

Translation Analysis of Beauty Terms in Webtoon: The Secret of Angel and Make-Up Man

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Abstract:

*The field of beauty every day has rapid changes, so it has many new terms growing in it. The webtoon has now expanded and has several titles translated into various languages, including Indonesian. Not only as entertainment but webtoon also indirectly brings beauty terms that do not yet have their equivalents in Indonesian. This research aims to determine how beauty terms in the webtoon are translated from English to Indonesian. This research uses a qualitative method. The source of data used is 50 chapters from two webtoons entitled *The Secret of Angel* (2018) and *Make-Up Man* (2019) in the English version and their translation in Indonesian. The results in this research indicate that based on the translation strategy theory, the translators for both of the webtoon used four different translation strategies namely: loan, unit shift, distribution change, and calque. The implication of this research is that in translating the English beauty terms into Indonesian webtoon translators often employed loan strategy by borrowing or retaining the ST items in the TT. The reasons why the translators often employ the borrowing strategy are due to the limited space in the webtoon and also because the target readers are more familiar with the original English beauty terms.*

Keywords: *Beauty terms, Translation strategies, Webtoon*

1. INTRODUCTION

In this era, the world of beauty is being loved by many people. Beauty products are not only loved by women but also by men (Aprilianty, 2019). Beauty products are so popular that it has become one of the major profits in the business market (Rohmah & Suhardi, 2020). Matters related to beauty products are not only about makeup and cosmetics but also skincare, body care, until hair care (U.S. Food & Drug Administration, 2021). It can be said that beauty products have become an important part of the lives of many people (Sneyers et al., 2009). There have been many campaigns that suggest caring for the body with beauty products so that the body is always well cared for and always looks young. So that teenagers have started using a variety of beauty products to suit their needs (Bhardwaj et al., 2019).

The widespread use of beauty products has made various companies compete in releasing products with ingredients that have never been used to beauty tools that have never been known. Because of its rapid development from time to time, almost every day the field of beauty has new terms appearing in society. These terms are not only about product names, but also terms for new beauty tools, how to use these beauty products and tools, as well as the ingredients contained in these beauty products. Michalun et al. (2015) stated that a large number of new cosmetic ingredients are continually being introduced and this trend is expected to continue at a fast pace.

These beauty terms usually come from English-speaking countries, because most of the beauty companies of these countries are making the latest beauty products. Indonesia is a country that has a lot of interest in the beauty sector, This can be proven by the high purchasing power in 2013 which was estimated at IDR 9.76 billion (approximately USD 675,773) (Rahmi et al., 2017). Many media can introduce beauty products and their terms to the Indonesian people. These terms are spread through advertisements, TV shows, social media, beauty vloggers, to artworks such as comics and webtoons.

Webtoon or webcomic is one of the newest forms of entertainment among teenagers and young adults these days. Webtoon is a digital-based comic that can be read online through certain websites or applications (Jang & Song, 2017). With the webtoon, the readers don't need to buy physical books at bookstores. Webtoons are also generally colored, not black and white like physical comics so that they attract more people to read. There are many genres on the webtoon, such as romance, drama, horror, slice-of-life, to fantasy. Webtoon not only provides entertainment but also contains a lot of information related to today's life. Tiemensma (2009) said that comics are a pervasive and influential media form of popular culture.

Translation is important in the webtoon industry, because it enables many readers around the world to read various digital-based comics and it also contributed significantly to the increased accessibility of English and other language versions of

Korean (and other) webtoons, which in turn have augmented the flow of international – primarily Western – cultural comic products in the region, resulting in the expanded potential for digital Asian media (Shim et al., 2020). The translation of webtoon playing a key role in the global spread of Korean and other countries' culture and terms through their original webtoons.

Two of the most popular webtoons in Indonesia are *The Secret of Angel* and *Make-Up Man*. These two webtoons are very well known and talked about a lot. Even the webtoon *The Secret of Angel* has been appointed as a drama entitled *True Beauty* in 2020-2021 because of its fame. Furthermore, based on data obtained from *Kompas.com* (11/2020), *The Secret of Angel* has been read 4 billion times and has been liked 28 million times worldwide. For *Make-up Man*, although not as popular as *The Secret of Angel*, this webtoon has also succeeded in getting 769 thousand people in Indonesia to read it. In addition, this webtoon also managed to reach a rating of 9.80 on webtoon (Yeon, 2019). Even though these two webtoons mostly talk about the love life of the main characters, the comic artists put some beauty terms in them.

