

AUDIO VISUAL TRANSLATION OF COCA COLA VIDEO “OPEN HAPPINESS” POTENTIALLY MEANING TO TRANSLATIONS FROM MULTINATIONS

Mujazin

Department of Teacher and English Education
Muhammadiyah University of Surakarta
mujazin@yahoo.co.id

Abstract

*This research is aimed at describing the visual and non-visual advertisement that can attracts consumer's interest for the product, and proving that the effective marketing to deliver the message is by advertising and branding the product based on local wisdom and culture. When it is good in marketing, informative and communicative, it will be a solution of global market, recently the consumers are not directly attracted to advertisement because of bad marketing. This article is a qualitative research, it describes the phenomena of Coca cola branding on TV, Net. The strategy is the key success of marketing to achieve the profit and bring the messages delivered. The global branding delivered by Coca cola opens insight of strategy to grasp the prospective consumers. The topic of the recent video advertisement on TV, Net called **open happiness**. This strategy is created to fasten the effect of advertisement for consumers, positive response to buy the product. However there is a challenge to opt the right culture for branding the product. After research, It is found that great success in marketing because it uses both methods of marketing textual and graphic one. Those two reflect on political and cultural aspects of targetted language.*

Keyword: advertisement, audio visual translation, branding, deliver.

Abstrak

Penelitian ini bertujuan untuk menggambarkan iklan visual dan non-visual yang dapat menarik minat konsumen terhadap produk, dan membuktikan bahwa pemasaran yang efektif untuk menyampaikan pesan adalah dengan mengiklankan merek produk berdasarkan kearifan lokal dan budayanya. Ketika baik dalam pemasaran, informatif dan komunikatif, itu akan menjadi kunci sukses dalam pasar global, saat ini konsumen tidak langsung tertarik pada iklan karena pemasaran yang buruk. Artikel ini adalah penelitian kualitatif, menggambarkan fenomena branding Coca cola di TV (Open Happiness), Net. Branding global yang disampaikan oleh Coca cola membuka wawasan tentang strategi untuk memahami calon konsumen. Topik iklan video terbaru di TV, Net disebut Open Happiness. Strategi ini dibuat untuk mempercepat efek iklan bagi konsumen dan mendapatkan respon positif dan membeli produk. Namun ada tantangan yaitu memilih budaya yang tepat untuk branding produk. Setelah penelitian, Ditemukan bahwa sukses besar dalam pemasaran yaitu menggunakan metode pemasaran tekstual dan grafis. Keduanya mencerminkan aspek politik dan budaya Bahasa sasaran.

Kata kunci: iklan, terjemahan audio visual, branding, pengiriman.

1. Introduction

The impact of globalization era makes communication and cooperation between countries inevitable. In today's world, it is almost impossible for a country to live alone without coexisting and cooperating with other countries. One kind of cooperation that happens is the increasingly widespread international trade. This interstate trade is one clear example that a country is not enough to depend only on the domestic market but also requires the consumers from abroad to increase the profit of the private sector as well as the government.

In the field of trade, one of the most effective ways to introduce goods or services to foreign markets is through advertising media. Aiwei (2010) says: "To do business and to sell well, you naturally need to introduce your product to the internet." However, when ads have been created, language barriers are often a problem of their own. Manufacturers communicate the products they sell through the words that appear on the ad. This is done so that consumers know the products sold and expected to buy the product. But when this communication tool can not be understood by consumers or target consumers, the producer's goals can not be achieved. This is where the ad translator takes over the role as a bridge of communication between producers and target consumers.

The ad translator has many unique aspects to recognize. This is because ads have separate language characters that are different from other text genres. In addition, ads have a variety of media such as: billboard, pamphlets, banners, audio-visual ads, radio ads, print ads, and more. Diverse media and special language characters require certain ways of translating ad languages.

Localization has recently become a fairly commonly spoken jargon in the context of translation. As subjects are increasingly popular in the realm of translation practice, localization is increasingly being encountered in the day-to-day work of translators. Although basically the translation in the localization process is more or less the same as the general translation, there is a misconception that the two are different. There is even an opinion that translation in the process of localization can produce a better translation than ordinary translation. This paper will attempt to describe the process of localization of branding, indicating that there is success story of branding a product by audiovisual based on local culture.

