

**TRANSLATION ANALYSIS ON IKEA'S PRODUCT LABEL:  
BRIMNES AND HEMNES**



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## **A. PREFACE**

Discussing about the translation method and procedure on IKEA's bilingual product label, this paper will provide a thorough analysis. Through this paper, writer aim at analysing the process of translation in the study object, especially the methods used according to Peter Newmark's *A Textbook of Translation*, his theory will be used, implemented, and explored to provide a scientifically accurate work. Needless to say, translation is a fascinating process, allowing us to understand each other and explore endless possibilities in the world of language and communication.

The study of the said procedures, methods, and theory have been carefully studied and understood in order to have a specific yet accurate analysis.

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## C. INTRODUCTION

Product labelling is an essential thing in business, and marketing has gone far especially for multinational company who have their business scattered around the globe, and in order to deliver the right message the right way, labels comes in different languages. As a prominent furniture business company, IKEA provided a good accessibility for its customers worldwide. IKEA provided a prolific database that includes product description, catalogue, instruction, etc. Those data came in many languages in which including English and Bahasa Indonesia, which the translation process is going to be analysed in this paper, specifically the product label for two of IKEA's products: BRIMNES and HEMNES.

Product label contains information about the product, it is likely to be the first thing customers would read before contemplating the product itself, it gives them a picture of what the products really are like, and for companies with customers around the world like IKEA, translation is an important part to their marketing process, it is vital to send the message to their customer in a language they understand and the words they are familiar with, interestingly enough, writer observed the multilingual (including English and Bahasa) labels that described the product BRIMNES and HEMNES and found out that the translation process for other languages aren't much different.

To truly deliver the right message about the product, the company have to make sure that they chose the right set of words in their translation that is familiar and common to the customer, and IKEA did it just right for BRIMNES and HEMNES, based on Peter Newmark's *A Textbook of Translation*, there are a various methods used in translating the English product label to Bahasa Indonesia, most of them are literal translation, because the label is rather simple, although there are some point in the label where the translation feels very rigidly inflexible, so it can be identified as the other method.

Not only as a requirement, this paper is also written out of writer's appreciation for the beauty of language differences, and it is quite interesting to use a prominent brand's Label as a study object such as IKEA, the provided a wide range of documents for their product's descriptions in which in them contains a lot of translation waiting to be observed and studied, henceforth, this is the result as those appreciation.

## D. THEORY

Peter Newmark (1916-2011) was an influential British translator and translation theorist. Peter Newmark in his *A Textbook of Translation* proposed a theory of translation method,

### SL emphasis

Word-for-word translation

Literal translation

Faithful translation

Semantic translation

### TL emphasis

Adaptation

Free translation

Idiomatic translation

Communicative translation

### SL Emphasis

#### I. Word for word translation

Some recognize this as literal translation while some other clearly differentiate between the two, word for word translation is often demonstrated as interlinear translation. In this method the words structure in the source language is well preserved and kept in order to the target language, words are translated individually by their most common meaning.

#### II. Literal translation

May be confused for word for word translation and vice versa, and it is not without a reason because in literal translation, words are also translated individually, but the source language grammatical constructions are converted to their nearest equivalent in the target language.

#### III. Faithful translation

In word for word translation, the word order is preserved, in faithful translation, the contextual meaning is the one preserved. Faithful translation aims to reproduce the precise contextual meaning of the source language, cultural words are preserved to keep the authenticity of the true meaning. Degree of grammatical and lexical “abnormality” is also preserved in the translation.

#### IV. Semantic translation

One of the main methods in Peter Newmark's translation methods, semantic translation takes more account of the aesthetic value of the source language, making this method a suitable one for expressive texts. Semantic translation gives high priority to the meaning and the form of the source language, mainly, most use of this method is sometimes texts that are highly valued such as religious text or literature. Presumably, the translation has the same meaning as the original text. Because it has values to keep, the translator may try to produce the closest possible equivalence in the translated text.

#### **TL Emphasis**

#### V. Adaptation

A rather free form of translation, adaptation is usually used when the limit of translation is reached. This method let translator to find the suitable equivalence, mainly used in plays and poetry. Adaptation is language/culture-based interpretation of the source text than a translation as such.

#### VI. Free translation

Free translation preserves the meaning of the original but uses a natural form of the target language, including normal word order and syntax, so the translation can be understood naturally in the target language. Free translation reproduces the matter without the manner, resulting usually in a form of paraphrase which sometimes is much longer than the original text.