According to Shim et al. (2020) not all the webtoons in the platform are professionally translated. Some of them are translated by volunteers or fans which the quality of both works is different. That is why researching translation in webtoons is important, because it will let us know the strategies or principles that the translators used when they are translating the webtoons and also will also let the webtoon translators know the best strategies to translate the text in webtoons so that their quality of works will be better.

Many researchers have done similar studies on the topic of beauty terms translation. One of them is the study conducted by Wijayanti & Asmarani (2018), their study aims to find out the most employed translation technique found in the translation of Wardah's product labels. The descriptive qualitative method is employed as a tool in their study. The result shows that the most employed translation technique in their study is borrowing. The second study is conducted by Wang (2014), whose study aims to explain how the translation of beauty products trademark from foreign languages into Chinese is important. Their study reveals that the translator should analyze the thought, art, and culture that exists in the target language first in addition to the language, and recreate the source text's artistic conception in the target language sense based on interpretation and aesthetic experience. They emphasize the importance of analyzing the target language culture when translating the trademark of beauty products. The third study is conducted by Aji et al. (2020), they aim to find out the translation method, translation technique, and the shifts in the translation of beauty products usage instruction. The results of their study reveal that there are only three methods of translation employed by the translator namely, free translation, semantic, and adaptation. the translator also employed four translation

techniques namely, adaptation, transposition, linguistic amplification, and amplification. They also found that there are 3 shifts in the translation.

The fourth study is conducted by Tuna & Freitas (2015), they aim to find out the strategies used in translating the product names of foreign cosmetic brands into Portuguese. It is revealed that cosmetic product names, like those of many other internationally branded brands, are often left untranslated in Portuguese. The translators often employ borrowing in the form of loan or calque. The fifth study is conducted by Draghici (2013), he discussed about the assimilation of English loans from the terminology of cosmetics in current Romanian. The result of their study revealed that loan strategy still dominates the translation of cosmetic terminologies in Romania rather than its capability of innovation expressed through various modalities of assimilation. The sixth study is conducted by Li (2020), her study attempts to explore the translation strategies of European and American cosmetic brands through case study, which aims to help cosmetic products achieve successful marketing in Chinese market. The result of her study revealed that the strategies for translating the cosmetic brands in Chinese are through transliteration, literal translation, and other translation strategies that followed the aesthetic customs in China. The seventh study is conducted by Khalilian & Rasekh (2012), they aim to find out the translation techniques of cosmetic brand names in Farsi (Persian language). The result of their study is that the translators tend to employed transliteration, a translation strategy where the translator renders the terms with similar pronunciation in the target language. The eight study is conducted by Liu (2017), He investigates the linguistic strategies used by 126 western cosmetic brands in their Chinese renaming. Firstly, the linguistic features of the original English brand names and the translated Chinese names are summarized and compared. Secondly, the specific features reflected in the translating process are summarized. Their analysis shows that adaptations from phonetic, lexical and semantic components of the name should be adopted to meet the aims and needs of the cosmetic brand and its customers in the target country.

Some of the studies previously mentioned above have one thing in common, namely discussing translation related to beauty or cosmetics. But not only the similarities but also this research has differences that were not discussed in previous researches. This research only focuses on the term beauty and uses the theory of Chesterman (2016), where previous researches have used different theories. Furthermore, most of the previous studies also used beauty product names as research objects. In contrast to this research, which uses webtoon or digital comics as the object to be analyzed.

The large number of foreign beauty terms written in English and not having their equivalent in Indonesian makes it difficult for readers in Indonesia to understand the terms. As a result, many translators use various ways to translate the beauty terms. Hence, this research becomes interesting to do. Thus, the research question of this

article is as followed: What translation strategies that the translator used to render the English beauty terms into Indonesian?

2. LITERATURE REVIEW

2.1 The Definition of Translation

Experts have suggested a variety of theories on translation. The theories are based on the experts' perspectives on translation. This section will clarify certain translation theories proposed by a number of experts, which will be discussed further below:

Shuttleworth (2014) said that translation is an extremely broad concept that can be interpreted in a variety of ways. However, It usually just refers to the transfer of written texts. Munday (2016), stated that translation is a method of rendering an authentic text in the source language into another text in the target language. Besides, Baker & González (2011), also stated that translation is a form of linguistic mediation in which writings or texts are rendered from one language into another language.