In The Globalization Industry Primer, *LISA*, Localization Industry Standards Association, defines localization as a process of changing products or services to meet different needs in different markets (Arle, 2007, p.11). This definition shows that the localization process is not merely about translation; but also about some other factors that are also as important as translation (such as global business orientation). Unlike the general translation that changes the text in a language to another language; The localization process transforms an entire product or service aimed at a market into a product or service that can be received for other markets. In the same issue, it is mentioned that localization besides covering linguistic issues also includes physical, business and cultural issues, and technical issues. Here is the challenge of the company to be creative in advertisement. The company has its best product but rarely can succeed in promotion. The researcher wants to describe the success of Coca Cola in global branding. Success in branding with economic impact and success in promoting local culture for branding the product.

2. Research Methods

This research is qualitative. The method used in this research is descriptive method, that is fact-based method that exists or in this case the phenomenon of television advertisement that aired on Indonesian TV station. Data in the form of some television Coca Cola ads containing elements of translation and airing in Indonesia from 2009 until now.

The research step is data collection, data processing and exposure of data processing result. In the data collection technique used note-taking record with the steps as follows. First, observing and paying attention to various television ads containing Coca cola advertisements. After obtaining the data, the authors recorded and analyzed the translation from multinationals based on the video.

2.1 Types of Language for Advertisement

Research on the translation of ads has been done, especially since advertising into a medium of cross-world promotion. One of them is conducted by Aiwei (2010) which examines the advertising translation strategy based on the language variety. In his research, Aiwei first classified the language of advertising as a variety of languages that have its own character. Aiwei groups some of the ad language characters as follows:

1. Concise
Guo (in Aiwei, 2010) says that advertising language puts the principle of KISS (Keep it Short and Simple). In other words, brevity becomes one of the key elements in the language of the ad. Compact words will be easy to remember by the target consumers and hopefully this will have a good impact for the sale of the product in question.
2. Clarity (Clarity)
Clarity in the language of advertising means the choice of sentences that are easy to understand and avoid sentences of ambigue.
3. Comparative and superlative construction
The use of comparative and superlative constructs shows consumers what products are better and worth consuming. In practice, many ads that even vulgarly contrast their products with other products. This has been the highlight when several mobile phone operators are competing to promote their products in 2010. Although it is not prohibited but it can cause a negative image in the eyes of customers. To avoid this, the use of comparative and superlative constructs can't be applied.
4. Neologism
The language of advertising uses a lot of neologism or words, expressions, and terms that are formed from familiar words to create new meaning.
5. Repetition
Important information from a product is often repeated several times in ads to emphasize the message for the target consumer.
6. Avoid difficult terms
Referring to the KISS principle discussed earlier, simple also means that many advertising languages use common terms or, in other words, do not use difficult terms because they are at risk of confusing customers.
7. Promising function
The advertising language accommodates many of the promises made by manufacturers when consumers use their products.
8. Rhetoric
According to Bradford (in Kristina, 2006) rhetoric is an art of speech relating to the art of public speaking as tools for persuasion. Rhetoric became one of the strongest characteristics in the language of advertising. With precisely applied rhetorical elements, the offered value is able to attract the attention of the target consumers.

The eight different ad languages above have the same goal, which is to convey the benefits of the product concerned in the hope that the viewer / reader is interested in

purchasing the product. A translator needs special strategies and techniques to accommodate the above languages so that the desired effect of the source language text (TBSu) text writer can be communicated to the consumer.

2.2 Research - Related Research on Ads Translation

In previous studies (Zequan, 2003; Smith, 2006; and Aiwei, 2010) the study focused only on target ads text. Aiwei (2010), as discussed above, examines the translation strategies of various ad languages. Aiwei focuses his research on advertising products from China that are translated into English. Another case with Smith (2006) who reviewed the translation of the English ad title and translation in Russian. In his research, Smith also looked at changes in the rhetorical element of source advertising and target advertising. Meanwhile, Zequan (2003) focuses his research on the phenomenon of loss and gain of English beauty product translation translations into Chinese using a systemic linguistic approach functional.

Another research is presented by Guidere (2003) who calls that the conversion of ads from one language to another at least include two elements, namely: text and graphics. Text means everything about product information relating to words, while graphics are non-linguistic ornaments that appear on different types of ads, for example: the composition of colors, interiors, actors, layouts, scenes in audio-visual advertisements, and so on. Guidere argues that in translating advertisements, these two things are necessary considered in accordance with the cultural and political norms of the country that is the target language. This is based on the fact that it may be, for example, that a word or symbol appearing in an advertisement must be changed, omitted, or added to the target language text to avoid cultural conflict or political conflict. It is on this basis that Guidere says that in advertising translation, the translator not only concentrates on textual messaging but also needs to consider the various non-linguistic ornaments that exist in the source advertisements.