#### VII. Idiomatic translation

Idiomatic translation translates the original language into forms which most accurate and natural in the target language while maintaining the meaning of the original text. Idiomatic refers to being in the common language of average speakers, using the natural phrasings and idioms of the language. It can be said Idiomatic translation reproduces message of the original but tends to distort nuances of meaning by preferring colloquialisms and idioms where these do not exist in the original.

#### VIII. Communicative translation

Communicative translation gives priority to the effectiveness of the message to be communicated. It focuses on factors such as readability and naturalness, it attempts to render the exact contextual meaning of the original in a way that both content and language are comprehensible.

Each type of Newmark's method is distinguished according to what language the SL and TL is, among these eight translation methods, the main methods are semantic translation and communicative translation, according to Newmark, these two methods fulfill the two main aims of translating, which are accuracy and economy. However, the two can be distinguished as semantic translation is more suitable for expressive texts and communicative translation is mainly used for a more informative text. The product labels used are going to be observed which method they are using per paragraph.

## E. OBSERVATIONS AND DISCUSSIONS

| BRIMNES |  |  |  |
|---------|--|--|--|
| NO      | SOURCE LANGUAGE  | TARGET LANGUAGE  | PROCEDURES   |
| 1.      | Perfect for folded as well as long and short hanging garments. Of course, your home should be a safe place for the entire family. That's why a safety fitting is included so that you can attach the wardrobe to the wall. | Cocok untuk pakaian lipat dan pakaian gantung yang panjang dan pendek. Tentu saja rumah anda harus menjadi tempat yang aman bagi seluruh keluarga. Itulah mengapa pelengkap pengaman disertakan sehingga Anda dapat mengencangkan lemari ke dinding. | <p><b>hanging garments.</b> = pakaian gantung</p> <p><b>Transposition:</b><br/>Using MD in TT.</p> <p><b>Literal Translation:</b><br/>Because the translation of SL's meaning in TL is delivered precisely along with the correct TL's grammatical structure. Although it may be confused with Word for word translation, the difference can be seen in the target language,</p> |

|    |  |  |   |
|----|--|--|---|
|    |  |  | the words structure is adjusted according to Bahasa Indonesia.  |
| 2. | Adjustable hinges ensure that the doors hang straight. If you want to organize inside you can complement with SKUBB box 3-pack.  | Engsel dapat disesuaikan agar pintu tetap lurus.<br>Jika anda ingin menyusun bagian dalam anda dapat melengkapinya dengan kotak 3 pak SKUBB. | <p><b>doors hang straight.</b> = pintu tetap lurus.</p> <p><b>Transposition:</b><br/>Using DM in TT.</p> <p><b>Literal Translation:</b><br/>Because the translation of SL's meaning in TL is delivered precisely along with the correct TL's grammatical structure. Almost the same case as the first paragraph, it could be mistaken for Word for word translation, but the word "ensure" is adjusted in the target language to provide a more accurate translation.</p> |
| 3. | <p><b>Important information</b></p> <p>Read carefully<br/>Keep this information for further reference.</p> <p><b>WARNING</b></p> | <p><b>Informasi penting</b></p> <p>Baca dengan hati-hati<br/>Simpan petunjuk ini untuk referensi lebih lanjut</p> <p><b>PERINGATAN</b></p>   | <p><b>Read carefully</b> = Baca dengan hati-hati</p> <p><b>Transposition:</b><br/>Using DM in TT.</p> <p><b>Literal Translation:</b><br/>The translation in TL is precise, almost word for word, the sentence in the SL is pretty simple so it's best to use Literal Translation.</p> <p><b>can occur from</b> = dapat terjadi akibat</p>   |