On the other hand, Catford as cited in House (2016) emphasizes that the translator should render the original text in the ST into its equivalent in the target text. Alhaj (2015) explains that the process and result of translating a verbal expression in the ST into an equivalent in the TT are known as translation. Colina (2015) defined translation in a more detailed way, which is the act of rendering or mediating written texts of various lengths ranging from words and sentences to whole books from one language to another language.

Based on the definitions of translation mentioned above, essentially translation can be defined as an attempt in rendering or transferring written texts of different lengths from the source language into the target language by finding out the equivalent terms in the target language so that the target-language text contains the closest and the most accurate meaning. Translations are important because it connects different languages and helps people from around the world to share information (Sari & Zamzani, 2020).

2.2 Translation Strategy

Chesterman (2016) a well-known English scholar proposes thirty translation strategies which are divided into three primary categories of strategy; *syntactic/grammatical*, *semantic*, and *pragmatic*. There are ten strategies under *the syntactic category*; the first strategy is *literal translation*, in this strategy the translation results are close to their form in the source language. The second strategy is *loan/calque*; in loan, the translator purely transfers the ST into TT without changing anything while calque avoids the direct use of foreign terms. The third strategy is *transposition*, in this strategy, there is a change in word class from ST to TT. The fourth strategy is *unit shift*, there is a change in unit (morpheme, word,

phrase, clause, sentence or paragraph, etc.) from ST into TT. The fifth strategy is *phrase structure change*, this strategy is employed when there is a change in the phrase (ex: number, definiteness, tense and mood, etc) from ST into TT. The sixth strategy is *clause structure change*, this strategy is employed when there is a change in the structure of the clause. The seventh strategy is *sentence structure change*, this strategy is employed when there are changes in the structure of the sentence. The eighth strategy is *cohesion change*, this strategy is employed when there are changes in intra-textual reference, ellipsis, substitution, pronominalization, repetition, or the use of connectors of various kinds. The ninth strategy is *level shift*, this strategy is employed when there are shifts in levels (phonology, morphology, syntax, and lexis). The last strategy in the syntactic category is *scheme change*, this strategy is employed to translates parallelism, repetition, alliteration, metrical rhythm, etc.

Apart from the syntactic category explained in the paragraph above, Chesterman (2016), also proposed ten strategies under *the semantic category*; the first strategy in this set is *synonymy*, in this strategy the translator chooses near-synonyms when rendering ST into TT. The second strategy is *antonymy*, in this strategy the translator using an antonym of some word and then combine it with a negation element in the TT. The third strategy is *hyponymy*, this strategy is employed when there are shifts within the hyponymy relation of something from ST into TT. The fourth strategy is *converses*, this strategy is employed when there are changes in point of view about something from ST into TT. The fifth strategy is *abstraction change*, this strategy is employed when there are shifts from something abstract in ST to something more concrete in TT, or vice versa. The sixth strategy is *distribution change*, this strategy is employed when there are changes in the word count; either the translation results in TT has more word count (expanded), or even become less than what is in ST (compressed). The seventh strategy is *emphasis change*, this strategy is employed when the translator adds/reduces/changes the emphasis from ST into TT. The eighth strategy is *paraphrase*, this strategy is typically used for idiomatic expressions that do not have an equivalent in TT. The ninth strategy is *trope change*, this strategy is typically used for rendering figurative expressions. The last strategy is *other semantic changes*, Chesterman (2016) stated that this last semantic strategy includes a variety of other modulations, such as a shift in (physical) meaning or deictic direction.

Other than the two categories of translation strategies there is one remaining category that hasn't be discussed which is the pragmatic category. Chesterman (2016) stated that there are ten strategies under *the pragmatic category*; the first strategy in this set is cultural filtering, this strategy is employed to translate SL items especially CSI into TT. The second strategy is *explicitness change*, this strategy is employed when there are changes into more explicit or more implicit between ST and TT. The third strategy is *information change*, this strategy is employed when the translator added more information in the TT that is not present in the ST. the fourth strategy is *interpersonal change*, this strategy is employed when there are changes

from the overall style between the ST and the TT. The fifth strategy is *illocutionary change*, this strategy is employed when there are changes in speech-act. The sixth strategy is *coherence change*, this strategy may divide a paragraph into several paragraphs or merge several paragraphs into a single paragraph. The seventh strategy is *partial translation*, this strategy can be used in a wide range of partial translations. The eighth strategy is *visibility change*, the translators' interference into the original SL text that they have translated. The ninth strategy is *trans-editing*, the original writing often needed thorough editing. The last strategy is *other-pragmatic-change*, this strategy is employed when there are changes in layouts or dialects.