In Indonesia found the translation ads that aired on television. Translators often add subtitles to the respective advertisements or do voiceover. In addition, textual elements that appear on the television screen also translated so that the ads is easily understood by target consumers. Examples of advertising translation products in Indonesia can be seen in the Lemon Water & Orange Water advertisement “What Makes a Champion” starring boxing world champion Manny Pacquiao, as well as UC1000 ads starring Miss Universe beauty contest winners. These English-language ads are accompanied by subtitles when aired on television.

2.3 Adaptation and Localization in Ads Translation

In addition to explaining the textual and graphical elements of advertising translation, Guidere also explains the terms of adaptation and localization. Guidere explains that recently there has been a transition in the translation of advertising from adaptation to localization. Guidere exemplifies the adaptation of the Tissot luxury advertisement advertisement translation. In the French version, this product tagline translates to “blue planet”. Meanwhile, the Arabic translation version is changed to “our mother, the Earth”.

As with adaptation, today’s advertising, according to Guidere, takes into account the cultural and political aspects of the target language so that there is adaptation to the verbal and adaptation aspects of non-verbal elements. Adaptation to the verbal aspect appears in English-language ad translations into Arabic. Letters that appear on the screen (in the case of ads Audio visual) will switch from the Latin alphabet to the Arab alphabet. Meanwhile, the replacement of actors, layouts, scenes, even storylines is also possible to generate acceptable ads for target consumers. An advertising translation involving both verbal and non-verbal

adaptations is what Guidere calls localization.

Referring to Newmark's (1988) theory of the definition of translation methods and Molina & Albir (2002) on the different techniques and methods of translation, Guidere's terms can be more thoroughly examined. When talking about full-fledged ad translations, localization understanding refers to adaptation as a method because it is at the macro level. Newmark defines adaptation as the most free method of translation where plots, characters, settings and themes are maintained but elements of the source language culture are replaced by the target language's cultural elements. One example of adaptation is the adaptation of Shakespeare's Macbeth drama adapted by W.S. Rendra and played at Taman Ismail Marzuki in 1994 (Machali, 2009).

Because in adaptation practice translators tend to reconstruct the source text according to their creativity, some experts argue that adaptation is different from translation. Adaptation works are more likely to be adaptations, works inspired by other works, displayed differently, but still retain some of the same components or tend to be similar to the original work. This is contrary to the basic concept of translation ie, the transfer of meaning from a text into another language in accordance with the original author's intended intent (Newmark, 1988). Meanwhile, adaptation as a technique expressed by Molina & Albir (2002) as a diversion of cultural elements of a less familiar source language becomes a more easily understood cultural element for the target reader. In contrast to Newmark (1988) which addresses adaptations at the macro level, the adaptations discussed by Molina & Albir (2002) refer to the micro level. The example given by Guidere about the translation of the Tissot watch slogan is an example of adaptation as a technique because the example is speaking on Just sentence (micro). Meanwhile, when talking about different source and target ads that include non-verbal elements; Such as Latin alphabet changes to Arabic, the replacement of actors, scenes, means the discussion shifts to the realm of macro-level and can be regarded as an adaptation as a method.

Another example can be seen in the 2009 Coca Cola Brrr advertisement version of English and Indonesian.

BSu: It's Brrr on the Coke side of life.

BSa: Brrr in life ala Coca Cola

From the translation of the tagline above can be reviewed translation techniques used. The translator appears to apply the reduction technique by partial omission of the words to the TBSu and also to transfer the message implicitly. In the macro discussion, it can be seen that overall there are different advertising concepts on the Indonesian version. The English version of the ad tells the story of some blacks and whites who are surprised by the sensation they get after drinking Coca Cola. This ad is also aired in Indonesia, but to make the product closer to the consumer, the producer made an Indonesian version with the cast of a few Indonesians who were asked for opinions regarding the sensation of Coca Cola products. The essence of the message is the sensation that consumers get after drinking Coca Cola products are maintained. The essence of this message is maintained because this is what the producers want to convey to the target consumers. Thus it can be said that this ad uses adaptation method.

Based on the above explanation, it can be concluded that the translation of ads can refer to two different things, namely (1) translation by maintaining textual meaning, and (2) adaptation of source advertising. Because there are two different ways of translating, the

translation product is divided into two, namely (1) textual translation products, and (2) the adaptation / localization translation product.