|    |  |  |   |
|----|--|--|---|
|    | Serious or fatal crushing injuries can occur from furniture tip over. To prevent this furniture from tipping over it must be permanently fixed to the wall with the included wall attachment devices.  | Cedera serius atau fatal dapat terjadi akibat perabot terbalik. Untuk menghindari perabot dari terbalik, harus ditempelkan secara permanen ke dinding dengan alat pemasang dinding yang sudah termasuk.  | <b>Transposition:</b><br>Using DM in TT.<br><b>Literal Translation:</b><br>Because the translation of SL's meaning in TL is delivered precisely along with the correct TL's grammatical structure.  |
| 4. | Fastening devices for the wall are not included since different wall materials require different types of fastening devices. Use fastening devices suitable for the walls in your home. For advice on suitable fastening devices, contact your local specialized dealer. | Alat pengencang pada dinding tidak termasuk karena bahan dinding yang bervariasi membutuhkan jenis alat pengencang yang berbeda. Gunakan alat pengencang yang sesuai dengan dinding Anda di rumah. Untuk saran mengenai sistem pengencangan yang sesuai, hubungi ahli bangunan di daerah Anda. | <b>different wall materials</b> = bahan dinding yang bervariasi<br><br><b>Transposition:</b><br>Using MD in TT.<br><b>Free Translation:</b><br>The SL's meaning in TL remains the same and TL is just like paraphrasing from SL. This paragraph contains more information than the previous ones, and in this kind of paragraph sometimes there are no suitable choice of words to use literal translation so free translation is used. |

| HEMNES |   |  |   |
|--------|---|--|---|
| NO     | SOURCE LANGUAGE                                   | TARGET LANGUAGE                        | PROCEDURES  |
| 1.     | Sustainable beauty from sustainably-sourced solid | Keindahan yang berkelanjutan dari kayu | <b>Sustainable beauty</b> = Keindahan yang berkelanjutan, |

|    |  |  |   |
|----|--|--|---|
|    | pine, a natural and renewable material that gets more beautiful with each passing year. Like it? Combine with other products in the HEMNES series.   | pinus solid dengan sumber berkelanjutan, bahan alami terbarukan yang semakin indah setiap tahunnya. Anda suka? Kombinasikan dengan produk lain dalam seri HEMNES.                          | <p><b>Transposition:</b><br/>Using MD in TT.</p> <p><b>Faithful Translation:</b><br/>Because the translation in TL tied with the SL's grammatical structure, that's why the translation feels inflexible and rigid. For example "Sustainable Beauty" is translated as "Keindahan yang berkelanjutan" which is an uncommon phrase in Bahasa.</p> |
| 2. | Good to know about tempered glass.   | Informasi tambahan tentang kaca tempered.  | <p><b>about tempered glass.</b> =<br/>tentang kaca tempered.</p> <p><b>Transposition:</b><br/>Using DM in TT.</p> <p><b>Free Translation:</b><br/>The SL's meaning in TL remains the same and TL is just like paraphrasing from SL.</p>   |
| 3. | Handle with care! A damaged edge or scratched surface can in exceptional cases cause the glass to crack suddenly. Avoid collisions from the side this is where the glass is most vulnerable. | Tangani dengan hati-hati! Tepi yang rusak atau permukaan tergores permukaan dapat menyebabkan kaca tiba-tiba retak. Hindari benturan dari samping - ini adalah di mana kaca paling rentan. | <p><b>A damaged edge</b> = Tepi yang rusak</p> <p><b>Transposition:</b><br/>Using MD in TT.</p> <p><b>Literal Translation:</b><br/>Because the translation of SL's meaning in TL is delivered precisely along with the correct TL's grammatical structure.</p>  |

|    |   |   |  |
|----|---|---|--|
| 4. | Place the glass against a blanket, the product's box or another soft surface upon assembly. Never place the glass directly against a hard surface since this can damage the glass and cause it to crack later on. | Letakkan kaca pada selimut, kotak produk atau permukaan lain yang empuk saat akan merakit. Jangan pernah tempatkan kaca langsung pada permukaan keras karena dapat merusak kaca dan mengakibatkan retak nantinya. | <p><b>Place the glass</b> = Letakkan kaca</p> <p><b>Transposition:</b><br/>Using DM in TT.</p> <p><b>Free Translation:</b><br/>The SL's meaning in TL remains the same and TL is just like paraphrasing from SL.</p> |
|----|---|---|--|

## F. CONCLUSION

IKEA is a prominent brand in furniture, its name is known worldwide, so it is no surprise the translation for their product label is well done, the method used is on point, perhaps the reader will never know that it is a result of a translation if they are only reading the source text. This paper concludes how helpful theories provided by Peter Newmark in his work to determine the right methods to do our translation.

