

## AN ANALYSIS OF ENGLISH-INDONESIAN Translation Quality on Twitter Web Pages (A Case Study)

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**Abstract:** This paper finds out the readers' responses towards the quality of the translation in Twitter Web pages. A qualitative case study was employed in gaining the results of the study (Baxter and Jack, 2008; McMillan and Schumacher, 2003, cited in Syamsudin and Damayanti, 2007). The data were gained from the analysis of the translation quality supported by the translation procedures and an interview to five English students majoring Translation. The interview is intended to get which pages which are mostly visited by them and the opinions on the translation quality supporting the translation procedures theories. This study finds out that there are 170 phrases from 22 selected Twitter Web pages which were gained from the interviewees' responses. The good characteristics of translation are achieved since the clarity and naturalness of the TL are maintained despite several improper translations. This research is expected that the translators, in relation to the characteristics of good translation, should create and choose natural and clear translation to achieve the goals to attain the real message of the text.

**Keywords:** *Translation, Translation Procedures, Twitter, Translation Quality*

### Introduction

The globalization era affects every aspect in people's life especially in communication aspect. As a result, communication has become an essential element in globalization and language plays a vital role in communication. In order to communicate with others effectively, people have to master particular languages since different countries have different languages. However, this rich variation of language creates language barriers among countries which do not speak the same languages. Therefore, most countries take English as a global language to bridge people to communicate with others. Unfortunately, there are still countries or communities which cannot use and understand English well, thus, to overcome the language and cultural barriers, translation has

become an important activity to fill the barriers towards language differences.

Translation makes people easily get any information without confusion. To create a good translation, translators have to use appropriate procedures (see Newmark, 1988; Newmark (1988; Larson, 1984; Vinay and Darbelnet, 1973) in translating the source texts to target texts to create suitable and meaningful messages. It is also supported by Gibova (2012, p. 27) who states that “when analyzing translations of any sort, be it literary or non-literary texts, there are certain categories that allow us to examine how the target text (TT) functions in relation to the source text (ST).” In addition, different genre of text has different treatment or procedures depending on the functions such as referential or informative, expressive, and operative (Reiss, 1976; Nord, 1977, cited in Colina, 2003, p. 14).

### **Literature Review**

In accordance with the present study, it draws an interest in conducting research dealing with the analysis of English-Indonesian translation procedures on Twitter Web

pages. The reason of choosing Twitter Web pages as the subject of the study was that Twitter has become a popular social networking nowadays, and it has been translated into several languages, including *Bahasa Indonesia*. However, a good translation must be conducted to guide people to use it appropriately. Since Twitter has various pages, the research will be limited only in translated sentences and phrases on the Web pages based on the characteristics of a good translation from several experts such as Newmark (1988), Berman (1995, cited in Venuti, 2000), Lewis (1985, cited in Venuti, 2000), Tytler (1797, 1978, ; also in Robinson 1997a, cited in Munday, 2009), Nida (1964, cited in Venuti, 2000), Massoud (1988, cited in Abdellah: 2002).

The Skopos theory is the most basic theory about translation and was introduced into translation theory by Hans J. Vermeer in the 1970s as a technical term for the purpose of a translation and the action of translating (Munday, 2001, p. 78). In this theory, the process of translation is determined by the functions of the product, in short, it depends on the reader or addressee of the text (Jabir, 2006).

Additionally, Nord (1997a, p. 29) cited in Jensen (2009, p. 15) argues that according to the Skopos theory, all texts are perceived as serving a specific purpose, therefore, the translator should translate in a way which enables the text to function in the situation in which it is to be used and with the people who want to use it and in the way they want it to function.

In line with this theory, Reiss and Vermeer (1984, p. 119), cited in Munday (2001, p. 79), formulate six basic underlying rules of Skopos theory. First, a *translatum* (or TT) is determined by its Skopos. Second, a target text is an offer of information in a target culture and TL concerning an offer of information in a source culture and SL. Third, a target text does not initiate an offer if information is in a clearly reversible way. It indicates that the function of a *translatum* in its target culture is not necessarily the same as in the source culture. Fourth, a target text must be internally coherent. Fifth, a target text must be coherent with the ST. The fourth and the fifth rule correspondent with two general Skopos rules to judge the success of the action and information transfer: the

coherent rule and the fidelity rule. The last but not the least, the five rules above stand in hierarchical order, with the Skopos predominating.