2.3 Beauty Terms

The expansion of specialized terms into the general language that many common people use in their everyday life has become a trend in modern society. This situation leads us to the more complex type of terminology, of high interest for the general public, called external-terminology (Drăghici, 2015). The importance of beauty terms understanding for wider circulation in public requires more accuracy in translating beauty terms from one language into another.

Due to the increased significance that the beauty sector has gained in Indonesian society over the last decades, beauty terminology has been increasingly sought after by many customers in Indonesia (Rahmi et al., 2017). The media encourages the spread of specialized terms outside the sphere of specialists, registering their use more often in everyday speech. Many people in Indonesia use social media to find out more about their beauty routine and it is affecting their interest to buy a certain product (Ananda & Wandebori, 2016), the influence of those media on enriching the beauty terms in Indonesian beauty glossary is massive. Along with many other terminologies, beauty terms are also a field where the specialized vocabulary has an indirect association with a common vocabulary, highlighting the capacity of current Indonesian to enrich not only through pure borrowing but also through stimulating lexical innovation and assimilation.

Beauty terminology is a terminology used in the beauty industry, including but not limited to make-up products, make-up tools, skincare products, hair treatment products, body care products, the ingredients inside of them, etc. Examples of beauty terms in makeup are lipstick, blush, foundation, face powder, eye shadow eyeliner, mascara, and sunscreen (U.S. Food & Drug Administration, 2020). Other beauty terms are soap, lotion, moisturizer, remover, hair dye, nail polish, bronzer, perfume, shampoo, toner, essence, sheet mask, collagen, alpha-hydroxy acids, beta-hydroxy acids, paraben, diethanolamine, etc (U.S. Food & Drug Administration, 2021).

Translating beauty terms is not an easy job to do by translators because they need to deliver the intended and correct message of the terminologies without confusing the target readers. The use of incorrect terms translation on beauty products by

translators can result in errors and also cause inconvenience for the beauty consumers (Aji et al., 2020). Therefore, the role of a professional translator who excels in beauty terminology is important because even the basic beauty terms translation is matters and those terms cannot be translated carelessly.

3. RESEARCH METHODOLOGY

This research uses a descriptive qualitative method. Raco (2010) stated that qualitative is usually in the form of words or text. This research describes the translation strategies of beauty terms in two webtoons, entitled *The Secret of Angel* (Yaongyi, 2018) and *Make-Up Man* (Yeon, 2019). The researcher chose these two webtoons because they are both very well-known and widely discussed, not only in Indonesia but also in several countries until these two webtoons have several translations into several languages. The source of the data is the writing and conversation in the webcomics and the data of this research are some words, phrases, or clauses that are found in the source of the data.

The purposive sampling technique is used by the researcher in this research to the process of selecting the sample in the research. Guarte & Barrios (2006), stated that “purposive sampling is defined as the collection of sampling units at random from the population segment that has the most information on the characteristic of interest.” This technique is used to select which data is following the research objectives so that it can be selected and sampled, and leaving data that is not under the purpose of the research. The data from this study were collected from writings and conversations in the two webtoons. The researcher only read the early 50 chapters of the two webtoons in the English version and their translation in Indonesian thoroughly and carefully, then collected words, phrases, and clauses related to beauty terms. In the next step, the researcher classifies and identifies the data found in the translation using Chesterman's translation strategies theory (2016).

4. FINDINGS

In this research, the researcher classified and analyzed the translation strategies used by the translator in the two webtoons: *The Secret of Angel* (Yaongyi, 2018) and *Make-Up Man* (Yeon, 2019). From both of the webtoons the researcher found out there are 51 data which categorize into four translation strategies. The total of the data in each strategy is presented in the data tabulation displayed on Table 9. In addition, the examples of the data analysis can be seen as follow:

4.1 Loan

In both webtoons, the strategy of loan is the most used strategy by the translators. Of the 51 data found, the loan strategy is used in 28 data, or it can be said that 54.9% of the total data found is included in the loan strategy. In the book, Chesterman (2016) stated that in this strategy the translator purely transfers the ST into TT without changing anything. Examples:

Table 1. Loan Strategy

English	Indonesian
I'm super ugly but with makeup , I get really confident.	Aku orangnya jelek banget tapi begitu pakai makeup rasa percaya diriku langsung meningkat.

