



© Hak Cipta milik Politeknik Negeri Jakarta

Hak Cipta :

1. Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber :
 - a. Pengutipan hanya untuk kepentingan pendidikan, penelitian, penulisan karya ilmiah, penulisan laporan, penulisan kritik atau tinjauan suatu masalah.
 - b. Pengutipan tidak merugikan kepentingan yang wajar Politeknik Negeri Jakarta
2. Dilarang mengumunkan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin Politeknik Negeri Jakarta



**TRANSLATION PROCEDURES AND EVALUATIVE
MEANING OF LUXURY EXPRESSIONS IN THE LITERALLY
TRANSLATED ENGLISH-INDONESIAN CAPTIONS OF
BUTTONSCARVES' INSTAGRAM**

BACHELOR'S THESIS

Submitted as One of the Requirements to Obtain a Bachelor's Degree in Applied
Linguistics

NAJMA IRBA AZZAHRA

2208411055

**ENGLISH FOR BUSINESS AND PROFESSIONAL
COMMUNICATION STUDY PROGRAM
BUSINESS ADMINISTRATION DEPARTMENT
POLITEKNIK NEGERI JAKARTA**

2026



Hak Cipta :

1. Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber :
 - a. Pengutipan hanya untuk kepentingan pendidikan, penelitian, penulisan karya ilmiah, penulisan laporan, penulisan kritik atau tinjauan suatu masalah.
 - b. Pengutipan tidak merugikan kepentingan yang wajar Politeknik Negeri Jakarta
2. Dilarang mengumunkan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin Politeknik Negeri Jakarta

PRONOUNCEMENT

I, the undersigned:

Student Name : Najma Irba Azzahra
Student ID : 2208411055
Study Program : **English for Business and Professional Communication (BISPRO)**
Thesis Title : Translation Procedures and Evaluative Meaning of Luxury Expressions in the Literally Translated English-Indonesian Captions of Buttons-carves' Instagram

Hereby declare that this thesis is my original work and is free from plagiarism or any form of imitation of others' works. All quotations and references from other sources have been appropriately cited following the applicable guidelines for academic writing.

If then this pronouncement proves false, I am willing to accept any academic punishment.

Depok, 10 July 2026
The declarant



Najma Irba Azzahra
2208411055



Hak Cipta :

1. Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber :
 - a. Pengutipan hanya untuk kepentingan pendidikan, penelitian, penulisan karya ilmiah, penulisan laporan, penulisan kritik atau tinjauan suatu masalah.
 - b. Pengutipan tidak merugikan kepentingan yang wajar Politeknik Negeri Jakarta
2. Dilarang mengumunkan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin Politeknik Negeri Jakarta

LEGITIMATION

The following thesis is proposed by:

Student Name : Najma Irba Azzahra
Student ID : 2208411055
Study Program : English for Business and Professional Communication
Thesis Title : Translation Procedures and Evaluative Meaning of Luxury Expressions in the Literally Translated English-Indonesian Captions of Buttons carves' Instagram

It has been examined by the Board of Thesis Examiners on 22 June 2026 and decided

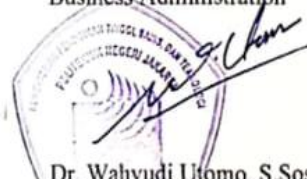
"PASSED"

Board of Thesis Examiners		Signature
Head of Examiner & Examiner 1	: Dr. Nidia Sofa, S.Pd.I., M.Pd.	
Examiner 2	: Farizka Humolungo, S.Pd., M.A	
Examiner 3	: Dewi Kurniawati, S.S., M.Pd.	

Under the supervision of Board Thesis Supervisors

Board of Thesis Examiners		Signature
Supervisor	: Dr. Nidia Sofa, S.Pd.I., M.Pd.	

Legalized by:
Head of Department
Business Administration



Dr. Wahyudi Utomo, S.Sos., M.Si.
NIP 198007112015041001

Depok, 6 July 2026

Acknowledged by:
Head of Study Program
English for Business and
Professional Communication

Farizka Humolungo, S.Pd., M.A
NIP 199103022023212042



Hak Cipta :

1. Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber :
 - a. Pengutipan hanya untuk kepentingan pendidikan, penelitian, penulisan karya ilmiah, penulisan laporan, penulisan kritik atau tinjauan suatu masalah.
 - b. Pengutipan tidak merugikan kepentingan yang wajar Politeknik Negeri Jakarta
2. Dilarang mengumunkan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin Politeknik Negeri Jakarta

PREFACE

The writer would like to express the deepest gratitude to Allah SWT for His blessings, guidance, and strength, which made it possible to complete this thesis entitled “*Translation Procedures and Evaluative Meaning of Luxury Expressions in the Literally Translated English–Indonesian Captions of Buttons carves' Instagram.*” This thesis is submitted as a compulsory requirement for obtaining a Bachelor’s Degree in Applied Linguistics under the Study Program of English for Business and Professional Communication, Department of Business Administration, Politeknik Negeri Jakarta.

The completion of this thesis would not have been possible without the support, guidance, and encouragement from many people. Therefore, the writer would like to express sincere appreciation to:

1. Dr. Wahyudi Utomo, S.Sos., M.Si., as the Head of the Business Administration Department;
2. Farizka Humolungo, M.A., as the Head of the English for Business and Professional Communication Study Program;
3. Dr. Nidia Sofa, S.Pd.I., M.Pd., as the writer’s thesis supervisor, for her invaluable guidance, constructive feedback, patience, and encouragement in every stage of this research;
4. All lecturers at Politeknik Negeri Jakarta, especially those in the English for Business and Professional Communication Study Program, for sharing their knowledge, dedication, and guidance that helped the writer grow academically and professionally;
5. The writer’s beloved family: Ibu, Bapak, Mas Naufal, Mba Fitri, and El, for their endless love, prayers, motivation, and understanding, which have been the foundation of the writer’s perseverance throughout the study;
6. The writer’s dearest friends since high school: BANAR (Bina, Alifa, Anjali, and Rheva), for their constant encouragement, support, and for always being there to celebrate successes and share challenges along the way;



© Hak Cipta milik Politeknik Negeri Jakarta

Hak Cipta :

1. Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber :
 - a. Pengutipan hanya untuk kepentingan pendidikan, penelitian, penulisan karya ilmiah, penulisan laporan, penulisan kritik atau tinjauan suatu masalah.
 - b. Pengutipan tidak merugikan kepentingan yang wajar Politeknik Negeri Jakarta
2. Dilarang mengumunkan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin Politeknik Negeri Jakarta

7. The writer's dearest classmates: Nasya, Yara, Lia, Alya, Thalita, Icha, and Vania, for their friendship, collaboration, and positive energy that made the learning journey more enjoyable and meaningful;
8. The writer's friends from playing Roblox: Muimui, Kang Asep, and Enjiner Muda, for the fun, laughter, and friendship that brought joy and relaxation during the busy and sometimes stressful periods of completing this thesis.

The writer sincerely hopes that this thesis can provide benefits and insights for readers, especially those interested in translation studies, promotional discourse, and the exploration of luxury expressions in fashion branding.

