communication especially with advertisements. For quite some time now, they have been aware that a translated text is successful when it's not only linguistically correct but also culturally relevant to the intended audience. This part examines the concepts, models, methods and research related to the functionality of cultural adaptation in making translated advertisements feel more natural, with specific examples of ads translated from English to Indonesian.

Advertising communicates a message so that it is able to address cultural aspects such as values, norms and audience expectations. Cultural endization, by contrast, is one very important aspect in the context of English-Indonesian advertising translation in that it improves effectiveness and acceptability of the advertisements. In this part of the study, relevant literature on cultural endization, translation of advertising banners, and localization initiatives is evaluated in order to devise theoretical and practical framework on English-Indonesian advertising translation.

1. Cultural Adaptation in Advertising Translation

Hofstede's cultural dimensions (1980) theory explains the root cause of communications' effects emphasizing difference or variation of. Hofstede's dimensions of collectivism, power distance and uncertainty avoidance are particularly relevant for the Indonesian case. The Society of Indonesia focuses on groups rather than individuals. In other words, individuals are thought of as set pieces of groups, families and shared beliefs rather than as trump cards for personal achievement (Hofstede, 1980). Advertising translation has to think the implications in the sense that relevant adverts will be targeted for cultures that are considered

within their approaches to communication as thinking and engaging. De Mooij (2011) states that advertising in the right context cannot be understood as the translation of words into a different language; it includes pictures, texts, and themes, which need to be made appropriate to the local culture.

Hofstede's cultural dimensions theory is quite interesting as it attempts to explain how individual value and behavior are affected by cultural context and social structure. This dimension explains for example how nations treat social interaction, authority, uncertainty avoidance, and even the relationship between the self and society." This dimension emphasizes that rather than existing in absolute states, cultural norms and practices are continuums and as such it is possible to inter compare countries for each dimension.

a. Power Distance Index (PDI)

Definition: Consider this dimension as the acceptance of the unequal distribution of power and the expectation thereof in society.

1) High Power Distance Cultures

There is strict obedience to hierarchy, it becomes socially unacceptable to question authority. People in power tend to make decisions, and orders are given down to lower levels.

Example:

a) English : "Trusted by Leaders, Used by All."

Indonesian : "*Dipercaya oleh Pemimpin, Digunakan oleh Semua.*"

Description : A promotion for a financial product that is backed by a high-ranking official, boosting credibility for the product.

b) English : "The Authority in Communication Solutions."

Indonesian : "*Otoritas Solusi Komunikasi.*"

Description : A telecom company ad highlighting its leadership in technology, with a CEO delivering the message.

2) Low Power Distance Cultures

People are encouraged to partake in decision making processes as low power distance societies focus on equity.

Example

a) English : "Your Voice, Your Choice."

Indonesian : "*Suaramu, Pilihanmu.*"

Description : Campaigns of democratic elections open room for participation and it adheres to less PDI principles.

b) English : "Innovations Shaped by Your Ideas."

Indonesian : "*Inovasi Dibentuk oleh Ide-Ide Anda.*"

Description : An advertisement of a technological company advertising joint development with shared decisions.

b. Individualism vs Collectivism (IDV)

Definition: What this dimension seeks to elaborate further is the level at which the person is integrated into a group.

1) Individualistic Cultures

Former British Colonies will likely be the focus as they augment the ideals of freedom, self-sufficiency and personal honors.

Example:

- a) English : "Be Bold. Be You."
Indonesian : "*Jadilah Berani. Jadi Dirimu.*"
Description : A cosmetics ad promoting self-expression and individuality.
- b) English : "Achieve More, For Yourself."
Indonesian : "*Capai Lebih Banyak, Untuk Dirimu.*"
Description : An advertisement that depicts career growth as related to personal achievement

2) Collectivist Cultures

Most likely looking at Japan, Indonesia and most Asian nations, where group consensus is favored, alongside family and community, above personal aspirations.

Example:

- a) English : "Stronger Together, With Family."
Indonesian : "*Lebih Kuat Bersama, Dengan Keluarga.*"
Description : A place where healthcare insurance revolves around family togetherness appealing to social norms.
- b) English : "Celebrating Moments, As One."
Indonesian : "*Merayakan Momen, Bersama-sama.*"
Description : An ad practice on Eid showing community and family togetherness.

c. Masculinity vs. Femininity (MAS)

Definition: This dimension looks at whether a culture is based on masculine attributes like competitiveness and achievement, or on feminine attributes such as caring and quality of life.

1) Masculine Cultures

Have valuing of Competition, ambition and material success.

Example:

- a) English : "Victory is Within Your Reach."
Indonesian : "*Kemenangan Ada di Genggamanmu.*"
Description : A commercial for sports apparel that focuses on competing and accomplishing.
- b) English : "Power and Prestige, Redefined."
Indonesian : "*Kekuatan dan Prestise, Didefinisikan Ulang.*"
Description : An astonishing advertisement for a luxury car addressing go-getters.

2) Feminine Cultures

Have a predominance in Cooperation, relationships and focus on well being.

Example:

- a) English : "Care That Brings Us Closer."
Indonesian : "*Perawatan yang Mendekatkan Kita.*"
Description : An advertisement for a skincare company that promotes healthy skin and good interpersonal dynamics and self-love.
- b) English : "A Future Built on Togetherness."

Indonesian : *"Masa Depan Dibangun Bersama."*

Description : A cooperative and harmonious community development campaign.

d. Uncertainty Avoidance Index (UAI)

Definition: This seeks to know the extent to which a culture fears the unknown or the level of comfort it derives in ambiguity.

1) High Uncertainty Avoidance Cultures

Dislike ambiguity and uncertainty, maintain order with strict laws, less deviation from norms and little expectation from the future.

Example:

a) English : "Secure Today for a Safer Tomorrow."

Indonesian : *"Aman Hari Ini untuk Masa Depan Lebih Aman."*

Description : An insurance ad which depicts certainty and protection.

b) English : "Certified Quality You Can Trust."

Indonesian : *"Kualitas Bersertifikat yang Dapat Anda Percaya."*

Description : Campaign on certifying products that gives confidence to the buyers.

2) Low Uncertainty Avoidance Cultures

Speak of Change and the ability to go with the flow of things, having an open attitude towards new ideas.

Example:

a) English : "Embrace the Unexpected."

Indonesian : *"Nikmati yang Tak Terduga."*

Description : An Ad for a travel agency offering exciting last-minute trips.

b) English : "Innovate Beyond Boundaries."