Source: chapter 1 in *The Secret of Angel*

In the example above, the word "...**makeup**..." is translated into "...**makeup**..." in the Indonesian target language. The beauty term "**makeup**" actually has its equivalent in Indonesian, that is "*tata rias*". However, the translator keeps using the loan strategy in translating this term because this word is also commonly used in everyday conversation in Indonesia. So that readers can understand the meaning of the word without having to be translated. In *the Oxford Advanced Learner's Dictionary* (Hornby et al., 2015), the beauty term "**makeup**" means substances used especially by women to make their faces look more attractive, or used by actors to change their appearance.

Table 2. Loan Strategy

English	Indonesian
Then, eyeliner ... Am I doing this right?	Selanjutnya eyeliner ... Gambarnya seperti ini bukan?

Source: chapter 2 in *The Secret of Angel*

There is another example of a beauty term that uses loan strategy which is translating the term "**eyeliner**". The beauty term "...**eyeliner**..." is retained by the translator exactly as it is in the English source language. In *A Consumers Dictionary of Cosmetics Ingredients*, "**eyeliner**" is used to outline and accentuate the eyes, it comes in pencil or liquid form or the newer pencil-brush container. This is usually used to frame the eyes and make them appear bigger and more real. This strategy is employed by the translator because the beauty term "**eyeliner**" is not yet having its equivalent in the Indonesian target language. Other than that, this term is quite familiar to the public, especially women, in Indonesia.

4.2 Calque

Apart from loans, the strategy included in the borrowing is calque. In an easy sense, calque is a borrowing strategy carried out by translators in translating writing from the source language and it has a few changes in the written form to be completed with the target language. This strategy is also found several times in both webtoons. In the translation of these two webtoons, calque appears the least of the other strategies. The emergence of this strategy is only 4 out of 51 data, which is only 7.8% of 100%. Examples:

Table 3. Calque Strategy

English	Indonesian
And after a hot pink colored lipstick , you're done!	Setelah pakai lipstik warna hot pink, dandanammu selesai!

Source: chapter 28 in *The Secret of Angel*

In the example above, the characters in the webtoon are discussing how to use makeup properly and according to their skin and character. In more detail, one of the makeup tools used is lipstick. The beauty term "...**lipstick**..." in this sentence translates into "...**lipstik**..." by the translator. Following Chesterman's (2016) theory, a slight change in the form of writing makes this a part of calque. The beauty term "**lipstik**", which is one of the tools of makeup, is the official equivalent of "**lipstick**". Additionally, this word is already registered in *Kamus Besar Bahasa Indonesia* and *Glosarium Bahasa Indonesia* because this is indeed one of the makeup tools that have been around and known by the Indonesian people for a long time. In *Kamus Besar Bahasa Indonesia* (Sugono et al., 2008), the beauty term "**lipstick**" means lip color made from a type of wax and comes in many colors.

Table 4. Calque Strategy

English	Indonesian
Eye shadow: it usually comes as a powder that you apply to your eyelids. But it's also available as a cream or as a liquid.	Eye shadow: produk makeup yang digunakan di kelopak mata. Biasanya dalam bentuk bubuk padat. Bentuk krim pun juga ada.

Source: chapter 5 in *Make-Up Man*

In the example above, there is a beauty term "...**cream**...". This term is translated by the translator as "...**krim**...". The word "**krim**" has officially become the equivalent word in Indonesian. This word is already in *Kamus Besar Bahasa Indonesia* (Sugono et al., 2008), which means a cosmetic tool in the form of an ointment for skincare. There is a change in the form of writing from "**cream**" to "**krim**" in the target language. So that borrowing word in this form is included in the calque strategy.

4.3 Unit Shift

This strategy is the second most used strategy by translators in both webtoons. This amounts to 25.5% out of 100%. In more detail, 13 data are included in the unit shift from the existing 51 data. According to Chesterman (2016), unit shift is employed when there is a change in unit (morpheme, word, phrase, clause, sentence or paragraph, etc.) from ST into TT. Examples:

Table 5. Unit Shift

Source Language: phrase	Target Language: word
I put on a face pack last night just for today!	Semalam aku udah pakai masker khusus untuk hari ini!

