

## CHAPTER V

### CONCLUSIONS AND SUGGESTIONS

#### 5.1 Conclusions

After analyzing and classifying the translation procedures and finding out the most preferred headlines. It is concluded that:

1. There are several translation procedures used in copywriting headlines. They are literal, shifts/transposition, reduction and expansion, synonymy, and adaptation (other procedures).
2. Literal translation is a translation procedure most used in the preferred headline. And followed by shifts, synonymy, and adaptation (other procedures).
3. Reduction and expansion are not the procedures concluded to be 5 most preferred headlines. Expansion is the procedure for the least preferred headline.
4. There is no best translation procedure for translating headline. The translator should only adjust with local's insight; the viewer as the prospective buyer.
5. The most preferred headline is Close-up that uses literal translation. Nippon paint uses Shifts/Transposition, Coca-cola with using adaptation (other procedures), Koko krunch uses literal translation, and Olay with the using of synonymy.

6. People like headline that is simple but clear and interesting.
7. To create a good translation, a translator especially who translate headline should concern not only accuracy, clarity, and naturalness but also the viewer's interest (for copywriting translation).

## 5.2 Suggestions

After obtaining the conclusions, the researcher would like to propose some suggestions for further studies as follows:

1. Translation and copywriting, interesting subjects to explore, should be taught more because besides it is an interesting topic, it really connects with English students who have those subjects.
2. For those who are interested in the same topic, the further study could elaborate more on the translation procedures of other elements of copywriting that have not been researched yet.
3. This topic of this research creates a new information for category of the translating advertising headlines based on translation procedure and related with the preference of the viewer; relation between English and advertisement.