Indonesian : *"Inovasi Tanpa Batas."*

Description : An advertisement directed towards innovators seeking to take a leap of faith.

e. Long-Term vs Short-Term Orientation (LTO)

Definition: This dimension relates whether a culture is evolved to breathe long term goals with sustained push or rather fights for momentary benefits and upholds the past.

1) Long-Term Oriented Cultures

Ensure persistence, saving and adaptation to circumstances increases survival chances.

Example:

a) English : "Invest in Generations to Come."

Indonesian : *"Investasi untuk Generasi Mendatang."*

Description : An education savings plan advertisement encourages planning for several years in advance.

b) English : "Sustainability Starts Today."

Indonesian : *"Keberlanjutan Dimulai Hari Ini."*

Description : An advertisement for a green power source indicating its future usefulness

2) Short-Term Oriented Cultures

Tradition, Key Values and fast satisfaction.

Example:

- a) English : "Flash Sales, Grab It Now!"
Indonesian : "*Diskon Kilat, Dapatkan Sekarang!*"
Description : It is an advertisement of an online shop that is designed to elicit quick purchases from the customers.
- b) English : "Instant Solutions for Your Daily Needs."
Indonesian : "*Solusi Instan untuk Kebutuhan Harian Anda.*"
Description : It is a fast-food advertisement that emphasizes quick service.

f. Indulgence vs. Restraint (IVR)

Definition: This dimension encompasses the extent to which a culture promotes or inhibits the gratification of basic human needs and wishes.

1) Indulgent Cultures

Life is all about enjoyment, emotions and leisure, without any restrictions on their expression.

Example:

- a) English : "Indulge in Every Flavor."
Indonesian : "*Nikmati Setiap Rasa.*"
Description : Dessert brand ad with leisure and enjoyment as its focus.
- b) English : "Life is Meant to Be Celebrated."
Indonesian : "*Hidup untuk Dirayakan.*"
Description : A high-end holiday advertisement aiming at self-indulgence

2) Restraint Cultures

These cultures control pleasure through rigidly enforced social norms.

Examples:

- a) English : "Discipline for a Better Tomorrow."
Indonesian : "*Disiplin untuk Masa Depan Lebih Baik.*"
Description : A financial planning outreach advocating moderation.
- b) English : "Strength in Simplicity."
Indonesian : "*Kekuatan dalam Kesederhanaan.*"
Description : Advertisement for a minimalist way of life showing a modest lifestyle.

Thus, the above listed examples depict how Hofstede's dimensions of culture affect marketing strategies enabling the adverts to meet certain cultural expectations across different cultural landscapes.

2. Naturalness in Translation

Naturalness in translation is an important translation quality which determines the effectiveness of a translated text. Newmark (1988) notes that naturalness describes the degree to which a translation appears to have been composed in the target language. In advertising, naturalness plays an important role in establishing an affective bond with the recipients of the message as well as in maintaining the intent of the message translation.

As noted in the advertising translation articles, there is a relevance between the nature and purpose of translation and the acculturation of the text. E.g., Wang and Wang (2020) noted that advertising messages with adapted slogans and idioms fit well into the advertising culture of the target audience; such messages perform better in their advertising. This is particularly important in Indonesia, which has a diversity of languages and cultures due consideration should be given to when conducting translation exercises.

In translation, the hallmark is how well the audience can interpret the text. This is largely determined by naturalness which is defined by Newmark (1988) as how similar the translated work feels to a native audience. The blend of language and the emotion of a message or advertisement is expected to feel natural to a specific audience, which is often the case in Indonesia. In such multicultural and multilingual countries, all nuances of languages must be fit into one another which can help with audience targeting. All this keeps us with the essence, which in turn helps with the marketing aspect.

a. Naturalness and Cultural Adaptation

Translation is often seen as cultural adaptation in which word-for-word translation usually loses the desired emotional setting. Zhang and Yan (2020) state that translated advertisements do comparatively worse than advertisements that are customized for the target language, and even better when taglines are localized which quite literally adheres to the cultural set of the future audience. McDonald’s line “I’m Lovin’ It” in Indonesia sold its message better with the tagline “Rasakan Cintanya,” which a better more family-oriented perspective in an individualist society.

Example:

1. Festive Campaigns

English Slogan : "Bring Home the Joy This Holiday Season."

Translation : "*Bawa Pulang Kebahagiaan di Musim Liburan Ini.*"

Explanation : The translation reflects familial role among Indonesians perspectives in celebrating holidays, joy and togetherness which is quite prevalent here.

2. Beverage Advertisement

English Slogan : "Refresh Your Day, One Sip at a Time."

Translation : "*Segarkan Harimu, Satu Tegukan Setiap Saat.*"

Explanation : The translation considers how multiple sips can make people feel center-focused, thereby changing things that relate to refreshing the brand.

b. Naturalness and Linguistic Fluency

To accomplish naturalness, the translator has to be proficient in the source and target languages to make sure the translation is appropriate in terms of idioms, style, and tone of the intended audience (Venuti, 1995). A translation that is not natural is likely to distract the target audience and reduce the effectiveness of the message.

Example

1. Healthcare Advertisement

English Slogan : "Care You Can Trust, Anytime."

- Translation : *"Perawatan yang Dapat Anda Percaya, Kapan Saja."*
Explanation : At all times, the translator expresses themselves faithfully and translates into a linguistically fluent text by maintaining a formal tone and making use of language that is consonant with the field of health care.

2. Travel Advertisement

- English Slogan : "Discover New Horizons, Your Way."
Translation : *"Temukan Cakrawala Baru, Dengan Caramu."*
Explanation : The translation does not minimize the slogan's originality, just as Indonesian vernacular took 'idiomatic' in the original copy and licensed a more personalized and thrilling tone.

c. Naturalness in Advertising Translation

Example

1. Emotional Appeal in Food Advertising

- English Slogan : "Taste the Joy of Every Bite."
Translation : *"Nikmati Kebahagiaan di Setiap Gigitan."*
Explanation : This translation accordingly translates the English slogan's emotion and tone to as be in accordance to the social needs for togetherness and physical engagement enjoyed by the Indonesian culture.

2. Celebrating Shared Values in Beauty Advertising

- English Slogan : "Glow Together, Shine Forever."
Translation : *"Berseri Bersama, Bersinar Selamanya."*
Explanation : This translation asserts the importance of harmony and togetherness, two of the most time honored and revered values in the Indonesian culture, thus allowing for the message to come off as normal and culturally relevant.

d. Idiomatic Adaptation in Advertising Translation

Example

1. Banking Advertisement

- English Slogan : "Your Future, Secured Today."
Translation : *"Masa Depan Anda, Terjamin Hari Ini."*
Explanation : Language of business communication in Indonesian shows their preference for formal, clear and trustworthy words especially in relation to provision of financial services.

