



## AN ANALYSIS OF ENGLISH-INDONESIAN TRANSLATION PROCEDURES USED IN INSTAGRAM MOBILE APPLICATION

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**ABSTRACT:** This research is intended to identify the English-Indonesian translation procedures used in Instagram mobile application and to find out the most dominant procedure used in translating words and phrases in Instagram mobile application from English to Indonesian version. The theory of translation procedures used in this research was proposed by Vinay and Darbelnet. By applying qualitative method, it is intended to investigate a phenomenon on Instagram mobile application and the discussion was presented descriptively. To ensure the trustworthiness of the research, the data were deeply observed by reading both English and Indonesian version. The findings show that there are five out of seven procedures are applied in translating words and phrases in Instagram mobile application from English to Indonesian version. Those are (1) literal translation with the occurrence of 42 out of 86 or 48.8%, (2) borrowing with the occurrence of 22 out of 86 or 25.6%, (3) transposition with the occurrence of 19 out of 86 or 22.1%, (4) adaptation with the occurrence of 2 out of 86 or 2.3%, (5) equivalence with the occurrence of 1 out of 86 or 1.2%. The most dominant translation procedure used in Instagram mobile application from English to Indonesian version is literal translation. Meanwhile, there were no data found being translated from English to Indonesian using calque and modulation.

**Keywords:** *translation analysis, instagram, words and phrases.*

### INTRODUCTION

Nowadays, it seems to be impossible to separate human daily life from electronic devices and internet. In fact, internet becomes very important that it is really affecting society's life. The internet has also enabled or accelerated the creation of new forms of human interactions through instant messaging, internet forums, social networking sites, and applications. Social networking sites and applications allow users to share ideas, activities, events, and interests within their individual networks. Application-based social network services make it possible to connect people who share interests and activities across political, economic, and geographic borders. One of the most popular social networking services in the world is Instagram. Launched in October 2010 by **Kevin Systrom** and **Mike Krieger**, Instagram lets registered users uploading photos or videos to the service. Something that makes it acceptable and popular almost in all countries in the world is because Instagram has already been translated into about 42 languages, including *Bahasa Indonesia*.

In general, the purpose of translation is to reproduce various kinds of texts—including religious, literary, scientific, and philosophical texts—in another language and thus making them available to wider readers. As a means of communication, translation is known as a

technique for learning foreign languages. According to Bell (1991:13), translation is the process or result of converting information from one language into another. The aim is to reproduce as accurately as possible all grammatical and lexical features of the Source Language original by finding equivalents in the target language. At the same time, all factual information in the original text must be retained in the translation.

It is not always possible to translate the segments with equivalent structures. That is the reason why translators often use several procedures in order to assure the translation of a determined text. As depicted by Nida (2006), translation procedures are divided into two, namely *Technical Procedure* and *Organizational Procedure*. Newmark in Ordudari (2007) mentions the difference between translation methods and translation procedures. He writes that, "While translation methods relate to whole texts, translation procedures are used for sentences and the smaller units of language".

The first classification of translation techniques that has a clear methodological purpose was presented by Vinay and Darbelnet (in Siregar, 2016: 52). According to their classification, translation procedures are classified into two methods covering seven procedures. They are (i) direct translation, covering **borrowing**, **calque** and **literal translation**, and (ii) oblique translation which

is **transposition, modulation, equivalence and adaptation.**

From the review above, this research was intended to analyze the translation procedures used in Instagram mobile application from English to Indonesian version, and to find out the most dominant procedure used in Instagram mobile application from English to Indonesian version.

**METHOD**

Related to the aims and characteristics of the research, this research used a qualitative method. According to Baxter and Jack cited in Kamil (2014), qualitative method provides tools for researchers to study complex phenomena within their context. Consequently, the purpose of this research was to investigate about a phenomenon, in this case, Instagram mobile application. Furthermore, this research was attempted to find out what translation procedure that is most used to translate the terms in Instagram mobile application. Thus, in relation to this research, the qualitative design was considered appropriate since this research specifically analyzed the translation procedures and the most used translation procedure.