Source: chapter 13 in *The Secret of Angel*

The beauty term "...**face pack**..." which is a phrase, is translated into "...**masker**..." which is a word in the target language. According to *the Oxford Advanced Learner's Dictionary* (Hornby et al., 2015), the term "**face pack**" means a substance that you put on your face and take off after a short time, it is usually used to clean your skin. Meanwhile, in *Kamus Besar Bahasa Indonesia* (Sugono et al., 2008), "**masker**"

means something in the form of a liquid (or soft material) that is applied to clean and tighten the skin, especially facial skin. A change that occurs from the form of the phrase to the form of words is included in the unit shift strategy.

Table 6. Unit Shift

Source Language: word	Target Language: phrase
Blush: This is normally a type of powder makeup that you apply to your cheeks. It's also available as a cream.	Blush: produk makeup yang digunakan di pipi. Biasanya dalam bentuk bubuk padat . Bentuk krim pun juga ada.

Source: chapter 5 in *Make-Up Man*

In the example above, the beauty term "...**powder**..." comes as a word in English. Meanwhile, the translator translates the term into a phrase in Indonesian, namely "...**bubuk padat**". In *A Consumers Dictionary of Cosmetic Ingredients*, the term "**powder**" means face, compact, and dusting. It is applied to the body and face with a puff. In the translation, the translator tries to briefly describe one of these types of blush. This kind of blush is in powder form that the user needs to use a puff or sponge to apply to the cheeks. However, in the packaging, the powder is compacted so that the blush user does not find it difficult to carry it anywhere. So that the translator is quite precise in translating it into the phrase "**bubuk padat**".

4.4 Distribution Change

According to Chesterman (2016), this strategy is employed when there are changes in the word count; either the translation results in TT has more word count (expanded), or even become less than what is in ST (compressed). In the translation results, this strategy occupies the third position most found. Of the 51 data, there are 6 data that use the translation strategy of distribution change, or it can be said that it reaches 11.8% of 100%. Examples:

Table 7. Distribution Change (Expansion)

Source Language	Target Language
If I just wipe off the eyelid oil and put the tape on my eye line, a natural double eyelid!	Seka lipatan mata yang masih berminyak , lalu tempel mengikuti garis kelopak, lipatan mata yang terlihat alami pun jadi!

Source: Chapter 11 in *The Secret of Angel*

In this example, the translator uses a distribution change strategy to translate the beauty term "**the eyelid oil**". This noun phrase has three words in it, while the translator translates this phrase into "**lipatan mata yang masih berminyak**" which contains five words. From the results of the translation, it can be said that the translator uses a distribution change (expansion) strategy because the translation results have more items than the source-language text. The example sentence in Table 8 is one of the sentences on how to use makeup correctly in the webtoon *The Secret of Angel* (Yaongyi, 2018), so the translator decided to provide a little

explanation so as the procedure is easier for readers to understand in the target language.

Table 8. Distribution Change (Expansion)

Source Language	Target Language
Let's use this concealer to get rid of my dark circles and little blemishes.	Concealer bisa menutupi lingkaran gelap bawah mata dan juga noda wajah.

Source: Chapter 13 in *The Secret of Angel*

In the example above, it can be seen that the beauty term has a change in the number of word count. The term "...**dark circles**..." which is only two words in the source language, is translated into "...**lingkaran gelap bawah mata**...", consisting of 4 words in the target language. In Chesterman's theory (2016), this change enters into a distribution change strategy, more precisely an expansion strategy.

The detail of the research result can be described in the following table.

Table: 9 Translation strategies used in translating beauty terms in Webtoon "*The Secret of Angel*" and "*Make-Up Man*"

No.	Translation Strategies	Amount of Data	Percentage
1.	Loan	28	54,9%
2.	Calque	4	7,8%
3.	Unit Shift	13	25,5%
4.	Distribution Change	6	11,8%
Total		51	100%

Based on Chesterman's theory (2016), it is found that the translators of these two webtoons used four strategies in their translation; loan, calque, unit shift, and distribution change. In Table 9, it is shown that loan gained 28 data, calque had 4 data, unit shift gained 13 data, and distribution change had 6 data. The translation strategy loan is the most employed from all strategies, which reaches 54,9% out of 100%. On the contrary, the translation strategy calque is used the least by the translators, that is only 7,8% out of 100%.