Depok, 8 June 2026

The Writer





Hak Cipta :

1. Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber :
 - a. Pengutipan hanya untuk kepentingan pendidikan, penelitian, penulisan karya ilmiah, penulisan laporan, penulisan kritik atau tinjauan suatu masalah.
 - b. Pengutipan tidak merugikan kepentingan yang wajar Politeknik Negeri Jakarta
2. Dilarang mengumunkan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin Politeknik Negeri Jakarta

CONSENT OF THESIS PUBLICATION FOR ACADEMIC INTEREST

I, the undersigned:

Student Name : Najma Irba Azzahra
Student ID : 2208411055
Study Program : English for Business and Professional
Communication (BISPRO)
Department : Business Administration
Manuscript : Thesis (*Skripsi*)

In the pursuit of knowledge advancement, I hereby consent to entrust and grant to Politeknik Negeri Jakarta Non-exclusive Royalty-free Right for my thesis entitled:

**TRANSLATION PROCEDURES AND EVALUATIVE MEANING OF LUXURY
EXPRESSIONS IN THE LITERALLY TRANSLATED ENGLISH-INDONESIAN
CAPTIONS OF BUTTONSCARVES' INSTAGRAM**

along with any related materials (if necessary). With this Non-exclusive Royalty-free Right, Politeknik Negeri Jakarta reserves the right to store, transfer, disseminate, manage in the form of a database, maintain, and publish my thesis while continuing to acknowledge my name as the author/creator and copyright holder.

In witness whereof, I hereby make this statement truthfully.

Made in : Depok
On the date of : 10 July 2025
Declared by :

Najma Irba Azzahra

Manuscript: thesis, non-seminar papers, practical work reports, internship reports, professional and specialized tasks



Hak Cipta :

1. Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber :
 - a. Pengutipan hanya untuk kepentingan pendidikan, penelitian, penulisan karya ilmiah, penulisan laporan, penulisan kritik atau tinjauan suatu masalah.
 - b. Pengutipan tidak merugikan kepentingan yang wajar Politeknik Negeri Jakarta
2. Dilarang mengumunkan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin Politeknik Negeri Jakarta

ABSTRACT

Najma Irba Azzahra. English for Business and Professional Communication Study Program. Translation Procedures and Evaluative Meaning of Luxury Expressions in the Literally Translated English–Indonesian Captions of Buttons scarves' Instagram

This study investigates the translation procedures and evaluative meanings of luxury expressions found in the literally translated English-Indonesian Instagram captions of Buttons scarves. The study aims to identify the categories of luxury expressions, examine the translation procedures applied, and analyze how evaluative meanings are realized and whether they are maintained or shifted through translation. A qualitative descriptive method is applied using three theoretical frameworks: Kondo's (2018) concept of luxury for categorizing expressions, Newmark's (1988) translation procedures for analyzing translation strategies, and Martin and White's (2005) Appraisal Theory, specifically the Appreciation subtype, for examining evaluative meanings. The data consists of 87 luxury expressions collected from Buttons scarves' Instagram captions posted between January and March 2026. The findings show that Elegance and Style are the most dominant luxury expression categories, followed by Comfort and Opulence. In terms of translation procedures, Couplets is the most frequently applied procedure, with Modulation combined with Transference as the most common combination. Regarding evaluative meaning, Reaction is the most dominant subtype in both the source and target language, and the majority of expressions maintain their evaluative meaning in translation. Only three expressions show a shift in evaluative meaning, all caused by Modulation applied as a single procedure. These findings indicate that literally translated captions generally preserve the luxury evaluative quality of the source language, and that the choice of translation procedure plays an important role in maintaining the intended appreciative meaning.

Keywords: Appraisal Theory, Buttons scarves, evaluative meaning, luxury expression, translation procedures



Hak Cipta :

1. Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber :
 - a. Pengutipan hanya untuk kepentingan pendidikan, penelitian, penulisan karya ilmiah, penulisan laporan, penulisan kritik atau tinjauan suatu masalah.
 - b. Pengutipan tidak merugikan kepentingan yang wajar Politeknik Negeri Jakarta
2. Dilarang mengumunkan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin Politeknik Negeri Jakarta

ABSTRAK

Najma Irba Azzahra. *Program Studi Bahasa Inggris untuk Komunikasi Bisnis dan Profesional. Translation Procedures and Evaluative Meaning of Luxury Expressions in the Literally Translated English–Indonesian Captions of Buttonscarves' Instagram*

Penelitian ini mengkaji prosedur penerjemahan dan makna evaluatif ekspresi kemewahan dalam caption Instagram Buttonscarves yang diterjemahkan secara harfiah dari bahasa Inggris ke bahasa Indonesia. Penelitian ini bertujuan untuk mengidentifikasi kategori ekspresi kemewahan, menelaah prosedur penerjemahan yang diterapkan, serta menganalisis bagaimana makna evaluatif terealisasi dan apakah makna tersebut dipertahankan atau mengalami pergeseran melalui penerjemahan. Metode yang digunakan adalah deskriptif kualitatif dengan mengacu pada tiga kerangka teori, yaitu konsep kemewahan Kondo (2018) untuk mengkategorikan ekspresi, prosedur penerjemahan Newmark (1988) untuk menganalisis strategi penerjemahan, serta Teori Appraisal Martin dan White (2005), khususnya sub tipe apresiasi, untuk menganalisis makna evaluatif. Data penelitian terdiri dari 87 ekspresi kemewahan yang diambil dari caption Instagram Buttonscarves yang diunggah antara Januari hingga Maret 2026. Hasil penelitian menunjukkan bahwa Elegance dan Style merupakan kategori ekspresi kemewahan yang paling dominan, diikuti oleh Comfort dan Opulence. Dalam hal prosedur penerjemahan, Couplets merupakan prosedur yang paling sering digunakan, dengan kombinasi Modulation dan Transference sebagai kombinasi yang paling umum ditemukan. Mengenai makna evaluatif, Reaction merupakan sub tipe yang paling dominan dalam bahasa sumber maupun bahasa sasaran, dan sebagian besar ekspresi mempertahankan makna evaluatifnya dalam penerjemahan. Hanya tiga ekspresi yang mengalami pergeseran makna evaluatif, seluruhnya disebabkan oleh prosedur Modulation yang diterapkan secara tunggal. Temuan ini menunjukkan bahwa caption yang diterjemahkan secara harfiah pada umumnya berhasil mempertahankan kualitas evaluatif kemewahan dari bahasa sumber; dan bahwa pemilihan prosedur penerjemahan memainkan peran penting dalam mempertahankan makna apresiasi yang dimaksud.

Kata kunci: Teori Appraisal, Buttonscarves, makna evaluatif, ekspresi kemewahan, prosedur penerjemahan



Hak Cipta :

1. Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber :
 - a. Pengutipan hanya untuk kepentingan pendidikan, penelitian, penulisan karya ilmiah, penulisan laporan, penulisan kritik atau tinjauan suatu masalah.
 - b. Pengutipan tidak merugikan kepentingan yang wajar Politeknik Negeri Jakarta
2. Dilarang mengumunkan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin Politeknik Negeri Jakarta

TABLE OF CONTENT

COVER	i
PRONOUNCEMENT	ii
LEGITIMATION	iii
PREFACE	iv
ABSTRACT	vii
<i>ABSTRAK</i>	viii
TABLE OF CONTENT	ix
LIST OF TABLE	xi
LIST OF FIGURE	xii
CHAPTER I INTRODUCTION	1
1.1 Background of the Study	1
1.2 Statement of the Problems	3
1.3 Limitations of the Study	4
1.4 Objectives of the Study	4
1.5 Significances of the Study	5
1.5.1 Theoretical Significance	5
1.5.2 Practical Significance	5
CHAPTER II LITERATURE REVIEW	7
2.1 Theoretical Review	7
2.1.1 Translation	7
2.1.2 Literal Translation	7
2.1.3 Translation Procedures	8
2.1.4 Luxury Expressions	14
2.1.4.1 Lexical Expressions	15
2.1.4.2 Concept of Luxury	15
2.1.4.3 Indicators of Luxury Expressions	16
2.1.5 Appraisal Theory	18
2.1.5.1 Appreciation	19
2.2 Relevant Previous Studies	21
2.3 Theoretical Framework	26
CHAPTER III RESEARCH METHODOLOGY	28