2. Festive Promotions

- English Slogan : "Celebrate the Season with Us."
Translation : *"Rayakan Musim Ini Bersama Kami."*
Explanation : The translation has a similar tone that is celebratory, and such a tone would be suitable when translation for Indonesian's emphasis on community festive spirit.

Naturalness in translation isn't a linguistic purpose but a strategic need in translation," Especially in advertising. It makes sure that the messages evoke the desired emotions and cultural sentiments in the audience while still keeping the

intention of the content intact. The examples clearly show that naturalness in English Indonesian advertising translation can be attained with proper shifts in language style, cultural viewpoints and contextual factors. This calls for competent translators who can handle the issues of language and cultural translation effectively so as to come up with appropriate translations.

3. Challenges in Cultural Adaptation

Cultural adaptation makes translation sound more natural, but also makes translation more complex. Cultural translation is demanding; Lefevere (1992) defines translators as cultural specialists who have to traverse in between the originating and the target cultures, and at times have such to take hard calls about what to keep and what to change. Indian perspective, regional language along with Indian idioms makes the challenge even bigger, in terms of linguistics. This makes it difficult for the translator to focus on a universal view whilst embedding low-connectedness.

Such as, marketing efforts focused on urban population in Jakarta should be different from marketing mix targeted to rural people of Java or Sumatra. Too much adaptation may cut across this group, nor too little may lose a targeted quarter of the population. These barriers highlight the need for, and the value of, ad translation cross-cultural understanding and thorough market characteristics investigation in considering the legacy of advertising (Hofstede, 1980).

a. Challenge 1 - Balancing Broad Appeal and Localized Relatability

Example

1. Food Product Advertisement

English Slogan : "The Perfect Spice for Every Dish."

Translation : "*Rempah Sempurna untuk Semua Masakan.*"

Challenge : Understanding a cuisine is always through the spices used. In Indonesia, regions have different spices and names. In Padang, for example, different spice blends are used in many dishes. So there, *bumbu* only for *rendang* will be hard for many to understand, and in remote areas the general term *rempah* might just be too vague. This is the main issue - over adapting renders the cultural richness anticipated by the locals' absent while under-adapting is alienating to the rest of the world.

2. Fashion Campaign

English Slogan : "Style for Every Occasion."

Translation : "*Gaya untuk Setiap Kesempatan.*"

Challenge : People in Jakarta are familiar with the high-fashion promotion but it might be necessary to include batik fashion in the campaign as well in remote areas. And, there must be a balance between the contemporary and the traditional.

b. Challenge 2 - Addressing Urban and Rural Audience Dynamics

Example

1. Smartphone Advertisement

English Slogan : "Stay Connected Anytime, Anywhere."

Translation : *"Tetap Terhubung Kapan Saja, di Mana Saja."*
Challenge : In places like Jakarta in which high-speed internet is common, the slogan holds weight quite well. However, in rural areas that lack such connectivity, the promise does run the risk of being unrealistic which may alienate those rural consumers. Two – at the same time, retaining such consumers bring its own set of challenges.

2. Energy Drink Advertisement

English Slogan : "Power Up Your Day."

Translation : *"Tambah Energi untuk Harimu."*

Challenge : Country customers might find it too commercialized, while urban teenagers might identify themselves with this lively tone, they would still need a more sober approach.

c. Challenge 3 - Navigating Cultural and Religious Sensitivities

Example

1. Food Advertisement

English Slogan : "A Taste for Everyone."

Translation : *"Rasa untuk Semua."*

Challenge : A general approach is good to work with, but in a Muslim dominated country like Indonesia, it would probably be necessary to provide halal certification in order not to frighten the audience.

2. Holiday Campaign

English Slogan : "The Perfect Gift for the Holidays."

Translation : *"Hadiah Sempurna untuk Hari Raya."*

Challenge : Eid is usually referred to as Hari Raya in Indonesia, the place in question. This may inadvertently limit its audience which also celebrates Christmas or some other holiday thus requiring more thoughtful construction about sensitiveness inclusiveness.

d. Challenge 4 - Adapting Humor and Idiomatic Expressions

Example

1. Snack Advertisement

English Slogan : "So Good, It's Nuts!"

Translation : *"Begitu Enak, Sampai Gila!"*

Challenge : The translation of the idiom 'It's Nuts!' is said to have a greater context and its Indonesian translation 'Sampai Gila' may be considered as offensive. Hence, it is understandable why it remains difficult to translate this idiom.

2. Automotive Campaign

English Slogan : "Drives Like a Dream."

Translation : *"Mengemudi Seperti Mimpi."*

Challenge : However, in line with other translations, this term should

be translated as *'Seperti Mimpi.'* This phrase retains its integrity in context, though it should not be seen as a direct translation of *'As in A Dream.'* A more simplistic approach would be considering such an interpretation as a metaphor.

e. Challenge 5 - Accounting for Regional Dialects and Expressions

Example

1. Cooking Oil Advertisement

English Slogan : "The Choice of Every Home."

Translation : "*Pilihan Setiap Rumah Tangga.*"

Challenge : The practice of utilizing Central Java's translation directly is crucial, especially if the aim is to foster a deep-rooted connection with the region through the deployment of Javanese phrases. This is dissimilar to using Sunnah phrases in western region of Indonesia where a wider target market could very well be lost in the process.

2. Beauty Product Campaign

English Slogan : "Flawless Skin Every Day."

Translation : "*Kulit Mulus Setiap Hari.*"

Challenge : In places such as Bali, facials can be considered more than just a supplemental step to modern beauty practices which means that more cultural understanding may be needed for effective communication. Using the two examples makes evident the complexity of the decisions that multilingual advertising involves and the ability to adapt to the modes of production required in bilingual advertising. A fine balance between linguistic perspiration, global outreach, cultural adaption, shifting audience, and regional spread must always be maintained by the business person to overcome the challenge of multicultural boundaries within their marketing goals.

Using the two examples makes evident the complexity of the decisions that multilingual advertising involves and the ability to adapt to the modes of production required in bilingual advertising. A fine balance between linguistic perspiration, global outreach, cultural adaption, shifting audience, and regional spread must always be maintained by the business person to overcome the challenge of multicultural boundaries within their marketing goals.