Meanwhile, equivalence is a key concept in modern translation theory which defines the translational connection between either an entire ST and a TT or between an ST unit and a TT unit in terms of the degree of correspondence between the texts or the text units (Munday, 2009, p. 185). It means that without the equivalence, translation would not be possible (Nida and Taber, 1969/1974; Kohler, 1989, 1995, cited in Munday, 2009). Furthermore, equivalence means that the translation will have the same value as some aspects of the source text, such as the value is on the level of form, reference, and function (Pym, 2007, p. 273).

Eugene Nida (1964) distinguishes two types of equivalence; formal equivalence and dynamic equivalence. Formal equivalence focuses attention on the message itself, in both form and content. It means the form (e.g. syntax, word order, idiomatic expressions) and content (e.g. the subject matter) of the SL text

are recreated in the TT as closely as possible and in such a way that they are comprehensible to the TT reader. On the other hand, dynamic equivalence based on the principle of equivalent effect that the relationship between receiver and message should be aimed at being the same as that between the original receivers and the SL message. The dynamic equivalence model focuses on the receptor of the TT, i.e. the audience. This focus requires translators to adjust their texts to the target culture, to harmonize them linguistically in terms of grammar and lexis, and to make them sound 'natural' (Basnett, 2002, p 34; Munday, 2009, p. 184, 191 & 193).

The translator should know the characteristics of good translation in order to deliver meaningful and correct meanings. A good translation fulfills its intention and conveys the facts acceptably (Newmark, 1988; Tytler, 1797, 1797, 1978; also in Robinson 1997a, cited in Munday, 2009; Nida, 1964, cited in Venuti, 2000). In line with that theory, Berman (1995) cited in Venuti, (2000) states that good translation shows respect for linguistic and cultural differences of the foreign

text by developing a "correspondences" that "enlarges, amplifies and enriches the translating language". Moreover, Lewis (1985) in Venuti (2000, p. 268) describes a good translation should be a double interpretation, faithful both to the language or message of the original and to the message-orienting cast of its own language.

Furthermore, Tytler (1797, p. 14–15, 1978, p. 15–16; also in Robinson 1997a, p. 209, cited in Munday, 2009, p. 23) proposes three rules in achieving a good translation, there are:

1. That the translation should give a complete transcript of the ideas of the original work.
2. That the style and manner of writing should be of the same character as that of the original.
3. That the translation should have all the ease of original composition.

Additionally, Nida (1964, cited in Venuti, 2000, p. 134) proposes four basic requirements of good translation, there are: (1) making sense, (2)

conveying the spirit and manner of the original, (3) having a natural and easy form of expression, and (4) producing a similar response.

Thus, based on the several points mentioned in the previous paragraph, the characteristics of a good translation must be a main intention for translation in order to produce excellent translation text. Furthermore, it can be concluded that in transferring the message SL text into the TL text, a translator must convey the meaning of original text, and also a good translation should be clear and understandable.

### **Methodology**

The focus of this study is to investigate the translation quality of the Indonesian translated version of Twitter Web pages. Therefore, this research employed qualitative case study (Baxter and Jack, 2008; McMillan and Schumacher, 2003, cited in Syamsudin and Damayanti, 2007). The data used in this research were some words or phrases on the Twitter Web pages. In this research, The data were gained through the analysis of translation procedures of

the sample texts, phrases, or clauses from Twitter Web pages as well as through an interview towards selected English students majoring Translating to explore what pages which are often visited by the students and their responses towards the quality of the translation.

In selecting the participants of the interview, two considerations were taken into account. First, the final score of translation practice course of each participant is “A” indicating that the participants possessed sufficient knowledge specifically in relation to translation, its practice, and the characteristics of good translation which are significant in this research. The second consideration was that each participant had reached more than 1000 tweets showing that they are frequent and active users of Twitter.