© Hak Cipta milik Politeknik Negeri Jakarta

Hak Cipta :

1. Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber :
 - a. Pengutipan hanya untuk kepentingan pendidikan, penelitian, penulisan karya ilmiah, penulisan laporan, penulisan kritik atau tinjauan suatu masalah.
 - b. Pengutipan tidak merugikan kepentingan yang wajar Politeknik Negeri Jakarta
2. Dilarang mengumunkan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin Politeknik Negeri Jakarta

3.1	Research Design	28
3.2	Data and Source of Data.....	28
3.2.1	Data	28
3.2.2	Source of Data	29
3.3	Sampling Technique.....	29
3.4	Data Collection Technique	30
3.5	Data Validity	31
3.6	Data Analysis	31
3.6.1	Domain Analysis.....	32
3.6.2	Taxonomic Analysis.....	32
3.6.3	Componential Analysis	33
3.6.4	Cultural Theme Analysis	34
CHAPTER IV RESULT AND DISCUSSION		35
4.1	Result.....	35
4.1.1	Types of Luxury Expressions	35
4.1.2	Translation Procedures.....	40
4.1.3	Evaluative Meaning and Their Shift in Translation	47
4.2	Discussion.....	52
CHAPTER V CLOSING.....		58
5.1	Conclusion	58
5.2	Suggestion	59
REFERENCES.....		61
CURRICULUM VITAE		64
APPENDIX.....		65



Hak Cipta :

1. Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber :
 - a. Pengutipan hanya untuk kepentingan pendidikan, penelitian, penulisan karya ilmiah, penulisan laporan, penulisan kritik atau tinjauan suatu masalah.
 - b. Pengutipan tidak merugikan kepentingan yang wajar Politeknik Negeri Jakarta
2. Dilarang mengumunkan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin Politeknik Negeri Jakarta

LIST OF TABLE

Table 2.1 Operational Indicators of Luxury Expressions	17
Table 3.1 Domain Analysis	32
Table 3.2 Taxonomic Analysis	33
Table 3.3 Componential Analysis	33
Table 4.1 Results of Types of Luxury Expressions.....	35
Table 4.2 Results of Translation Procedures.....	40
Table 4.3 Evaluative Meaning in the Source Language.....	47
Table 4.4 Evaluative Meaning in the Target Language.....	48
Table 4.5 Evaluative Meaning Relation.....	48
Table 4.6 Result of Componential Analysis	52

**POLITEKNIK
NEGERI
JAKARTA**



Hak Cipta :

1. Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber :
 - a. Pengutipan hanya untuk kepentingan pendidikan, penelitian, penulisan karya ilmiah, penulisan laporan, penulisan kritik atau tinjauan suatu masalah.
 - b. Pengutipan tidak merugikan kepentingan yang wajar Politeknik Negeri Jakarta
2. Dilarang mengumunkan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin Politeknik Negeri Jakarta

LIST OF FIGURE

Figure 1.1 Screenshot of Bilingual Caption from Buttonsscarves' Instagram Post .	1
Figure 2.1 Theoretical Framework.....	27



Hak Cipta :

1. Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber :
 - a. Pengutipan hanya untuk kepentingan pendidikan, penelitian, penulisan karya ilmiah, penulisan laporan, penulisan kritik atau tinjauan suatu masalah.
 - b. Pengutipan tidak merugikan kepentingan yang wajar Politeknik Negeri Jakarta
2. Dilarang mengumunkan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin Politeknik Negeri Jakarta

CHAPTER I INTRODUCTION

1.1 Background of the Study

In fashion promotion, Instagram captions do not only provide product information, but also help construct brand image and shape audience perception through carefully selected language (Putri & Hidayat, 2022). In promotional discourse, language choices may create impressions of elegance, exclusivity, refinement, and luxury, which are closely related to how products are positioned in the market (Chan et al., 2024). The use of English and other strategic language choices in promotional texts may also contribute to a more modern, global, and premium brand image (Khazanah et al., 2023). For this reason, bilingual English–Indonesian captions in fashion promotion provide a relevant context for examining luxury expressions in digital promotional discourse.

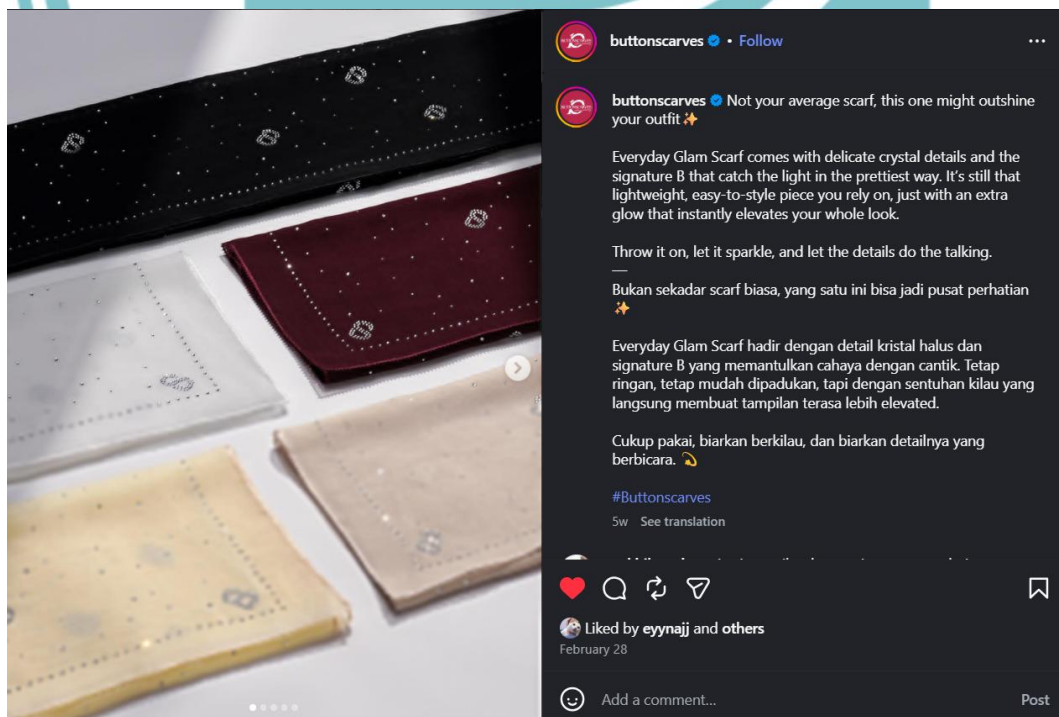


Figure 1.1 Screenshot of Bilingual Caption from Buttonscarves' Instagram Post

Source: Official Instagram of Buttonscarves, 2026



Hak Cipta :

1. Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber :
 - a. Pengutipan hanya untuk kepentingan pendidikan, penelitian, penulisan karya ilmiah, penulisan laporan, penulisan kritik atau tinjauan suatu masalah.
 - b. Pengutipan tidak merugikan kepentingan yang wajar Politeknik Negeri Jakarta
2. Dilarang mengumunkan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin Politeknik Negeri Jakarta