5. DISCUSSION

The purpose of this research is to find out what translation strategies that the translators of *The Secret of Angel* and *Make-Up Man* used to render the English beauty terms into Indonesian. Based on the analysis of translation strategies in the two webtoons using Chesterman's (2016) theory of translation strategies, it is revealed that the translators use four strategies in translating writings and conversations in both of the webtoons. The four strategies are loan, calque, unit shift, and distribution change. The researcher also found in translating beauty terms, both of the translators prefer to use the loan strategy, by borrowing or retaining the English beauty terms into Indonesian.

The results in this research may be different from other studies' results. In Tuna & Freitas's (2015) study, they revealed that cosmetic product names, like those of many other internationally branded brands, are often left untranslated in Portuguese. They stated that there are various reasons behind the borrowing of those foreign terms in Portuguese one of the main reasons is that because since most cosmetics advertisements (and products) come from international foreign brands, consumers are more familiar with the terminology (both in French and English). Similarly, in Draghici's (2013) study results, it is revealed that loan strategy still dominates the translation of cosmetic terminologies in Romania rather than creating brand new cosmetic terminologies.

In contrast with the two studies mentioned above, the studies proposed by other experts has different results. In an article written by Khalilian & Rasekh (2012), it is shown that most translators tend to employed transliteration, a translation strategy where the translator renders the terms with similar pronunciation in the target language.

Besides, Li (2020) conducted a study on the translation strategies of cosmetic brands and the results of her study revealed that the strategies for translating the cosmetic brands in Chinese are through transliteration, literal translation, and other translation strategies that followed the aesthetic customs in China. She stated that not only must brand translation achieve language equivalence in the target language, but it must also allow the target language people to pay more attention to the transfer of brand information and culture to the target language (Li, 2020). In addition, Min (2020) in his article also found out that transliteration and literal translation are often used as strategies in translating cosmetic brands. Similiarly, Liu (2017) also written an article about strategies in translating cosmetic brands in China. He used 126 randomly selected western cosmetic brands in China as the source of the data, after analysis, it is found that if the foreign brands want to expand their market to China it is best to employ phonetic adaptation, lexical adaptation, and semantic adaptation as the translation strategies when rendering their brand name. Identically, Zhao & Yu (2018) written an article about the translation strategies for beauty products' brand name. in their study it is found that the strategies for translating foreign beauty brands trademark are through transliteration, literal translation, liberal translation, combined translation method, and no translation (pure borrowing). Zhao & Yu (2018) concluded that to win more customers and markets in China, the translation of beauty products and their trademarks must respect the target country's tradition, adhere to the target country's language preferences, and satisfy the target country's consumer's preferences. Woodward-Smith & Eynullaeva (2009) stated in their article that the differences in foreign beauty terminologies translation in the target language must be due to customs, norms, and values perceived by translators.

The eight relevant studies mentioned in the paragraph above show that translating beauty terms is not simple at all, there are so many things that need to be researched

before translating beauty terms from one language into another. In some studies, the beauty terms are loaned in their respective target languages, and in some other studies transliteration and literal translation are employed to transfer the beauty terms into the target language to respect the target country's culture, custom, norms, and values. While in this research even if the most employed strategy to translate the beauty terms is loan (pure borrowing) the second most employed strategy is unit shift (shift between units). The Indonesian translators for *The Secret of Angel* and *Make-Up Man* still tried their best to render the English beauty terms into their equivalent in the Indonesian language so that the target comic readers could enjoy reading the webtoons.

6. CONCLUSION

The implication of the research is loan strategy often employed in translating the English beauty terms into Indonesian in webtoon. The Indonesian translators for *The Secret of Angel* and *Make-Up Man* prefer to employ the loan strategy. This is probably due to the limited space in the webtoon and considering the readers' attitude because comics that have too many writings and explanations sometimes make readers just skip that part. Apart from that reason, a webtoon or digital comic is a combination of writing and a collection of images that make up a story. So that even if it is not translated or explained in length by the translator, readers in the target language should be able to understand the essence of the beauty terms from the pictures provided by the comic artists. However, for some terms that sound too foreign to readers of the target language, the translator still tries to explain them briefly through the strategy of unit shift or expansion so that the reader can better understand the contents of the comic writing. It's recommended to the next researcher for investigating the translation strategy of beauty terms in other areas including, but not limited to films, books, skincare / cosmetic brochures, and skincare / cosmetic advertisements.

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