The in-depth interviews were conducted in the form of informal conversational interview. The interviewees were asked in the natural course of things. The primary intent of the informal interview is to find out what the interviewees think and how the views of one individual compare with those of another (Fraenkel,

Wallen & Hyun, 2012, p. 451). The first interview was aimed at discovering user's most visited pages on Twitter Web pages when they access Twitter Website and the second interview was aimed at figuring out their responses towards the translation quality, whether it is an acceptable translation or not an acceptable translation. Thus, five English students majoring translating whom also Twitter users were chosen to be the interviewees.

#### **Data Presentation and Discussion**

From the interview, it was figured out that there were 170 phrases from 22 selected Twitter Website pages gained from the interviewees responses consisting of 22 selected pages of Twitter Webpages, they are: (1) Welcome to Twitter; (2) Sign in; (3) Sign out; (4) Home; (5) Connect-Interactions; (6) Connect-mentions; (7) Discover-activity; (8) Discover-find friends; (9) Discover-popular accounts; (10) Discover-tweets; (11) Discover-who to follow; (12) Discover-direct message; (13) Me; (14) Setting-apps; (15) Setting-design; (16) Setting-email notification; (17) Setting-general

account setting; (18) Setting-mobile; (19) Setting-password; (20) Setting-profile setting page; (21) Setting-security and privacy; (22) Setting-widgets. The total of the analyzed sample data are attached in Appendix 1.

Based on the data that have been analyzed by using Newmark's (1988, p. 81-93), Larson's (1984), Vinay and Darbelnet's (1973), and Catford's (1965) theories of translation procedures, it was found that there are six types of translation procedures in the text, those are literal translation, couplet, transference or borrowing, naturalization, shift or transposition, and reduction. The text has been read by some readers, during the interview, who stated that most translations were acceptable in the receptor's language.

It can be seen that almost all samples that have been identified in the translation procedures discussion have a good quality since it fulfils the criteria of a good translation as suggested by Newmark (1988), Berman (1995, cited in Venuti, 2000), Lewis (1985, cited in Venuti, 2000), Tytler (1797, 1978; also in Robinson 1997a, cited in Munday, 2009), Nida

(1964, cited in Venuti, 2000), Massoud (1988, cited in Abdellah, 2002). Nevertheless, there are several translation versions that are inappropriate and unnatural in the receptor language. Hence, the whole samples were classified into two groups, the qualified translation group and unqualified translation group. The first group, the qualified translation group, consists of the Indonesian translated version of Twitter Webpages that fulfil the criteria of a good translation that is proposed by several experts. The second group, the unqualified translation group, consists of inappropriate and unnatural translation of Indonesian translated version of Twitter Webpages. The following table is the data presentation of the classification of the translation quality:

**The Classification of Translation Quality**

No	Translation Quality Classification	Frequency (items)	Percentage (%)
1	Qualified Translation	162	95,3%
2	Unqualified Translation	8	4,7%
	<b>Total</b>	170	100%

The above table shows the classification of translation quality, the result indicates that from 170 phrases found in the Indonesian translated version of Twitter Webpages, the result shows that 162 phrases or 95,3% of the translation are considered qualified translation. While 8 phrases or 4,7% of the translation are considered unqualified translation since it has not fulfilled the criteria of a good translation. It proves that in the Indonesian translated version of Twitter Webpages are qualified, which means that it has a good quality.

The sample of qualified translation is the sentence '*Compose new tweet*' which was transferred into '*Buat tweet baru*'. It can be seen that the translation is literal translation procedure in rendering the meaning of the SL text into the TL text. The use of literal translation procedure had delivered the meaning of the source text appropriately, understandable in the target language, and also gave a complete transcript of the ideas of the original

work. Thus, it fulfils the characteristics of a good translation (Tytler, 1797, p. 14–15, 1978, p. 15–16; also in Robinson 1997a, p. 209, cited in Munday, 2009, p. 23).