One Indonesian fashion brand that consistently uses bilingual promotional captions on Instagram is Buttonscarves. As a fashion and lifestyle brand, Buttonscarves presents its products through expressions that emphasize aesthetic appeal, elegance, and exclusivity, making its captions relevant for the study of luxury expressions. As shown in Figure 1.1, one of Buttonscarves' captions contains the English expression "*let it sparkle*" and its Indonesian rendering "*biarkan berkilau*". This pair shows a clear translational relationship and also conveys a luxury-related meaning through the idea of radiance or visual richness. In addition, the expression carries an evaluative meaning because it presents the product in a positive and aesthetically appealing way. When such an expression is translated into Indonesian, its evaluative meaning may be maintained or may shift depending on the translation procedure applied. This is important to examine because any change in evaluative meaning may influence how the product is represented and how its luxurious impression is communicated in promotional discourse. Therefore, certain English–Indonesian caption pairs in Buttonscarves' Instagram posts provide relevant data for examining luxury expressions, translation procedures, and evaluative meanings in fashion promotional discourse.

Several previous studies have discussed aspects related to the present research. In the area of luxury discourse and language choice, Sutisna and Rustandi (2023), Juliati (2024), and Diez-Arroyo (2020) show that English use and lexical choices in promotional discourse can construct luxurious, modern, and attractive brand images. In the area of translation in promotional and Instagram texts, Nurlatifasari (2025), Salsabila and Jumanto (2020), Putri (2019), and Seran, Hartono, and Mujiyanto (2022) indicate that translation in promotional discourse is closely related to meaning transfer, readability, and the use of translation procedures. In the area of evaluative language and appraisal, Al-Attar (2024), Ho (2019), and Natrio (2025) show that appraisal resources play an important role in constructing favorable meanings in promotional and social media discourse.



Hak Cipta :

1. Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber :
 - a. Pengutipan hanya untuk kepentingan pendidikan, penelitian, penulisan karya ilmiah, penulisan laporan, penulisan kritik atau tinjauan suatu masalah.
 - b. Pengutipan tidak merugikan kepentingan yang wajar Politeknik Negeri Jakarta
2. Dilarang mengumunkan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin Politeknik Negeri Jakarta

However, those studies generally discuss these aspects separately. Studies on translation procedures in promotional and Instagram texts do not specifically focus on luxury expressions in fashion captions, while studies on luxury discourse and appraisal do not specifically examine the English–Indonesian literal translations of Instagram captions of a local fashion brand such as Buttonsscarves. In addition, previous studies on evaluative language in promotional discourse tend to discuss Appraisal Theory more generally, rather than focusing specifically on the subtypes of appreciation in relation to luxury expressions. Therefore, there is still limited research that analyzes translation procedures and evaluative meaning of luxury expressions in the literally translated English–Indonesian captions of Buttonsscarves’ Instagram captions, with evaluative meaning examined through the subtypes of appreciation. Therefore, this study attempts to fill the gap by identifying luxury expressions in the literally translated English–Indonesian captions of Buttonsscarves’ Instagram captions based on Kondo’s (2018) concept of luxury, analyzing the translation procedures used in translating those expressions using Newmark’s (1988) theory, and examining their evaluative meanings based on the subtypes of appreciation in Martin and White’s (2005) Appraisal Theory.

1.2 Statement of the Problems

Based on the background of the study, this study investigates the luxury expressions found in the literally translated English–Indonesian captions of Buttonsscarves’ Instagram captions, the translation procedures used in translating those expressions from English into Indonesian, and the evaluative meanings conveyed through them based on the subtypes of appreciation in Appraisal Theory. Therefore, the research questions of this study are formulated as follows:

1. What categories of luxury expressions are found in the literally translated English-Indonesian captions of Buttonsscarves’ Instagram based on Kondo’s (2018) concept of luxury?



Hak Cipta :

1. Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber :
 - a. Pengutipan hanya untuk kepentingan pendidikan, penelitian, penulisan karya ilmiah, penulisan laporan, penulisan kritik atau tinjauan suatu masalah.
 - b. Pengutipan tidak merugikan kepentingan yang wajar Politeknik Negeri Jakarta
2. Dilarang mengumunkan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin Politeknik Negeri Jakarta

2. What translation procedures are applied in translating the luxury expressions from English into Indonesian in the literally translated English-Indonesian captions of Buttonsscarves' Instagram based on Newmark's (1988) theory?
3. How are the evaluative meanings of the luxury expressions realized in the English source language and the Indonesian target language, and how are they maintained or shifted through the translation procedures applied, based on the subtypes of appreciation in Martin and White's (2005) Appraisal Theory?

1.3 Limitations of the Study

This study is limited to the literally translated English–Indonesian captions found in Buttonsscarves' Instagram captions posted from January to March 2026. This period is selected because it covers the promotional season surrounding Ramadan and Eid al-Fitr, during which fashion brands tend to publish more intensive promotional content and employ more stylized language to highlight elegance, exclusivity, and festive appeal. The study only focuses on the textual elements of the captions and excludes visual elements, audience responses, and Instagram's automatic translation feature. The data of this study are limited to luxury expressions identified in the English source language and their renderings in the Indonesian target language. These luxury expressions are selected based on semantic indicators adapted from Kondo's (2018) concept of luxury, particularly comfort, elegance, style, and opulence. Their translation is analyzed using Newmark's (1988) translation procedures, while their evaluative meanings are examined through the subtypes of appreciation in Martin and White's (2005) Appraisal Theory.

1.4 Objectives of the Study

Based on the statement of the problems, the objectives of this study are as follows:



Hak Cipta :

1. Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber :
 - a. Pengutipan hanya untuk kepentingan pendidikan, penelitian, penulisan karya ilmiah, penulisan laporan, penulisan kritik atau tinjauan suatu masalah.
 - b. Pengutipan tidak merugikan kepentingan yang wajar Politeknik Negeri Jakarta
2. Dilarang mengumunkan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin Politeknik Negeri Jakarta

1. To identify the categories of luxury expressions found in the literally translated English-Indonesian captions of Buttonsscarves' Instagram based on Kondo's (2018) concept of luxury.
2. To analyze the translation procedures applied in translating the luxury expressions from English into Indonesian in the literally translated English-Indonesian captions of Buttonsscarves' Instagram based on Newmark's (1988) theory.
3. To examine how the evaluative meanings of the luxury expressions are realized in the English source language and the Indonesian target language, and to identify whether they are maintained or shifted through the translation procedures applied, based on the subtypes of appreciation in Martin and White's (2005) Appraisal Theory.

1.5 Significances of the Study

This study is expected to provide both theoretical and practical contributions.

1.5.1 Theoretical Significance

1. This study is expected to contribute to translation studies, especially in the analysis of translation procedures used in bilingual promotional captions.
2. This study is also expected to contribute to discourse studies by showing how luxury expressions convey evaluative meanings through the subtypes of appreciation in Attitude system of Appraisal Theory.
3. In addition, this study is expected to enrich the discussion of luxury-related language in promotional discourse, particularly in the context of bilingual Instagram captions of a local fashion brand.

1.5.2 Practical Significance

1. This study is expected to be useful for students, especially those who are interested in translation studies, discourse analysis, and promotional language.