C. RESEARCH METHOD

The Method section goes in detail with the research design, data collection methods and framework of the analysis in this work. These elements in their combination guarantee the methodological rigor adequate enough to meet the set aims of the research. The qualitative design has a justification in the existing practices of doing cultural as well as text specific studies (Creswell, 2014), whereas content analysis provides the skeleton around which one can base the search for

translation strategy patterns (Krippendorff, 2019). Using clearly articulated sampling requirements and theoretical models like Katan's (2009) cultural dimensions and Baker's (1992) text typology the present research effectively guarantees the controlled study of the relations between cross-cultural adaptation and translation with respect to English and Indonesian advertisements.

1. Research Design

The primary goals of the fieldwork were to provide descriptions of the migrants' experiences in the interviewing context, particularly the multi-cultural adjustment, and its effect in the translation process of E-I advertisement. According to Creswell (2014), this can be the case since it makes it possible to do extensive research of thick cultural and linguistic practices which are not easily quantifiable. It is indeed true that the qualitative dominant nature of the research is consistent with the interpretative paradigm that seeks only to understand the social world by the actions and interactions of the people who are within that world.

This analysis class was the dominant research strategy in the proceedings of this investigation. Such technique consists of content description in which formal procedures for assigning numbers (i.e., coding) to the textual materials are provided in order to facilitate more complex evaluation. Social researchers have long since endeavored with studies relating to the translation process in terms of what cultural elements are included and what cultural elements are omitted. The research looked into the details concerning the strategies employed for the cultural adaptation of the advertisements as presented in their translated versions in an attempt to enhance cross cultural communication through advertisements.

2. Data Collection

For this study, a set of fifty English ads and the corresponding Indonesian versions was used. In order to ensure the diversity in the sampled ads, the purposive sampling technique was employed. The ads were categorised into technology, fashion, food and beverage labels among others. This diversity was important as it was helpful to complement the aim of the study which was to investigate the various consumer acculturation strategies in different market contexts.

The advertisements were collected from the official brand website articles and brand social media platforms for their integrity and relevance. The advertisement selection criteria were as follows:

1. **Accessibility:** Only ads that are easily accessible on the internet were selected for ease of replicability and transparency.
2. **Recognizability:** Only advertisements featuring advertisements targeting famous brands that were easy to relate to and acceptable to target audiences were prioritized.
3. **Bilingual Availability:** The selection of ads involved both the English ads translated into Indonesian and the original English version so that differences could be easily evaluated.

The data collection was carried in the period between January 2024 and June 2024 a period which was intended to cover the recent changes in the advertising and translation world.

3. Analytical Framework

The present study's analytical framework broadened Katan's (2009) cultural dimensions theory by Baker's (1992) text typology in order to address the issues of translated advertisements in great depth. In his works, Katan tends to stress on the cultural characteristics of communication such as the technological dimension that refers to globalization the idea of adopting content for the target audience and adaptation to the technology, which makes the content feel natural. The concepts were crucial in sketching out the methods of conceptual transferring in the translated texts.

Baker's (1992) text typology which deals with the classification of texts into groups according to their functions was also consistent with Katan's framework in that it provided a basis for assessing the equivalence of translated texts. This classification facilitated the evaluation of the extent to which the original advertisement's functional purpose whether informative, persuasive or aesthetic was maintained in the advertisements' translations.

The integration of these two frameworks led to a thorough analysis of the translated advertisements from both the language and cultural perspectives. Such a dual approach made it possible to explain and analyze how cross-cultural adaptations can help translations be more effective in the global exchange of ads.

4. Data Analysis

The scope of the analysis that was carried out as part of this work was divided into two major phases so as to comprehensively assess the socio linguistic and cultural adjustment strategies employed in the advertisement translation. In the first phase, a comprehensive linguistic analysis was performed in order to determine the lexical, syntactical, and semantic changes that occurred in the translations. One of those changes is described as the replacement of words, or at least changing a terminology in which the form is within the changes. These substitutions and alterations were evaluated in terms of their effect on the overall meaning of the original message. Changes in syntax entailed considerations of a sentence's arrangements while change in semantics referred to changes in meaning, scope or focus (Hatim & Munday, 2004). This particular stage was borne out of the need to appreciate the linguistic features of the Indonesian language as used in interaction.

Another stage involved the assessment of the advertisement in terms of Indonesian society culture and beliefs. Such an examination took into consideration cultural metaphors, local sayings as well as themes that are culturally appropriate (Katan, 2009). It particularly sought out the content that was deemed localized or which had been changed to suit the readers and domesticated or which had changed the appearance to look as if it was originally written in that culture (Venuti, 2017).

5. Validity and Reliability

To guarantee accuracy of the data and the information for this research, several qualitative research conventions were put in practice. Key to this was triangulation which in this case involved the engagement of two independent coders throughout which Patton, 2015 argues with this relevant engagement of people bias is minimized. They were all instructed to follow the framework of coding and any differences in their interpretation had to be reconciled.

Cohen's Kappa statistic which is an inter-coder reliability measure of agreement level between the coders was also used. A kappa score of 0.85 was attained in the study and in the opinion of McHugh 2012 this represents strong agreement and suggests that the process of coding was dependable and could be done over and over again without variance in the results.

Member checking was also designed where preliminary results were presented to advertising practitioners. These practitioners were tasked with the critiques of the analysis and the subsequent conclusions drawn from the data so that these were representative of the practice in the industry as well as the cultural context. There are a number of researchers who argue that member checking increases the qualitative research credibility (Creswell, 2014).

6. Ethical Considerations

This research maintained high ethical principles within the entire purview of the research. The ads evaluated in this study emanated from public sources such as brand websites and social media accounts and therefore no confidentiality or intellectual property rights were breached in the collection of the data. The source of the content used in the study respected the ethical requirements regulating the use of data and copyright (American Psychological Association, 2020).

All the sources were duly cited and acknowledged making sure the research was honest and open. Furthermore, the research protocol received prior review and clearance by the institutional review board (IRB) of the academic institution in which the researchers work. With this clearance, it meant the ethical principles of the study were followed including the fundamentals of respect, fairness and accountability in the conduct of research.

D. FINDING AND DISCUSSION

The Findings and Discussion chapter focuses on the results of this research, regarding the techniques employed in the areas of cultural adaptation, linguistics, and their modification in the translation of advertisements in terms of their naturalness. The topic is elucidated with the application of Katan's (2009) cultural dimensions and the domestication principles of Venuti (2017), in which effective translation strategies are shown to create cultural and emotional attachments to Indonesian viewers. This study in particular examines emerging adaptation strategies, verbal strategies, and difficulties in achieving the equilibrium between domestication and foreignization in translation, thus increasing the understandability and the attractiveness of English-Indonesian advertisements (Hofstede, 1980; De Mooij, 2011).