2.4 Ads Translation Strategy

Regardless of the decision to adapt or localize the source ad text, which is not only a translator's decision, the "translation" ad is also expected to remain attractive to the target consumer. This is of course related to the profit orientation toward products offered. In connection with this objective, as noted earlier, the creativity of a translator is also needed in translating the advertisements so that the messages the producer can reach the target consumers.

To produce qualified ad translations Aiwei (2010) defines several different ad language languages that are correlated with translation strategies. This translation strategy can later be realized in various techniques according to the needs of the translator. An explanation of the advertising translation strategy is as follows:

1. Maintain concision or conciseness

Ad language is expected to use as many words as possible but still contains the desired meaning of the manufacturer. Another consideration is that with this succinct language, target consumers can understand the message conveyed by the manufacturer. In translating, clarity must also be maintained and emphasized.

If the information contained in the source language can be understood easily in the target language, then the information can be emphasized by borrowing techniques. For example the translation of UC1000 multivitamin product advertising tagline "Healthy Inside, Fresh Outside". Rather than literally translating this tagline into "Healthy inside, Fresh on the outside", which sounds strange, lacking early-catching, and contains more syllables; The translator chooses to maintain the brevity with borrowing techniques. As a result, the lending technique applied makes the product tagline more concise and highly early-catching.

In another example of the 2009 Olay Total Effects advertisement that converted the voice into Indonesian, the emphasis on message conundrums appeared at the end of the following ad impressions:

BSu: With Olay Total Effect, You'll love the skin you're in.

BSa: With Olay Total Effect, love your beautiful skin!

Translators prefer to summarize the meaning of the BSu with reduction and transposition techniques. Reduction appears in translations containing implicit source information. Meanwhile, transpositions appear in declarative constructs that are transformed into imperatives on the BSu. The translation becomes more concise than the literal translation "With Olay Total Effect, you will love your skin".

2. Accommodate clarity of information

Ads should contain clear information and contain no taxa sentences. Thus the target consumers can understand the content of existing messages. On the other hand, the translator should accommodate the clarity of the source advertising information in the target ads. An example of clarity of information appears in the following Ximena Navarrete UC1000 advertisement quote:

BSu: dislike his balding head

BSa: does not like the thinning of her hair

In the example above, the translator translates his balding head with literal translation but chooses a more polite diction, ie, the thinning of his hair. Application The strategy of information clarity through such literal techniques will make the reader easy to understand the content of advertising messages as a whole.

3. The use of comparative and superlative constructs to obtain certain effects
Comparative and superlative constructs can be used so that persuasive effects that represent the value of selling the product can be communicated.

BSu: How we look affects us. But most important is our health.

BSa: Our appearance has a big effect. But health is much more important.

The above example is taken from UC1000 advertising translation. The translator maintains the BSU's comparative form in order to obtain the persuasive effect of the advertised product.

4. The use of neologism to bring about something new
Neologism or the formation of new words or expressions can be raised to get something icons for the product in question. The use of neologism with adaptation techniques was once shown in one version of the Coca Cola ad using the source "Brr on the Coke side of Life" source tagline. One of the translated versions uses a tagline tailored to Indonesian pronunciation by bringing neologism to "Brrrrsmangat in life ala Coca Cola". The advent of Brrrs envy makes the product more iconic so it's easy to remember by target consumers. In this example, borrowing is done by defending the word Brr and the addition is done by adding the word spirit.
5. Avoid difficult terms
Some products have ingredients that are often unfamiliar with ordinary people. For example cosmetic ads that contain a variety of vitamins and other substances that are useful for the skin. The names of these vitamins and other substances do not need to be mentioned in advertisements. Translator Can eliminate these difficult terms or replace them with words that are more familiar to ordinary people.
6. The superiority of the product is preferred
The main purpose of advertising is to inform the superiority of the product to the target consumers. As with the strategies described earlier, the preeminence of product superiority can be applied with various translation techniques. One of them with the following loan techniques:

BSu: with UC1000, Healthy Inside, Fresh Outside

BSa: with UC1000, Healthy Inside, Fresh Outside

The above multivitamin product tagline is borrowed by the translator with the intention of maintaining the sale value or product superiority. The priority of product superiority through borrowing technique is done with the consideration that the vocabulary used is easily understood by the target consumer of the product. In addition, to maintain the branding that is already attached to the product in question.