© Hak Cipta milik Politeknik Negeri Jakarta

Hak Cipta :

1. Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber :
 - a. Pengutipan hanya untuk kepentingan pendidikan, penelitian, penulisan karya ilmiah, penulisan laporan, penulisan kritik atau tinjauan suatu masalah.
 - b. Pengutipan tidak merugikan kepentingan yang wajar Politeknik Negeri Jakarta
2. Dilarang mengumunkan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin Politeknik Negeri Jakarta

2. This study is also expected to be useful for future researchers as a reference for conducting research related to luxury expressions, translation procedures, and evaluative meanings.
3. In addition, this study may provide insight for translators, content creators, and brand communicators in understanding how luxury expressions are translated and how they construct evaluative meanings in bilingual promotional captions.



Hak Cipta :

1. Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber :
 - a. Pengutipan hanya untuk kepentingan pendidikan, penelitian, penulisan karya ilmiah, penulisan laporan, penulisan kritik atau tinjauan suatu masalah.
 - b. Pengutipan tidak merugikan kepentingan yang wajar Politeknik Negeri Jakarta
2. Dilarang mengumunkan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin Politeknik Negeri Jakarta

CHAPTER V

CLOSING

5.1 Conclusion

This study examined the luxury expressions found in the literally translated English-Indonesian captions of Buttonsscarves' Instagram from January to March 2026, focusing on three aspects, namely the types of luxury expressions, the translation procedures applied, and the evaluative meanings conveyed through the subtypes of appreciation. The analysis found that Elegance and Style were the most dominant categories, followed by Comfort, while Opulence appeared the least frequently. This indicates that Buttonsscarves constructs luxury in its captions mainly through language that highlights refined aesthetics and distinctive fashionability rather than grandeur or excess. In terms of translation procedures, nine procedures were identified, with Couplets as the most dominant, followed by Modulation and Synonymy. The prevalence of Couplets shows that translating luxury expressions from English into Indonesian frequently requires combining two procedures to achieve both accuracy and natural expression in the target language, and the most common combination found in the data was Modulation and Transference.

In terms of evaluative meaning, Reaction was the most dominant subtype in both the source language and the target language, which indicates that luxury expressions in Buttonsscarves' captions predominantly appeal through immediate aesthetic and emotional impact. The analysis also found that the majority of evaluative meanings were maintained in translation, while only a small number of expressions showed a shift in their appreciation subtype. The cases of shift were all caused by Modulation, which changed the evaluative focus of the expressions by adjusting their perspective or phrasing in the target language. Overall, these findings indicate that the literally translated captions of Buttonsscarves generally succeed in preserving the luxury evaluative quality of the source language expressions, and that the choice of translation procedure plays an important role in determining whether the evaluative meaning is maintained or shifted in translation.

Hak Cipta :

1. Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber :
 - a. Pengutipan hanya untuk kepentingan pendidikan, penelitian, penulisan karya ilmiah, penulisan laporan, penulisan kritik atau tinjauan suatu masalah.
 - b. Pengutipan tidak merugikan kepentingan yang wajar Politeknik Negeri Jakarta
2. Dilarang mengumunkan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin Politeknik Negeri Jakarta

5.2 Suggestion

Based on the findings and conclusions of this study, several suggestions can be given to different parties.

For students and researchers, this study shows that combining several theoretical frameworks can be useful in analyzing bilingual promotional texts. By using Newmark's (1988) translation procedures, Kondo's (2018) concept of luxury, and Martin and White's (2005) Appraisal Theory, the study is able to examine the data from both translation and evaluative perspectives. Therefore, students who are interested in translation studies, discourse analysis, or luxury language in fashion promotion may use this research as a reference for similar studies. This study also shows that a limited scope, such as focusing on one brand, one social media platform, one type of translation, and one part of Appraisal Theory, can still produce clear and meaningful findings. This may help undergraduate researchers design studies that are more focused and manageable.

For future researchers, there are several possible areas that can be developed further. Future studies may use a larger amount of data, for example by covering a longer period of time or comparing several Indonesian fashion brands. This would make it possible to identify broader patterns in the translation of luxury expressions. In addition, since this study only focuses on the written captions on Instagram, future research may also include visual elements, such as images and videos, to see how luxury meanings are built through both language and visuals. Future researchers may also apply the complete Appraisal system, including Affect, Judgement, Engagement, and Graduation, because this study only focuses on Appreciation. By doing so, the analysis of evaluative meaning in fashion promotional discourse can become more comprehensive. Another possible direction is to examine translations beyond the literal to modified literal range, so that different translation approaches can be compared in terms of how they influence the transfer of luxury meaning and evaluative expression.



© Hak Cipta milik Politeknik Negeri Jakarta

Hak Cipta :

1. Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber :
 - a. Pengutipan hanya untuk kepentingan pendidikan, penelitian, penulisan karya ilmiah, penulisan laporan, penulisan kritik atau tinjauan suatu masalah.
 - b. Pengutipan tidak merugikan kepentingan yang wajar Politeknik Negeri Jakarta
2. Dilarang mengumunkan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin Politeknik Negeri Jakarta

For translators working in the fashion and promotional industry, particularly those translating bilingual Instagram captions or marketing content for fashion brands, this study provides practical insight into how translation choices can influence the way luxury meaning is maintained in bilingual promotional content. The findings show that Couplets, especially the combination of Modulation and Transference, are effective in preserving evaluative meaning, because the translator can adjust the expression to sound natural in Indonesian while still keeping important English fashion terms that carry a luxury impression. On the other hand, single Modulation needs to be used more carefully, especially when translating expressions related to Elegance and Style, because it may shift the main evaluative focus of the original expression. These findings may be particularly useful for freelance translators, in-house brand communicators, and content creators working with Indonesian fashion brands that publish bilingual promotional content, as they show that translation does not only transfer meaning, but also plays an important role in maintaining brand image and evaluative effect.

**POLITEKNIK
NEGERI
JAKARTA**



Hak Cipta :

1. Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber :
 - a. Pengutipan hanya untuk kepentingan pendidikan, penelitian, penulisan karya ilmiah, penulisan laporan, penulisan kritik atau tinjauan suatu masalah.
 - b. Pengutipan tidak merugikan kepentingan yang wajar Politeknik Negeri Jakarta
2. Dilarang mengumunkan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin Politeknik Negeri Jakarta

REFERENCES

- Al-Attar, M. M. H. (2024). *Appraisal language in examples of promotional discourse*, 278–296.
- Arikunto, S. (2010). *Prosedur Penelitian: Suatu Pendekatan Praktik*. Jakarta: Rineka Cipta.
- Brida, L., Nababan, M. R., & Santosa, R. (2025). A translation analysis of attitude in the motivational book *The 7 Habits of Highly Effective People: An appraisal perspective*. *Theory and Practice in Language Studies*, 15(8), 2701–2709. <https://doi.org/10.17507/tpls.1508.28>
- Chan, E. Y. (2024). *Luxury consumer behavior*. In *Consumer behavior in practice* (pp. 107–126). Springer. https://doi.org/10.1007/978-3-031-50947-6_6
- Cruse, D. A. (2004). *Meaning in language: An introduction to semantics and pragmatics* (2nd ed.). Oxford University Press.
- Denzin, N. K. (1978). *The Research Act: A Theoretical Introduction to Sociological Methods*. New York: McGraw-Hill.
- Diez-Arroyo, M. (2020). The pragmatics of luxury. *Círculo de Lingüística Aplicada a la Comunicación*, 83, 25–39. <https://doi.org/10.5209/clac.70561>
- Fazriani, L. S. (2026). Translation techniques used in translating Fiersa Besari's Instagram captions. *Argopuro: Jurnal Ilmu Bahasa*, 12(2), 1–10. <https://cibangsa.com/index.php/argopurojournal/article/view/7450>
- Ho, N. K. M. (2019). Evaluation in English and Chinese marketing communications: An adaptation of the appraisal framework for the genre of luxury fashion promotional texts [Doctoral thesis, Heriot-Watt University].
- Indriantnora, I., & Supono. (2013). *Pengertian Data dalam Penelitian Kualitatif*
- Juliati, L. (2024). Revealing language choices in Instagram ads for local beauty brands: Bilingualism perspective. *Language Horizon: Journal of Language Studies*, 12(1), 38–45.
- Kapferer, J.-N., Klippert, C., & Leproux, L. (2014). Pursuing the concept of luxury: A cross-country comparison and segmentation of luxury buyers' perception of luxury. *Journal of International Marketing*, 22(3), 82–101. <https://doi.org/10.1509/jim.14.0002>
- Khazanah, D., Kusumaningputri, R., Sampurna, H., Setiarini, R., & Anam, S. (2023). The 'face' of Indonesian cosmetics: Investigating language choices in local brand advertisement boards and consumers' preferences. *Indonesian Journal of EFL and Linguistics*, 8(1), 55–66. <https://doi.org/10.21462/ijefl.v8i1.579>