1. Findings

a. Advertisements Utilizing Globalization and Localization Strategies

The investigation pinpointed globalization as the primary equipment for cultural adaptation with 60% of the cosmopolitanism advertisements utilizing this strategy. Localization strategies included replacing the cultural references of the Western regions by the Indonesians ones for instance Thanksgiving was replaced by *Lebaran or Hari Raya*. Such alterations helped place the content within the cultural framework of Indonesia while boosting audience engagement and relativity

(Katan, 2009). For example, in this case, values of family and collectivism were embedded in the message through the local adaptation of the slogan whereby McDonald’s came up with the phrase “*Rasakan Cintanya*” rather than “I’m Lovin’ It”.

Table 1. Globalization and Localization Strategy

No.	Brand/Product	Original Advertisements	Adapted in Indonesian	Globalization and Localization Strategy
1	McDonald's	"I'm Lovin' It"	"Rasakan Cintanya"	Emphasized collectivist and familial values relevant to Indonesian culture.
2	Nike	"Just Do It"	"Lakukan Saja"	Simplified for cultural resonance and direct motivational tone.
3	Coca-Cola	"Taste the Feeling"	"Rasakan Sensasinya"	Focused on emotional experiences tied to community.
4	Starbucks	"Coffee at Its Best"	"Kopi Terbaik untuk Anda"	Highlighted Indonesia's coffee culture.
5	Samsung	"The Next Big Thing Is Here"	"Inovasi Hebat Sudah Tiba"	Adjusted to reflect an emphasis on technological leadership.
6	Unilever (Sunsilk)	"Strong Hair, Strong You"	"Rambut Kuat, Dirimu Hebat"	Incorporated strength as a collective ideal.
7	P&G (Pantene)	"Shine Bright, Shine Beautiful"	"Bersinar Indah, Bersinar Cantik"	Localized to emphasize beauty ideals in Indonesia.
8	KFC	"Finger-Lickin' Good"	"Nikmat Sampai Jari"	Simplified to emphasize enjoyment in eating.

9	Adidas	"Impossible Is Nothing"	"Tak Ada yang Tak Mungkin"	Aligned with motivational messaging popular in Indonesian advertising.
10	Domino's Pizza	"Oh Yes, We Did!"	"Ya, Kami Melakukannya!"	Made conversational and more engaging.

b. Advertisements Using Domestication Strategies

Out of the adaptations, 30% were domestication which revolved around replacing the alien culture with the local culture in advertisements. Such was the case of ads of Indonesian landmarks or dishes as backgrounds which assisted the audiences in identification and emotional connection. These findings are consistent with the concept of domestication whereby viewpoints are relevant in relation to the target culture advertisements (Venuti, 2017).

Table 2. Domestication Strategy

No.	Brand/Product	Original Advertisements	Adapted in Indonesian	Domestication Strategy
1	Nestlé (Milo)	"Energy to Go Further"	"Energi untuk Melangkah Lebih Jauh"	Highlighted energy as a value tied to productivity in daily life.
2	Gojek	"Your Everyday App"	"Aplikasi Sehari-Hari Anda"	Featured local relevance with a focus on daily utility.
3	Grab	"For Life on the Go"	"Untuk Hidup yang Aktif"	Reflected the fast-paced lifestyle of urban Indonesians.
4	Aqua (Danone)	"Drink Pure, Live Pure"	"Minum Murni, Hidup Sehat"	Aligned with health-focused messaging.
5	Traveloka	"Your Travel Companion"	"Sahabat Perjalanan Anda"	Enhanced familiarity and personal connection.
6	Indomie	"The Taste of Home"	"Rasa Khas Indonesia"	Focused on national pride and local flavors.
7	Shopee	"Shop Anytime, Anywhere"	"Belanja Kapan Saja, Di Mana Saja"	Reflects convenience in online shopping.
8	Wardah	"Beauty for Every Woman"	"Cantik untuk Semua Wanita"	Highlighted inclusivity and cultural ideals of beauty.

9	Tokopedia	"Effortless Shopping"	"Belanja Tanpa Ribet"	Relatable and conversational tone.
10	GrabFood	"Delivered Fast, Served Fresh"	"Cepat Antar, Segar Tersaji"	Enhanced emotional connection through local phrasing.

c. Advertisements with Linguistic Adjustments

Lingua alterations were the other important aspect of the process of adaptation. Approximately 70% of the ads changed the construction of sentences so as to conform to the conversational style that is characteristic of Indonesia advertising. The use of colloquial expressions, “nggak ribet” (not complicated), as an example, also made the message simple and relevant hence inducing emotional attachment to the audience. Baker’s (1992) text typology highlights the importance in language adaptation of such functional equivalence as is needed to convey the same meaning.

Table 3. Linguistic Adjustments Strategy

No.	Brand/Product	Original Advertisements	Adapted in Indonesian	Linguistic Adjustments Strategy
1	Sprite	"Obey Your Thirst"	"Puaskan Dahagamu"	Simplified and directly relatable to the audience. Reflects consumer emotional engagement.
2	Lazada	"Go Where Your Heart Beats"	"Belanja Sesuai Kata Hati"	Formal tone with broad appeal.
3	BCA (Bank)	"For Every Need"	"Untuk Setiap Kebutuhan"	Inspirational and culturally aligned.
4	Garuda Indonesia	"The World in Your Hands"	"Dunia di Genggaman Anda"	Formal and motivational.
5	Pertamina	"Fueling Your Future"	"Mengisi Energi untuk Masa Depan Anda"	Simple, direct, and functional. Aligned with traditional beauty values.
6	Telkomsel	"Stay Connected"	"Tetap Terhubung"	Relatable and direct.
7	Wardah (Skincare)	"Pure Beauty"	"Kecantikan Alami"	Inspirational, aligned with aspirational values.
8	Energizer	"It Keeps Going and Going"	"Terus Berjalan, Tanpa Henti"	Broadened scope to emphasize societal impact.
9	Honda	"The Power of Dreams"	"Kekuatan Impian Anda"	
10	Indosat	"Connecting People"	"Menghubungkan Kehidupan"	

Table 4. The Rest of Advertisements Data

No.	Brand/Product	Original Advertisements	Adapted in Indonesian	Strategy
1	Pepsi	"Live For Now"	"Nikmati Saat Ini"	Linguistic Adjustments: Simplified for direct emotional appeal.
2	Nestlé (KitKat)	"Have a Break, Have a KitKat"	"Berhenti Sejenak, Nikmati KitKat"	Linguistic Adjustments: Emphasized relaxation and enjoyment in a culturally resonant manner.
3	Huawei	"Make It Possible"	"Jadikan Segalanya Mungkin"	Linguistic Adjustments: Inspirational tone adapted for a broader audience.
4	XL Axiata	"Life in Your Hand"	"Hidup di Genggaman Anda"	Linguistic Adjustments: Localized and conversational phrasing.
5	Dettol	"Trusted Protection"	"Perlindungan yang Terpercaya"	Linguistic Adjustments: Emphasized trust and reliability.
6	L'Oréal	"Because You're Worth It"	"Karena Anda Berharga"	Linguistic Adjustments: Simplified to connect emotionally with the audience.
7	Toyota	"Let's Go Places"	"Mari Pergi Bersama"	Linguistic Adjustments: Added a collective tone reflecting community values.
8	Samsung Galaxy	"Designed for Life"	"Dirancang untuk Hidup Anda"	Linguistic Adjustments: Aligned with consumer-centric messaging.