Another translation procedure used in the sentence above was transference. The word '*tweet*' was transferred into '*tweet*'. It could be noted that the translator do not lexicalize the word *tweet* into the target language, whereas the word '*tweet*' actually has equivalent meaning in the target language which means '*kicauan*'. However, the word '*tweet*' can be understood very well in the target language, since the words '*kicauan*' and '*mencicit*' are rarely used in the target language. The word '*tweet*' has already represented the meanings and the ideas of the source language. It also preserves the characteristics of style and manner of the original (Tytler, 1797, p. 14–15, 1978, p. 15–16; also in Robinson 1997a, p. 209 as cited in Munday, 2009, p. 23). The application of these forms showed that the translation were based upon Skopos and equivalence theories (Reiss and Vermeer, 1984, p. 119 as



cited in Munday, 2001, p. 79; Nida, 1964 as cited in Basnett, 2002, p 34; Munday, 2009, p. 184, 191 & 193). Thus, it can be said that it fulfills the characteristics of a good translation.

Meanwhile, several translations are classified as unqualified translations since they are inappropriate and unnatural in the receptor language. These are several examples of unqualified translation in the Indonesian translated version of *Twitter Webpages*:

1. SL: Invite Friends Via **Email**.

TL: *Undang Teman Lewat **Email***.

2. SL: Separate Multiple **Email** Addresses With Commas.

TL: *Pisahkan Beberapa Alamat **Email** Dengan Koma*.

The translations above show inappropriate translations of the word ‘*email*’ since it lacks of naturalness. Furthermore, it did not preserve cultural context of the TL language. This is relevant to theory proposed by Berman (1995) saying that good translation shows respect for linguistic and cultural differences of the foreign text by developing “correspondence” that “enlarges,

amplifies and enriches the translating language” (Berman, 1995, p.94, cited in Venuti, 2000, p. 219). The word ‘*Email*’ actually has the equivalence meaning in Indonesian language that is ‘*surat elektronik*.’ In this case, however, the translator used the word ‘*email*’ as a loan word rather than translating it literally into ‘*surat elektronik*’. It would be better if the word ‘*email*’ was translated literally to ‘*surat elektronik*’.

Then, Duncan, a pseudonym, supported the finding of the translation product of the word ‘*email*’. Duncan stated that the word “*e-mail*” could be translated into “*surat elektronik*” which could be more acceptable and was equivalent to the target language.

As can be seen in the word ‘*mobile*’ which was translated into ‘*ponsel*’ and it is acceptable. This word was translated literally because it has equivalent meaning in the receptor language. Furthermore, the meanings of the words are clear and accurate, and also understandable in the receptor language. Thus, it can be noticed that this translation fulfilled the Skopos theory in which it

determines the purpose of the translation.

In addition, the use of '*surat elektronik*' as the translation of '*email*' has been widely used in several magazines, news, and daily life in Indonesia nowadays. *The Rolling Stones Indonesia*, one of the music magazines in Indonesia, used '*surat elektronik*' instead of '*email*' (See: Nismara, 2013, available at <http://rollingstone.co.id/read/2013/12/02/132900/2429745/1093/bruno-mars-konser-dijakarta-untuk-kali-kedua-tahun-depan>).

The conversion of '*email*' into '*surat elektronik*' is much better and more natural because it pays attention to the context and it reconstructed the cultural context of the TL. This is related to the coherent rule that the target text must be interpretable as coherent with the target text receiver's situation (Nida, 1964). Furthermore, this is relevant to the theory proposed by Lewis (1985) that a good translation should be a double interpretation, faithful both to the language or message of the original and to the message-orienting cast of its own language

(Lewis, 1985, cited in Venuti, 2000, p. 268).

## Conclusions

This case study research has figured out the quality of the translation. This research is aimed at finding out its translation quality. Therefore, the present study draws several conclusions related to the research questions and the aims of the study.

The use of translation procedures is aimed at preserving the meaning of SL to the TL. The good characteristics of the translation products are also achieved since the clarity and naturalness of the TL are maintained despite several improper translations.

Nevertheless, in relation to the inappropriate translations as in "*e-mail*" should also be considered. From the interview, besides gaining what Twitter *Web* pages that are frequently visited by the students, it is also found out that the interviewees' opinions towards the translation version of Twitter *Web* pages are positive and it is in line

with what the analysis of procedures and theories proposed by the experts.

In relation to the present study, a suggestion is proposed in relation to the characteristics of good translation that the translators should create and choose natural and clear translation to achieve the goals to attain the real message of the text.

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