Hak Cipta :

1. Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber :
 - a. Pengutipan hanya untuk kepentingan pendidikan, penelitian, penulisan karya ilmiah, penulisan laporan, penulisan kritik atau tinjauan suatu masalah.
 - b. Pengutipan tidak merugikan kepentingan yang wajar Politeknik Negeri Jakarta
2. Dilarang mengumunkan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin Politeknik Negeri Jakarta

- Kondo, Y. (2018). A corpus-based study of the concept of ‘luxury’ using web-crawled corpora (enTenTen 2013 and ukWaC). *Corpus Pragmatics*, 3, 1–20. <https://doi.org/10.1007/s41701-018-0044-0>
- Larson, M. L. (1984). *Meaning-based translation: A guide to cross-language equivalence*. University Press of America.
- Martin, J. R., & White, P. R. R. (2005). *The language of evaluation: Appraisal in English*. Palgrave Macmillan.
- Moleong, L. J. (2010). *Metodologi Penelitian Kualitatif*. PT. Remaja Rosdakarya.
- Natrio, Y., & Yensasnidar. (2025). Constructing the “healthy self” on Instagram: An appraisal and critical discourse analysis of health narratives in social media captions. *Vivid: Journal of Language and Literature*, 14(1), 51–57. <http://dx.doi.org/10.25077/vj.14.1.51-57.2025>
- Newmark, P. (1988). *A textbook of translation*. Prentice-Hall International.
- Nida, E. A., & Taber, C. R. (1982). *The theory and practice of translation*. Brill.
- Nurlatifasari, R. (2025). Semantic translation errors in English captions of Indonesian F&B Instagram accounts: A qualitative analysis of persuasive language. In *Proceedings of the International Conference on Culture, Language, and Literature (ICCULL) 2025* (pp. 163–171). <https://doi.org/10.20961/iccull.2025.1211>
- Putri, H., & Hidayat, D. N. (2022). Discursive and social practices in Instagram captions: Evidence from Indonesia. *Loquen: English Studies Journal*, 15(1), 30–37.
- Putri, S. H. (2019). Translation procedures of cultural words in @tastemadeindonesia’s caption on Instagram [Undergraduate thesis, Universitas Brawijaya].
- Qi Yuan Liu, L., Ang, L. H., Waheed, M., & Mohd Kasim, Z. (2022). Appraisal theory in translation studies—A systematic literature review. *Pertanika Journal of Social Sciences & Humanities*, 30(4), 1589–1605. <https://www.pertanika.upm.edu.my/>
- Salsabila, R., Jumanto, J., & Rahayu, E. (2020). Translation strategies for cultural expressions in Garuda Indonesia’s inflight magazine Colors. *Jurnal Basis*, 7(1), 185–198.
- Santosa, R. (2021). *Metode penelitian kualitatif kebahasaan*. UNS Press.
- Seran, B. A. Y., Hartono, R., & Mujiyanto, J. (2022). The implementation of Newmark’s translation procedures in Colours magazine to achieve grammatical equivalence. *English Education Journal*, 12(2), 293–300.
- Sugiyono. (2013). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta



Hak Cipta :

1. Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber :
 - a. Pengutipan hanya untuk kepentingan pendidikan, penelitian, penulisan karya ilmiah, penulisan laporan, penulisan kritik atau tinjauan suatu masalah.
 - b. Pengutipan tidak merugikan kepentingan yang wajar Politeknik Negeri Jakarta
2. Dilarang mengumunkan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin Politeknik Negeri Jakarta

Suhartini, S. W., & Nugroho, A. B. (2023). Appraisal realization in *To All the Boys I Loved Before* novel and its Indonesian translation. *International Journal of Contemporary Studies in Education*, 2(3), 224–232. <https://doi.org/10.56855/ijcse.v2i3.658>

Sutisna, & Rustandi, T. (2023). Brand name language: Is it true that foreign brand names are more qualified, luxurious and modern? *International Review of Management and Marketing*, 13(3), 9–15. <https://doi.org/10.32479/irmm.14231>

Yang, Y. (2023). An analysis of the English translation of *My Cultural Mountains and Rivers* from the perspective of appraisal theory. *Lecture Notes on Language and Literature*, 6(11). <https://doi.org/10.23977/langl.2023.061104>

Zain, A. R., Nababan, M. R., & Santosa, R. (2023). An appraisal theory approach to translate an emotional dimension in *The Tell-Tale Heart*. *International Journal of Multicultural and Multireligious Understanding*, 10(6), 15–22. <https://doi.org/10.18415/ijmmu.v10i6.4622>

Zuchdi, D. (1993). *Panduan penelitian analisis konten*. Lembaga Penelitian IKIP Yogyakarta

**POLITEKNIK
NEGERI
JAKARTA**



Hak Cipta :

1. Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber :
 - a. Pengutipan hanya untuk kepentingan pendidikan, penelitian, penulisan karya ilmiah, penulisan laporan, penulisan kritik atau tinjauan suatu masalah.
 - b. Pengutipan tidak merugikan kepentingan yang wajar Politeknik Negeri Jakarta
2. Dilarang mengumunkan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin Politeknik Negeri Jakarta

CURRICULUM VITAE



Najma Irba Azzahra, born in Jakarta on April 21st, 2004, earned her Bachelor's degree in English for Business and Professional Communication from Politeknik Negeri Jakarta in 2026. During her academic journey, she developed knowledge and practical expertise in business communication, translation, professional writing, subtitle editing, interpreting, and cross-cultural communication.

Through coursework, academic projects, and organizational activities, she strengthened her analytical thinking, communication, and problem-solving skills. Throughout her studies, she completed internships at the Policy Analysis and Performance Center (Pusat Analisis Kebijakan dan Kinerja/PAKK), Ministry of National Development Planning of the Republic of Indonesia (Bappenas) and the Directorate General of Small, Medium, and Miscellaneous Industries (Ditjen IKMA), Ministry of Industry of the Republic of Indonesia. During these internships, she contributed to policy and administrative support, translated official documents, prepared meeting minutes and briefing materials, supported international cooperation activities, managed documentation through the SRIKANDI electronic archiving system, and assisted in data management for government programs. These experiences enhanced her professionalism, adaptability, organizational abilities, and communication skills while deepening her interest in business communication, public administration, and international cooperation. She aspires to contribute her knowledge and skills to professional environments that value effective communication, collaboration, and continuous learning.