7. Repetition of the same words
Repetition of words can have a special effect for the target consumers. With repetition, consumers easily remember the repetition and the consequences will be easy to remember with the product offered. Aiwei (2010) exemplifies the translation of hygiene products in China into English as "Saving your money, Saving your effort."

8. Cultural language considerations of source and target language
This strategy refers to the selection between the two types of pre-defined ad translations. If source ads have many unacceptable cultural elements for target consumers, then adaptation / localization can be selected. While if it is perceived source ads are quite acceptable to the target consumers, translation by maintaining textual meaning can be done.

3. Result and Discussion

This paper will not discuss the campaign, but it focuses on the latest Coca-Cola campaign which is more interesting to discuss. The video the result of mixing various TV ad campaign Coca-Cola from various corners of the world. The result of mixing is pretty cool in my opinion, inspired. Let see how Coca-Cola is campaigning through television commercials. What is the point and message of the ads. The first thing is, the red line theme of marketing communications conducted by Coca-Cola. Pieces of various television ads in various countries are all about fun. In accordance with the theme **“Open happiness”**.

it cares with segmentation; We know that Coca-Cola products target young people as their consumers. In various pieces of the video we see a variety of teenagers as the cast of the ad, and also the artists who represent themselves. The producer hires the artist especially youth artist to catch the market of local youth and teenagers. Teenagers artist can sell the product and translate the spirit of Coca cola. The spirit of cheer and fresh is really identic with teenagers and Coca cola. The producers avoid the aged artist for the branding because it will contrast with image of Coca cola so far. Because they do not represent teenagers or young people who are Coca-Cola’s target markets.

Other things we can see are localization, use of artists or local endorsers from each country. Indonesia is seen using Ipong, Ello and several other teen artists. For other countries also similar. Then the language used is the language of each country.

Furthermore we see how Coca-Cola translates joy in each country. **“Open happiness”** can be interpreted to be various in every country. As for example, cheerful in the office, cheerful at home, cheerful in the playground, cheerful on the street, cheerful through singing, cheerful through jig, and others. Different translations in each country are intended to be more appealing to potential customers of Coca-Cola itself. The difference is also seen in the use of different environments seen from the pieces of these ads. A variety of royal garden environment, outdoor atmosphere, music studio, indoor party, home atmosphere, concert atmosphere, etc. are also visible from the pieces of the ad. This may also be aimed at showing the multi-functional and multi-atmosphere of Coca-Cola.

From the above discussions, it appears that Coca-Cola is trying to be more down to earth with its customers, this is called **“Think gobal, act local”**. Campaigns are costly, indeed, because creating advertisements for each country is certainly not a cheap thing. But in some cases, something closer to the consumer would have a greater chance of being chosen, or at least more considerable than the less familiar Brand.

Some countries in Asia are trying hard to define their country as Truly Asia (Asia actually), **“If you want to see Asia, please come to my country, do not mention any country.** The problem is, all they do is making one-sided claims, slogans, various promotions stating that they are the real Asia. The culture is the hallmark of the Asian people, and culture is often a country highlighted in advertising about Asia. We will see how Coca cola market its product. Coca-Cola’s marketing communication has been trying to showcase emotional benefits to consumers, the feature its functional benefits. Coca-Cola is doing a campaign that I call **“Think global, local act”**. Outline: **“Open Happiness”**, then every country translates

the Open Happiness.

Translating the video of cocala is by creating themes that are most familiar to them, something that can touch their hearts, something that can be their friend, something that is “resonating benefit”, something that is customer value. We will look at the translation themes of various countries about “Open Happiness”. Then, what to do with the Branding of a country? Let’s take a look at the translated video from several countries.

Coca-cola Malaysia in <https://www.youtube.com/watch?v=QtKsrLLnX9I>, [TVC] Coca-Cola - ***Open Happiness Malaysia***.

Translation of Open happiness? As the joy of young people who share, optimistic view. Then the visualization: We see the urban visualisation, the atmosphere of the roadside cafe, the young workers, then how Coca-Cola change someone from the state of lethargy, to be refreshed again. Coca cola effect can change the attitude. Coca cola can make comunal pleasure for youth. Everyone is happy if he drinks Coca Cola in school canteen and everywhere. The situation of meeting melts between youth. Combination of restaurant and youth with coca cola in their hand make the conversation melts. Youth feel happiness by Coca cola in their hand.