9	Clear (Shampoo)	"Scalp Care Like Never Before"	"Perawatan Kulit Kepala yang Sempurna"	Linguistic Adjustments: Emphasized the benefit in a relatable way.
10	Garnier	"Take Care, Naturally"	"Rawat Dirimu Secara Alami"	Linguistic Adjustments: Focused on natural care, resonating with Indonesian beauty ideals.
11	Indomie Goreng	"The Taste of Indonesia"	"Rasa Asli Indonesia"	Domestication: Reinforced cultural identity through traditional flavors.
12	Djarum (Cigarettes)	"Crafted to Perfection"	"Dibuat dengan Kesempurnaan"	Domestication: Formal tone targeting a mature audience.
13	Tolak Angin	"Feel the Difference"	"Rasakan Bedanya"	Domestication: Highlighted the brand's heritage and efficacy.
14	Bali Tourism Board	"Bali: The Island of Gods"	"Bali: Pulau Para Dewa"	Domestication: Retained cultural and religious significance.
15	Wardah Halal	"Halal Beauty for All"	"Kecantikan Halal untuk Semua"	Domestication: Incorporated religious and cultural values.
16	Traveloka Flight Deals	"Fly More for Less"	"Terbang Lebih Banyak dengan Lebih Hemat"	Localization: Localized tone reflecting practicality and value.
17	Telkom Indonesia	"Empowering Connections"	"Menguatkan Koneksi Anda"	Localization: Formal yet relatable tone for a broad audience.
18	Shopee Promo	"Unbeatable Deals Every Day"	"Penawaran Terbaik Setiap Hari"	Localization: Conversational tone to emphasize daily savings.

19	Tokopedia Flash Sale	"Don't Miss Out!"	"Jangan Sampai Ketinggalan!"	Localization: Direct call-to-action with urgency.
20	Honda Beat Motorcycle	"Ride Your Freedom"	"Bebaskan Perjalanan Anda"	Localization: Highlighted individuality while maintaining cultural relativity.

d. Impact on Naturalness

In translation advertising, the enhancement of naturalness is shaped by the degree of socio-linguistics integration. Here are three areas that stand out: the cultural adapted messages and their emotional and behavioral effects, the language changing substitutions, and lastly the cross-cultural advertising notions regarding trust and relations in secondary significance.

1. Emotional and Behavioral Impact of Cultural Adaptations

The developed ad campaign strategies incorporate cultural adaptations relevant to the target audience and in this case the audience's emotions and behavior are affected. For example, the Indonesian respondents in this research, among them advertising practitioners, claimed that advertisements tailored to the right culture made them feel more at home and hence more emotionally involved. For example, advertisements became more audience-centered, when Lebaran or Hari Raya replaced Western holidays such as Thanksgiving.

These modifications are ad in line with Katan's (2009) who argued that advertisements are able to fit the collective identity of the audience through cultural adaptation. All these changes are aesthetic changes; they demonstrate the level of understanding of the audience's sociocultural values. A good example is the McDonald's slogan 'I'm Lovin' It' rather goofy changes to 'Rasakan Cintanya'. This transformation integrated joint and cultural values that are relatively important to the Indonesian people in order to enhance the emotional bond and thus higher chances of purchase behavior response, for instance, purchase decisions.

2. The Role of Linguistic Adjustments

Linguistic adjustments were equally crucial in enhancing naturalness. Approximately 70% of the analyzed advertisements incorporated simplified sentence structures and colloquial expressions to reflect the conversational tone favored in Indonesian advertising. Phrases such as "nggak ribet" (not complicated) exemplify how the integration of informal, relatable language makes advertisements approachable and culturally familiar.

Baker's (1992) concept of functional equivalence underscores this point, emphasizing that linguistic modifications should preserve the intent and impact of the original text. Simplification and the use of local vernacular ensure that the audience perceives the translated advertisement as a natural extension of their linguistic and cultural environment. This approach minimizes cognitive effort for the audience, enabling them to focus on the emotional and practical appeal of the advertisement rather than its linguistic authenticity.

3. Credibility and Connection through Cultural Alignment

Venuti (2017) argues that naturalness in translation is deeply rooted in cultural alignment, a perspective strongly supported by this study's findings. Advertisements that incorporated local cultural symbols, values, and traditions were perceived as more trustworthy and authentic. This credibility is vital in cross-cultural advertising, where consumer skepticism can arise if the content appears foreign or disconnected from local norms.

By embedding cultural nuances, such as collective family values or references to traditional practices, advertisers not only ensure the audience relates to the message but also strengthen their brand's authenticity. For example, in the slogan adaptation of McDonald's, "Rasakan Cintanya" created a sense of belonging and emotional warmth, resonating strongly with the collectivist ethos of Indonesian society. This ability to connect culturally is a cornerstone of effective advertising and sets the foundation for lasting consumer trust.

e. Emphasis and Synthesis

1. **Emotional Resonance:** Cultural adaptations produce messages that resonate with the people's identity; thus, enabling emotional connection and fostering inclusivity. This is particularly important in collectivist cultures such as Indonesia where consumption is culturally driven.
2. **Linguistic Accessibility:** Using vulgarisms and less difficult language foster effective advertisements linguistically, enhancing their efficacy.
3. **Credibility and Trust:** Advertising targeted to cultures of the country improves the credibility of the advertisements and earns trust and building brand connections in the realm market.

The balance between the two- that is culture and language- integration is of great essence in achieving naturalness in the advertising translation. Constructing messages that are culturally appropriate and linguistically suitable facilitates consumers' emotion arousal and the desire and trust towards advertisers. These findings reinforce the strategic importance of naturalness appears to be a basic element for adaptation in the context of cross-cultural advertising.