## REFERENCES

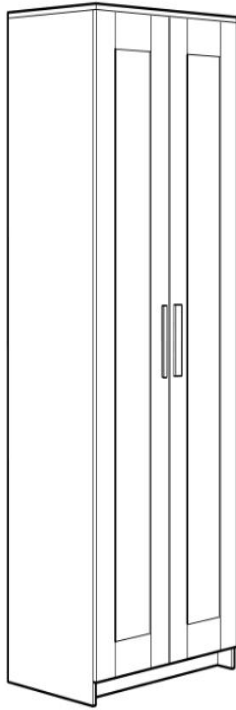
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## APPENDICES

# BRIMNES



## Product details

Of course your home should be a safe place for the entire family. That's why a safety fitting is included so that you can attach the wardrobe to the wall.

Perfect for folded as well as long and short hanging garments.

If you want to organise inside you can complement with SKUBB box 3-pack.

## Rincian Produk

### Fitur utama

Cocok untuk pakaian lipat dan pakaian gantung yang panjang dan pendek.

Tentu saja rumah Anda harus menjadi tempat yang aman bagi seluruh keluarga. Itulah mengapa pelengkap pengaman disertakan sehingga Anda dapat mengencangkan lemari ke dinding.

Engsel dapat disesuaikan agar pintu tetap lurus.



Jika anda ingin menyusun bagian dalam anda dapat melengkapinya dengan kotak 3 pak SKUBB.



**ENGLISH**  
Important information  
Read carefully  
Keep this information for further reference

### WARNING

Serious or fatal crushing injuries can occur from furniture tip-over. To prevent this furniture from tipping over it must be permanently fixed to the wall with the included wall attachment devices.

Fixing devices for the wall are not included since different wall materials require different types of fixing devices. Use fixing devices suitable for the walls in your home. For advice on suitable fixing systems, contact your local specialized dealer.

**中文**  
重要信息  
請仔細閱讀  
保留該信息，以備日後參考

### 警告

家具傾倒可能導致嚴重或致命傷害。必須使用產品包裝內的牆壁安裝件將家具固定在牆上，防止傾倒。

不同材質的牆壁需使用不同類型的固定裝置。因此包裝內不含牆壁固定裝置。請洽用適合家中牆壁的固定裝置。欲獲取適用固定系統之相關建議，請聯系當地的專業零售商。

**중국어**  
重要資訊  
請仔細閱讀  
請妥善保存此說明書，以供參考。

### 警告

請留意本家具可能造成的嚴重傷害 - 請用產品附帶的上牆固定裝置將家具固定在牆上，以免發生傾倒的危險。

因牆壁材質不同，產品並不包含適用壁面配件 - 請選用適合家中牆壁材質的上牆配件(需另購)，如有任何疑問，請洽詢服務人員。

**한국어**  
중요한 정보: 광범위 위험에 주의하십시오. 추락 사고를 위해 장치를 항상 벽에 부착할 수 있습니다. 가구가 넘어지면 심각한 부상이 발생할 수 있습니다. 가구가 넘어지지 않도록, 해당 가구의 무게를 견딜 수 있는 고정 시스템을 사용하여 반드시 벽에 고정시켜야 합니다. 벽과 가구의 크기에 따라 다른 고정용 나사는 포함되어 있지 않습니다. 해당 벽 나사 선택에 대해서는 전문 가에게 문의해 주십시오.

**日本語**  
この説明書には重要な情報が含まれています。よくお読みになり、正しくお使いください。この説明書はいつでも参照できるよう大切に保管してください。

### 警告

家具の転倒により、家具の下敷きになって大ケガ、あるいは生命にかかわるような傷害を負う危険があります。家具の転倒を防ぐため、付属の壁固定装置で家具をしっかりと壁に固定してください。

壁の材質により使用できるネジの種類が異なるため、壁の材質に合うネジは含まれていません。壁の材質に適したネジをご使用ください。取付方法に詳しくは、お近くの専門店にご相談ください。

**BAHASA INDONESIA**  
Informasi penting.  
Baca dengan hati-hati.  
Simpan petunjuk ini untuk referensi selanjutnya.

### PERINGATAN

Cedera serius atau fatal dapat terjadi akibat perabot terjatuh. Untuk menghindarinya, perabot harus dipasang secara permanen ke dinding dengan alat pemasangan yang sudah termasuk.

Alat pengencang pada dinding tidak termasuk karena bahan dinding yang bervariasi membutuhkan jenis alat pengencang yang berbeda. Gunakan alat pengencang yang sesuai dengan dinding Anda di rumah. Untuk saran mengenai sistem pengencang yang sesuai, hubungi ahli bangunan di daerah Anda.