Contact:

E-mail: najmaiazz21@gmail.com

LinkedIn: www.linkedin.com/in/najmairbaazzahra



- Hak Cipta :**
1. Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber :
 - a. Pengutipan hanya untuk kepentingan pendidikan, penelitian, penulisan karya ilmiah, penulisan laporan, penulisan kritik atau tinjauan suatu masalah.
 - b. Pengutipan tidak merugikan kepentingan yang wajar Politeknik Negeri Jakarta
 2. Dilarang mengumumkan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin Politeknik Negeri Jakarta

© Hak Cipta milik Politeknik Negeri Jakarta

APPENDIX

Code	SL	TL	Types	Evaluative Meaning in SL	Translation Procedures	Evaluative Meaning in TL	Relation
COM/01	effortless and wearable	gampang dan nyaman dipakai	Comfort	Reaction	Couplets: Synonymy + Modulation	Reaction	Maintained
COM/02	easy to layer	bisa dipadukan	Comfort	Reaction	Modulation	Reaction	Maintained
COM/03	versatile piece	vest ini fleksibel	Comfort	Valuation	Couplets: Synonymy + Expansion	Valuation	Maintained
COM/04	comfortable	nyaman	Comfort	Reaction	Synonymy	Reaction	Maintained
COM/05	soft touch	sentuhan lembut	Comfort	Reaction	Shifts/Transpositions	Reaction	Maintained
COM/06	fits right into moments like this	pas banget buat momen-momen kayak gini	Comfort	Reaction	Modulation	Reaction	Maintained
COM/07	easy to wear	nyaman dipakai	Comfort	Reaction	Modulation	Reaction	Maintained
COM/08	easy to style	mudah dipadupadankan	Comfort	Reaction	Modulation	Reaction	Maintained
COM/09	feels right	terasa pas	Comfort	Reaction	Through-translation	Reaction	Maintained
COM/10	very wearable	gampang dipakai ke mana saja	Comfort	Reaction	Couplets: Modulation + Expansion	Reaction	Maintained
COM/11	no better companion	nggak ada teman jalan yang lebih pas	Comfort	Valuation	Equivalence	Valuation	Maintained
COM/12	styling feel easy and unfussy	tampilannya terasa santai dan effortless	Comfort	Reaction	Couplets: Modulation + Synonymy	Reaction	Maintained
COM/13	fits just right	sudah pas di satu tas	Comfort	Reaction	Couplets: Modulation + Expansion	Reaction	Maintained
COM/14	easy choice	pilihan mudah	Comfort	Reaction	Shifts/Transpositions	Reaction	Maintained



Hak Cipta :

1. Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber :
 a. Pengutipan hanya untuk kepentingan pendidikan, penelitian, penulisan karya ilmiah, penulisan laporan, penulisan kritik atau tinjauan suatu masalah.
 b. Pengutipan tidak merugikan kepentingan yang wajar Politeknik Negeri Jakarta

2. Dilarang mengumumkan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin Politeknik Negeri Jakarta

© Hak Cipta milik Politeknik Negeri Jakarta

COM/15	never felt like the wrong choice	nggak pernah sekalipun terasa kayak pilihan yang salah	Comfort	Reaction	Couplets: Through-translation + Expansion	Reaction	Maintained
COM/16	light	ringan	Comfort	Reaction	Synonymy	Reaction	Maintained
COM/17	designed to move every moment with quiet confidence	dirancang untuk menemani setiap momen dengan percaya diri yang tenang	Comfort	Valuation	Modulation	Valuation	Maintained
COM/18	designed for daily wear	untuk melengkapi look sehari-harimu	Comfort	Valuation	Couplets: Modulation + Transference	Valuation	Maintained
COM/19	versatile	versatile	Comfort	Valuation	Transference	Valuation	Maintained
COM/20	adapt easily	mudah di-style	Comfort	Reaction	Modulation	Reaction	Maintained
ELE/01	polished touch	sentuhan rapi dan chic	Elegance	Valuation	Couplets: Synonymy + Expansion	Valuation	Maintained
ELE/02	elegant	elegan	Elegance	Valuation	Naturalization	Valuation	Maintained
ELE/03	looks elegant	terlihat elegan	Elegance	Valuation	Couplets: Through-translation + Naturalization	Valuation	Maintained
ELE/04	find beauty in unexpected places	lihat keindahan di tempat yang nggak disangka	Elegance	Reaction	Modulation	Reaction	Maintained
ELE/05	warm	warna yang hangat	Elegance	Reaction	Expansion	Reaction	Maintained
ELE/06	beautiful range of colors	pilihan warna yang cantik	Elegance	Reaction	Modulation	Reaction	Maintained
ELE/07	something soft	warna soft	Elegance	Reaction	Couplets: Transference + Expansion	Reaction	Maintained
ELE/08	clean look	tampilan simple	Elegance	Composition	Synonymy	Composition	Maintained
ELE/09	beautiful patterns	pattern yang cantik	Elegance	Reaction	Couplets: Synonymy + Transference	Reaction	Maintained



- Hak Cipta :**
1. Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber :
 - a. Pengutipan hanya untuk kepentingan pendidikan, penelitian, penulisan karya ilmiah, penulisan laporan, penulisan kritik atau tinjauan suatu masalah.
 - b. Pengutipan tidak merugikan kepentingan yang wajar Politeknik Negeri Jakarta
 2. Dilarang mengumumkan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin Politeknik Negeri Jakarta

© Hak Cipta milik Politeknik Negeri Jakarta

ELE/10	charming	manis	Elegance	Reaction	Synonymy	Reaction	Maintained
ELE/11	looks so simple yet elegant	tampil simple, tapi tetap berkelas	Elegance	Valuation	Couplets: Modulation + Transference	Valuation	Maintained
ELE/12	feeling effortlessly special	tampil istimewa dengan cara yang effortless	Elegance	Valuation	Couplets: Modulation + Transference	Valuation	Maintained
ELE/13	fluid silhouettes	siluet yang mengalir	Elegance	Composition	Couplets: Naturalization + Shifts/Transpositions	Composition	Maintained
ELE/14	calm in form	siluet yang tenang	Elegance	Composition	Couplets: Synonymy + Shifts/Transpositions	Composition	Maintained
ELE/15	refined in detail	detail yang rapi	Elegance	Composition	Couplets: Synonymy + Shifts/Transpositions	Composition	Maintained
ELE/16	refined lines	garis yang rapi	Elegance	Composition	Couplets: Synonymy + Shifts/Transpositions	Composition	Maintained
ELE/17	polished gold hardware	aksen gold hardware	Elegance	Composition	Couplets: Reduction + Transference	Composition	Maintained
ELE/18	silhouette designed for comfort and grace	siluet yang nyaman dan anggun saat dikenakan	Elegance	Composition	Couplets: Naturalization + Modulation	Composition	Maintained
ELE/19	a heartfelt choice	pilihan penuh makna	Elegance	Reaction	Modulation	Valuation	Shifted
ELE/20	captivating	memikat	Elegance	Reaction	Synonymy	Reaction	Maintained
ELE/21	special	istimewa	Elegance	Valuation	Synonymy	Valuation	Maintained
ELE/22	stunning colors	warna yang menawan	Elegance	Reaction	Couplets: Synonymy + Shifts/Transpositions	Reaction	Maintained
ELE/23	serene	tenang	Elegance	Reaction	Synonymy	Reaction	Maintained
ELE/24	elegance rather than excess	keindahan tanpa berlebihan	Elegance	Valuation	Modulation	Reaction	Shifted
ELE/25	effortless poise	nuansa elegan yang effortless	Elegance	Valuation	Couplets: Modulation + Transference	Valuation	Maintained