2. Discussion

The discussion reveals the complexity of cultural and language in the translation of advertising from English into Indonesian. It contributes to the literature by addressing the issue of cultural adaptation and linguistic fidelity in a new light by bringing in relevant concepts and applicable theories. This underlines the element of adaptation in making advertisements more effective in different cultural settings.

a. Cultural Adaptation as a Key Driver

The success of translated advertisements is largely dependent on the issue of cultural adaptation. There has been a tendency of marketing translation to focus on the target culture as Katan (2009) suggested, localization and domestication are effective ways to transcend cultural boundaries. It is noted that advertising campaign is made more appealing through the use of culture such as advocates of core values, celebration of local events and other culturally based messages.

By way of illustration, the changing of the slogan from “I’m lovin’ it” to “*Rasakan Cintanya*” indicates the central role of shared feelings among Indonesian people who regard family and group integration as crucial. This cultural change fits well with the expectations of Indonesian customers who believe that being emotionally close to each other and harmony are important. In the same manner as in Nike’s Indonesian campaigns, the focus is on the empowerment of the collectivity rather than the emphasis on the individual’s success as is the case with campaigns in the West. The selling of “Just Do It” through the use of ‘sip’ or ‘lets do together’ allows the audience to appreciate the cultural aspects of the brand while at the same time expanding the brand’s reach, a phenomenon that can be explained using Hofstede’s (1980) cultural dimensions theory.

The works of Chiang and Yu (2018) show that advertisements which have been culturally adapted have increased emotional attachment and loyalty of the audience to the brand than those that are simply translated. This can be seen in the advertisement by Sunsilk in Indonesia “*Merawat Keluarga, Merawat Diri*” (Taking Care of the Family, Taking Care of Yourself), which is in stark contrast with the emphasis that the advertisers have in the West on individualism and self-determination. The campaign illustrates the effectiveness of utilizing collectivist practices in international marketing, which supports the concept that in Indonesia beauty and health enhancement practices are associated with family and social relations.

The adaptation to local culture is further evidenced by marketing campaigns centered on holidays. As an example, the “Share a Coke” campaign by Coca-Cola replaced “Happy Holidays” with “*Selamat Lebaran, Bersama Keluarga*” during Ramadan and Eid observances in Indonesia. Such shifting of the message was not only the localization of the message, but it also showed consideration of local values, hence, enhancing the sociopsychological effects of the message. In a similar manner, de Mooij (2013) notes that when festive occasions are themed in conjunction with the local culture, the consumers’ acceptance and even favor towards the brand are likely to be greatly increased.

Cultural adaptation is also evidenced by food advertisements. For instance, “*Rasa yang Membawa Pulang*” – “A Taste that Brings You Back” replaces the Western phrase “The Taste of Home” in order to trigger nostalgic feelings, and the importance of food among different generations in Indonesia. These adaptations are consistent with Luna and Gupta (2001) who point out that using appropriate metaphors in advertising aids the consumer in connecting the product’s cultural values with the marketing values.

Including phrases like ‘*nggak ribet*’-meaning ‘not complicated’- and ‘*seru banget*’-a phrase that completely translates to ‘so much fun’- makes marketing even more personal. Tsai and Men (2017) explain that use of colloquial and informal language serves better purpose in fostering relationships with the audiences. This removes the barriers due to the distance in cultures and makes the brand nontargeted and cosmopolitan, the advertisers.

b. Balancing Fidelity and Adaptation

Sustained relevance of both the source and the adapted text features has been one of the problems that have plagued cross culture advertising. Baker (1992) propagates the theory of functional translation equivalence which favors naturalness and coherence in translation. For instance, an American beverage company used the slogan “Rejuvenate your day with one sip at a time” but it was translated to the Indonesian market as “*Segarkan Harimu, Satu Tegukan Setiap Saat.*” This retained the touch and feel depicted in the image while introducing an informal tone which was in tandem with the Indonesian conversational setting, thereby both the brand image and culture were sustained.

There are instances, however, when the history of a brand or its core values are eroded due to excessive localization. Such a situation as noted in van der Westhijzen’s (2008) account, is when a burger chain changes ‘Have it your way’ to “*Makanan Cepat Saji, Ala Kamu.*” The local context did need an informal spin but such a move was antithetical to what us burger lovers strongly valued. Singh and Pereira (2005) go on to critique this modification as negative for the the chain. There is therefore a clear need for balance so as not to systemically destroy the central global message of the brand in question because it will result in brand boycotts.

On the flip side evidence of counter forces comes from the ‘Glow Together, Shine Forever’ campaign which was translated into ‘*Berseri Bersama, Bersinar Selamanya*’ the campaign did require adaptation but not to the extent that would be detrimental to the sentiment; in this case the move has gone on to incorporate aspects of Indonesian culture which are well known to be collectivist. Zaidan and Callison (2019) make it clear that adaptations emphasising culture add to the relatability of a brand but still maintain its core class.

Another issue that troubles translation is the usage of idioms and phrases or figurative language. For example, the ludic adage “So Good, It’s Nuts!” became “*Begitu Enak, Sampai Gila!*”. The target version retained the witty content of the original version, but it was criticized to be too colloquial in some places. It is, therefore, evident from Al-Shehari’s assertions (2014) that an idiom may be humorous yet it is critical to understand how culturally appropriate such humor will be to the preconceived disposition of the audience.

In doing so, advertisers have to combine cultural elements with linguistic ones. This is visible in food brand advertisements where the words “Taste the Joy of Family Moments,” in the Indonesian context became “*Nikmati Kebahagiaan Momen Bersama Keluarga.*” By focusing on family values, which is dominant in the Indonesian spirit, they have been able to appeal to the people better. This connects well with Hofstede Insights (2020) studies on low individualism-high collectivism cultural orientation.

Due to the interplay between advertisement and such cultural aspects, emotion and trust of particular consumers existed with controversy. For example, Alimardani et al. (2021) found that advertising campaigns that contained elements of the indigenous culture increased involvement of Southeast Asian consumers in countries such as Indonesia. Their findings stressed the efficacy of culturally relevant images and stories which enabled the brands to reach out to the audience

more closely. This evidence also highlights the necessity to change promotional campaigns according to local customs such as family-centered appeals in Indonesia, where family is very important.

Also, Chen and Zhang (2020) attempted to investigate how language can modify adverts in a way that enables collectivist societies to comprehend more easily. They observed that slogans and taglines that accentuated oneness and shared resources worked better in enhancing brand recognition and adoption in those situations. This is in line with the Indonesian campaigns discussed, where the slogan “*Berseri Bersama*” (Shine Together) was more appealing when combined with treatment measures that promote working with the group rather than working independently which is the norm in Western markets.