**BAHASA MALAYSIA**  
Maklumat penting  
Baca secara teliti.  
Simpan maklumat ini untuk rujukan masa hadapan.

### AMARAN

Kecelakaan serius atau kecederaan terhempas yang membawa kepada kematian boleh berlaku jika perabot rebah. Untuk mengelakkan perabot ini daripada rebah ia mesti dipasang secara kekal pada dinding dengan peralatan pemasangan dinding yang disertakan.

Peralatan pemasangan untuk dinding tidak disertakan kerana bahan dinding yang berbeza-beza memerlukan peralatan pemasangan yang berbeza-beza. Gunakan peralatan pemasangan yang sesuai untuk dinding rumah anda. Untuk nasihat tentang sistem pemasangan yang sesuai, hubungi pembekal yang khusus di kawasan anda.

**عربي**  
معلومات هامة  
يرجى الإحاطة بهذه المعلومات للرجوع إليها مستقبلاً

### تحذير

قد تحدث إصابات بالغة أو مميتة نتيجة انهيار أو انقلاب الأثاث. لتجنب هذه الأخطار من الأثاث يجب تثبيته دائماً على الجائط باستخدام أدوات التثبيت الجائطية المرفقة.

أدوات التثبيت على الجائط غير متضمنة وذلك لأن هناك أنواعاً مختلفة من الجائط تطلب أدوات مختلفة من أدوات التثبيت. يرجى استخدام أدوات تثبيت مناسبة لتثبيت المنتج. تطلب التثبيت حول نظام التثبيت المناسب، اتصل على قسّي مختص.

**ไทย**  
ข้อมูลสำคัญ  
ควรอ่านอย่างละเอียดและจดจำ  
และเก็บไว้เพื่อใช้เป็นข้อมูลในอนาคต

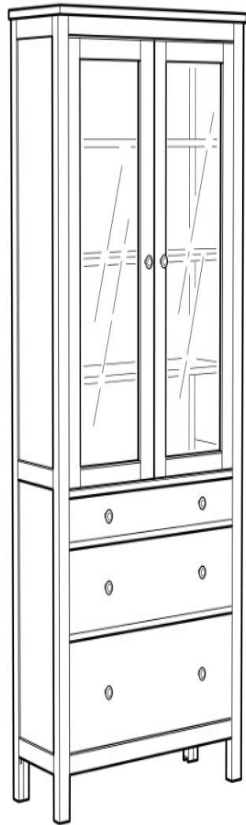
### คำเตือน

หากเฟอร์นิเจอร์ล้มลง อาจเป็นเหตุให้เกิดการบาดเจ็บสาหัสหรือถึงแก่ความตายได้ หากเฟอร์นิเจอร์ล้มลงโดยไม่มีการยึดติดอย่างถาวรกับผนัง อาจเกิดอันตรายถึงแก่ชีวิตได้

อุปกรณ์ยึดเฟอร์นิเจอร์กับผนังไม่รวมอยู่ในรายการอุปกรณ์ที่แถมมา เพราะเฟอร์นิเจอร์แต่ละชนิดต้องการอุปกรณ์ยึดที่แตกต่างกันไป หากต้องการคำแนะนำเกี่ยวกับวิธีการติดตั้งที่เหมาะสม กรุณาติดต่อผู้เชี่ยวชาญในพื้นที่ของคุณ

# HEMNES

## Rincian Produk



### Fitur utama



Keindahan yang berkelanjutan dari kayu pinus solid dengan sumber berkelanjutan, bahan alami terbaru yang semakin indah setiap tahunnya. Anda suka? Kombinasikan dengan produk lain dalam seri HEMNES.

Sustainable beauty from sustainably-sourced solid pine, a natural and renewable material that gets more beautiful with each passing year. Like it? Combine with other products in the HEMNES series.

Article Number

503.717.72

### BAHASA INDONESIA

#### Baik untuk diketahui tentang kaca tempered

Tangani dengan hati-hati! Tepi yang rusak atau permukaan tergores permukaan dapat menyebabkan kaca tiba-tiba retak. Namun, hanyalah menjadi potongan-potongan kecil bukan kaca tajam. Hindari tabrakan dari samping - ini adalah di mana kaca paling rentan.

### ENGLISH

#### Good to know about tempered glass

Handle with care! A damaged edge or scratched surface can in exceptional cases cause the glass to crack suddenly. However, never into sharp fragments, only into small pieces. Avoid collisions from the side - this is where the glass is most vulnerable.