Coca-Cola Indonesia in <https://www.youtube.com/watch?v=gtQOSao24Qk>, Open happiness Indonesia

The thing captured from this video, happiness is translated as sharing joy, and about giving others to make happy. Then the visualization tells Happiness through the fun in the restaurant, campus, mall. All display beautiful things. When one is in success should thank God by sharing the happiness to others. Coca cola symbolizes happiness by giving to all, especially to youth. Coca cola explains pleasure of Indonesian youth through smiles, laughs and jokes. Open happiness is translated to be helpful to others, even only to open a bottle, it’s done together, no matter how easy is to open the bottle. It’s popular to call in Indonesia “Gotong royong”, it means doing a job for public use like road, bridges are often worked together. It symbolizes togetherness in Indonesian society. All symbolize Asia.

Coca-cola Singapore in <https://www.youtube.com/watch?v=-YyxRf9FJ-s> ,**openhappiness Singapore**

Lyrics does not seem to have changed with the original lyrics. Young Singaporeans already understand all English, so no need to be translated further, just adjusted his beat only. Regarding the visualization, we see Open Happiness translations as a fun at the mall, show, watching concerts, joking fun displayed by both artists, and the fun of the dancers who jog along.

Coca-cola China in <https://youtu.be/Uzb64EOOW4Q?t=64>**open happiness in China**

We look again at the concert theme as a dominating theme on this video. Once exhausted with various routines, a song will make life more vibrant and cheerful. Does a concert symbolize Asia? The concert with coca cola change the mood in office, malls and even in concert itself. The concert without coca cola seems to be gloom. Coca cola opens happiness in many situations especially youth. Coca cola creates emotional happiness, from then it moves the body of youth in the concert, offices, disco and malls.

Coca-cola Japan in <https://www.youtube.com/watch?v=ySz7gJda6f8>, open happiness Japan

Theme taken is a walk in the city, with various animals such as dogs, pigeons and penguins singing about Happiness. Animals can join the happiness of its master. And Coca cola plays role to join between human and animal to share happiness. Sharing happiness opens to all, not only to human being but also for animals can taste the happiness by Coca cola.

Coca-cola Thailand <https://www.youtube.com/watch?v=iqlnUSv6sa0>, open happiness Thailand

In this video shows how Thai love their culture even youth, the dress they use performs combination of traditional dress with skyscraper as background. The dress, color and artist bring happiness to viewers. Those things are identic also with coca cola branding. Bright and youth combined with traditional performance carries special happiness in them. The branding of coca cola is successful in Thailand by joining youth and cheerfull emotion. Coca cola combine classic and tradional one, between tradional dress with modern stylistic background. It carries unique happiness in Thailand.

From some videos above the authors see the cummon similarities from the artist, background and the spirit of Coca cola branding in every country. The producers hire teenageers artist to represent the product. It is not free from the goal of Coca cola itself to target the youth for its customers. Artist on hit will be easy to attract the audiences and get their attention for product branding. In addition, the background of the bright color, cheerfull music are identic with the spirit of teenageers to get attention and at the same time audiences and consumers will know the product and purchase it. Even there is difference in the hiring animals like dogs and pinguins to promote Coca cola but thus animals can bring same nuance of cheer, attractive and spirit. They are just analogy of how youth situation in their age and how they can be like that also because of Coca cola. Combination of spirit of Coca cola to bring cheer while drinking and the youth with energetic move. Economically it will good and also good for branding.

Every country has its unique meaning to translate the slogan “open happiness”. Happiness for all, happiness for human and animals. Coca cola symbolizes happiness with cheer of teenageers, background color and music to represent the spirit of youth. Happiness can exist everywhere such in campus life, cafee, malls, disco because it’s accompanied by Coca cola. Coca cola cares much on graphic to sell the product. It still consistent that selling a product must be creative to achieve the goal. Graphic has benefit to be easier in attracting audiences than textual one. And this is a key success of global branding.

4. Conclusions

Audiovisual translation on video “open happiness” belong to Coca coca company proves the success of promoting global brand with local culture. It has great success because it uses both methods of marketing textual and graphic. Those two reflect on political and cultural aspects of targetted language. This is done to attract the consumers to purchase the products and gain the maximum benefits. Benefits of capital and trust. Ads on TV, Net with the topic *open happiness* uses both textual and graphic. If it transfer textually it will only result form of subtitle and dubbing, while if it can transfer both textually and graphic it will produce new marketing method. Because transferring by including textual and graphic will

be more attractive and adapted in targetted language, the producer can choose one of the methods to grasp the audience, textual or graphic or textual and graphic altogether.

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