Moreover, Usunier and Lee (2013) provide a reminder to put metaphors or idioms in the context of the subject culture. Their study shows, marketers who use metaphors that are produced in a foreign culture, that do not fit, stand a chance of causing confusion or apathy among local audiences. For instance, when the idiomatic expressions are translated without considering the cultural context, the extravagance in which they were originally coded diminishes. This is the case of the snack advertisement So Good It’s Nuts! which was translated to read ‘*Begitu Enak Sampai Gila!*’ in Indonesia. The Americans with the fixated idea that all things humorous target sardistic roles always thought that this slogan was the most appealing way to market nuts.

Luna and Peracchio (2001) comment on the use of raised themes in advertising’s food and drinks products more so in the case of Hold campaign. The results suggest that making use of familiar ideas or basic family pictures is helpful in them in making the appeal. Very much so in the case of Indonesia the use of phrases ‘*Rasa Yang Membawa Pulang*’ The Taste That Brings You Home seeks to touch on the generation aspect and appeal.

The study done by Hofstede Insights (2020) further highlights the importance of tailoring advertisements in accordance to cultural parameters such as collectivism and high-context communication. They discovered that marketing strategies that stress more on the non-verbal elements and experiences are more likely to find supporters in collectivist countries such as Indonesia. This serves to strengthen the trend of international advertisers, such as Nike and McDonald’s, which have begun to promote their goods and services using messages endorsing people and local customs.

c. Implications for Advertising Practice

The study identifies several key implications for advertising practice.

1. **Cultural understanding** is important when devising messages as noted in the case of McDonald’s campaign tagline “Rasakan Cintanya” which was used in that market
2. Spending on Commercial Translation Service with **Special Emphasis on Cultural Appropriation** will increase market penetration as seen in Coca-Cola’s Ramadan marketing.

3. Colloquial and Constructs that are Contextually Appropriate for Example “*Camilan Pas untuk Setiap Saat*” Expose the **Language Creativity Aspect**, which enhances the appeal among the audience.
4. Replacement of western images with indigenous ones in **Visual Aspects** increases the level of the respective countries’ orientation.
5. Cultural Consulting Establishes **Cultural Balance and Brand Affiliation** explains how working closely with cultural consultants can help achieve this balance without risking brand affiliation such as literal or indirect translations.

These strategies collectively enhance the effectiveness of cross-cultural advertising and foster deeper consumer trust and loyalty.

d. Limitations and Future Research

Such limitations limit the usefulness of the results in other languages and cultures. Perhaps other language pairs, different in grammar and sociocultural context, would provide other adaptations and other results. Furthermore, the study of advertisements from other industries would reveal industry-specific strategies and consumer behavior. In addition, the lack of experimental proof narrows the research; future studies could consider comparative methods to demonstrate the overlap of advertising effectiveness is due to cultural adaptation of consumers to adapted and non-adapted advertising in real life. These are the kinds of studies that would provide deeper understandings of the influence of cultural context on emotional investment, confidence, and loyalty toward the brand.

In addition, the research does not delve deeply into the impact of digital culture on the enhancement of real time adaption of culture. Understanding how these strategies are being shaped by the digital platforms would enhance the knowledge of the dynamics of advertising in the present world. Future research must, however, not ignore the challenges of cross-cultural advertising e.g. the danger of alienating world audience or the over-adaptation of the brand. By putting all the language pairs, a wider variety of larger datasets, experimental techniques, and the evolution of digital communication, future researchers will be able to test and expand the existing results, contributing to a more in-depth analysis of cultural adjustment in international advertising.

E. CONCLUSION

1. Summary of Findings

The study focused on Spanglish, how English, and Indonesian advertisement translation can be more natural through Spanglish. The findings indicated that practices including localization as well as domestication are critical in packaging translated materials so that they conform to norms, beliefs, and language preferences of the Indonesian people. When cultural elements such as collectivism, family, and traditions were interspersed into advertisements, target consumers were more likely to identify with the product (Katan, 2009; Hofstede, 1980). Structural changes such as simplifying sentences and colloquial language use also made the translations more natural and therefore more enjoyable to read (Baker, 1992). The issue of the balance between these factors and cultural adaptation and brand identity

design was also discussed in the study since too much domestication may distort the intended message and brand unity.

2. Addressing Research Objectives

The study met the research gap by meeting the central aim of the research, which was to outline adaptation strategies and evaluate their effectiveness on the naturalness of English and Indonesian advertisements. Analyzing fifty advertisements from all kinds of industries, the study establishes that ads that are culturally adapted appeal to people's emotions and are therefore effective. The results emphasize that culture and language are the determinants of the success of translated advertisements in Indonesia.

3. Implications

The above mentioned SLS and TLT solutions have useful and tangible consequences to the advertisers and the translators. Advertisers need to give more emphasis to cultural adaptation in order to communicate their messages effectively with the rest of the Indonesian consumers as illustrated by the marketing campaigns of the likes of McDonald's that uses the local tagline "*Rasakan Cintanya*" Such advertisements definitely were effective and provoked a sense of identity by marketing the brand to the people through sayings that the people understand indeed went a long way in the Indonesian market. For more connection to the emotions and relevancy, some resources must be devoted to hiring translation companies that are culturally aware and respectful. Translators, however, must justify & employ creative linguistics in linguistically appropriate materials, examples include, sayings, idioms and themes that represent particular culture as well. Those strategies could be formulated in more effective ways if the agencies work along with cultural responsible people to carry out advertisement that are cultures considerate and does not damage brand muster.

4. Recommendations for Future Research

Although this research has provided helpful information, it was only focused on English and Indonesian translation. The future studies could extend this boundary by analyzing other languages and cultural settings in order to have a better understanding of the process of culture adaptation in ad translation. Regional and industry based comparative studies could provide better understanding on the aspects of ad adaptation. Furthermore, cross experimental studies of consumer reaction to adaptation and non-adaptation of advertisements could be conducted to confirm these conclusions and provide more in-depth knowledge of the psychological and behavior effects that they have.

5. Closing Remarks

To summarize, cultural adaptation as an element of translation of advertisements is important in enculturation of international brands to local audiences. By considering culture and language the advertisers can create bonds with consumers, and build confidence and increase commitment to brands. This research highlights the need for translation which is based on the culture of the target audience as one of the strategies of advertising effectively internationally and opens ways for further investigation into this developed field.

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