- Hak Cipta :**
1. Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber :
 - a. Pengutipan hanya untuk kepentingan pendidikan, penelitian, penulisan karya ilmiah, penulisan laporan, penulisan kritik atau tinjauan suatu masalah.
 - b. Pengutipan tidak merugikan kepentingan yang wajar Politeknik Negeri Jakarta
 2. Dilarang mengumumkan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin Politeknik Negeri Jakarta

© Hak Cipta milik Politeknik Negeri Jakarta

ELE/26	beautiful dimension	dimensi indah	Elegance	Reaction	Couplets: Naturalization + Shifts/Transpositions	Reaction	Maintained
ELE/27	thoughtful composition	komposisi yang penuh perhatian	Elegance	Composition	Couplets: Naturalization + Shifts/Transpositions	Composition	Maintained
OPU/01	subtle shine	sentuhan kilau	Opulence	Reaction	Couplets: Modulation + Reduction	Reaction	Maintained
OPU/02	bright	cerah	Opulence	Reaction	Synonymy	Reaction	Maintained
OPU/03	shine	shine	Opulence	Reaction	Transference	Reaction	Maintained
OPU/04	sparkle	sparkle	Opulence	Reaction	Transference	Reaction	Maintained
OPU/05	bring the glam	ngasih sentuhan glam	Opulence	Reaction	Couplets: Modulation + Transference	Reaction	Maintained
OPU/06	grand	megah	Opulence	Valuation	Synonymy	Valuation	Maintained
OPU/07	statement bead embellishments	detail bead statement	Opulence	Composition	Couplets: Shifts/Transpositions + Transference	Composition	Maintained
OPU/08	intricate floral beading	aksen floral dengan sentuhan manik-manik	Opulence	Composition	Couplets: Reduction + Transference	Composition	Maintained
OPU/09	delicate crystal embellishments	sentuhan kristal	Opulence	Composition	Couplets: Reduction + Naturalization	Composition	Maintained
OPU/10	shimmer softly	memberi kilau yang cantik	Opulence	Reaction	Modulation	Reaction	Maintained
OPU/11	catch the light	memantulkan cahaya	Opulence	Reaction	Modulation	Reaction	Maintained
OPU/12	subtle iridescent effect	efek iridescent	Opulence	Reaction	Couplets: Reduction + Transference	Reaction	Maintained
OPU/13	let it sparkle	biarkan berkilau	Opulence	Reaction	Through-translation	Reaction	Maintained
STY/01	timeless details	detail yang timeless	Style	Valuation	Couplets: Transference + Shifts/Transpositions	Valuation	Maintained
STY/02	gold-toned buttons	kancing gold-tone	Style	Composition	Couplets: Transference + Shifts/Transpositions	Composition	Maintained



- Hak Cipta :**
1. Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber :
 - a. Pengutipan hanya untuk kepentingan pendidikan, penelitian, penulisan karya ilmiah, penulisan laporan, penulisan kritik atau tinjauan suatu masalah.
 - b. Pengutipan tidak merugikan kepentingan yang wajar Politeknik Negeri Jakarta
 2. Dilarang mengumumkan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin Politeknik Negeri Jakarta

© Hak Cipta milik Politeknik Negeri Jakarta

STY/03	modern shape	siluet modern	Style	Composition	Couplets: Synonymy + Shifts/Transpositions	Composition	Maintained
STY/04	artistic details into patterns made to be worn	detail artistik yang kini bisa kamu pakai	Style	Composition	Couplets: Reduction + Naturalization	Composition	Maintained
STY/05	bold energy	energi yang berani	Style	Reaction	Couplets: Naturalization + Shifts/Transpositions	Reaction	Maintained
STY/06	confident	percaya diri	Style	Reaction	Synonymy	Reaction	Maintained
STY/07	your look to stand out just a little more	tampilan terlihat sedikit lebih standout	Style	Reaction	Couplets: Modulation + Transference	Reaction	Maintained
STY/08	the ultimate Parisian essential	the ultimate Parisian essential	Style	Valuation	Transference	Valuation	Maintained
STY/09	lifts the whole outfit	bikin keseluruhan outfit terasa lebih hidup	Style	Reaction	Couplets: Modulation + Transference	Reaction	Maintained
STY/10	one detail that makes it fun	satu detail ini bikin look jadi lebih playful	Style	Reaction	Couplets: Modulation + Expansion	Reaction	Maintained
STY/11	slouchy silhoutte	bentuk slouchy-nya	Style	Composition	Couplets: Transference + Synonymy	Composition	Maintained
STY/12	shape everyone loves	bentuk tas yang selalu jadi favorit	Style	Reaction	Couplets: Modulation + Expansion	Reaction	Maintained
STY/13	makes the whole look feel done	bikin look nya keren dan elevated	Style	Reaction	Couplets: Modulation + Transference	Reaction	Maintained
STY/14	lifts the whole scene	bikin suasana terasa lebih hidup	Style	Reaction	Modulation	Reaction	Maintained
STY/15	thoughtfully designed	dirancang dengan detail	Style	Valuation	Modulation	Composition	Shifted
STY/16	cute details	detailnya lucu	Style	Reaction	Shifts/Transpositions	Reaction	Maintained



- Hak Cipta :**
1. Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber :
 - a. Pengutipan hanya untuk kepentingan pendidikan, penelitian, penulisan karya ilmiah, penulisan laporan, penulisan kritik atau tinjauan suatu masalah.
 - b. Pengutipan tidak merugikan kepentingan yang wajar Politeknik Negeri Jakarta
 2. Dilarang mengumumkan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin Politeknik Negeri Jakarta

© Hak Cipta milik Politeknik Negeri Jakarta

STY/17	suit different moods and occasions	dapat menyesuaikan berbagai mood dan momen	Style	Valuation	Couplet: Modulation + Transference	Valuation	Maintained
STY/18	classic	klasik	Style	Valuation	Naturalization	Valuation	Maintained
STY/19	elevate the look	memberi sentuhan elevated pada keseluruhan tampilan	Style	Valuation	Couplet: Modulation + Transference	Valuation	Maintained
STY/20	symbols that still hold meaning	simbol-simbol yang bermakna	Style	Valuation	Couplet: Reduction + Naturalization	Valuation	Maintained
STY/21	symbolism of purity and renewal	makna kemurnian dan pembaruan	Style	Valuation	Modulation	Valuation	Maintained
STY/22	bold embellishments	aksen yang standout	Style	Composition	Modulation	Composition	Maintained
STY/23	iconic B monogram	signature B monogram	Style	Valuation	Couplet: Synonymy + Transference	Valuation	Maintained
STY/24	right pop of color	sentuhan warna yang pas	Style	Reaction	Modulation	Reaction	Maintained
STY/25	brighten the entire outfit	mencerahkan keseluruhan outfit	Style	Reaction	Couplet: Through-translation + Transference	Reaction	Maintained
STY/26	distinctive charm	karakter yang khas	Style	Valuation	Modulation	Valuation	Maintained
STY/27	instantly recognizable character	ciri yang langsung terasa	Style	Valuation	Modulation	Valuation	Maintained