As the main concern of the research, the main data were collected from the Instagram mobile application in the form of words and phrases in both English version as the Source Language and Indonesian version as the Target Language. In collecting the data, the researcher read and selected words and phrases contained in pages of Instagram mobile application in both English version and Indonesian version that were analyzed in this research. After the data being collected, the researcher started to conduct the analysis by reading and comparing words and phrases in both English and Indonesian version of Instagram mobile application, juxtaposing words and phrases in both English (source language) and Indonesian (target language) version of Instagram mobile application in the table, identifying and classifying the data based on each translation procedure theory by Vinay and Darbelnet in Walinski (2015: 57-63), calculating the frequency of the data in order to find out the percentage of translation procedures used, discussing the translation procedures that are used in the data and judge what the most dominant procedure is, and drawing the conclusion based on the data obtained.

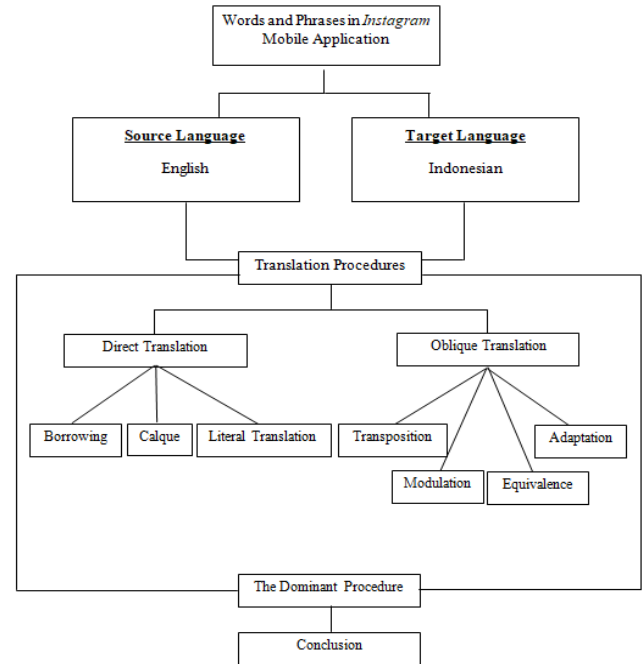


Figure 1. Analytical Construct

**FINDINGS**

First of all, the translation procedures used in this research were introduced by Vinay and Darbelnet in Walinski (2015: 57-63). The procedures were divided into two strategies; direct translation which consisted of (1) borrowing, (2) calque, and (3) literal translation and oblique translation which consisted of (1) transposition, (2) modulation, (3) equivalence, and (4) adaptation. Based on the table above, it was figured out that there were 86 words and phrases from 20 selected pages of Instagram mobile application. Meanwhile, the frequency and percentage of translation procedures used in Instagram mobile application were described in the following table.

**Table 1.** Frequency and Percentage of Translation Procedures Used in Instagram Mobile Application from English to Indonesian Version

No	Translation Procedures	Frequency	Percentage
1	Borrowing	22	25.6%
2	Literal Translation	42	48.8%
3	Transposition	19	22.1%
4	Equivalence	1	1.2%
5	Adaptation	2	2.3%
<b>Total</b>		86	100%

Based on the table above, from the total 86 data analyzed by the researcher, the most dominant translation procedure used in Instagram mobile application from English to Indonesian version was literal translation with

the occurrence of 42 out of 86 or 48.8%. The second place was borrowing with the occurrence of 22 out of 86 or 25.6%. The third place was transposition with the occurrence of 19 out of 86 or 22.1%. The fourth place was adaptation with the occurrence of 2 out of 86 or 2.3%. The least translation procedure used was equivalence with the occurrence of 1 out of 86 or 1.2%. And there were no calque and modulation found in the data analyzed by the researcher.

## DISCUSSION

In this section, the researcher discusses the elaboration of translation procedures used in Instagram mobile application from English to Indonesian version. Based on the data analyzed by using Vinay and Darbelnet's theory of translation procedures (in Walinski, 2015), it was found that there are five types of translation procedures used in Instagram mobile application from English to Indonesian version, those are borrowing, literal translation, transposition, equivalence, and adaptation. The most dominant procedure is literal translation. The following was the description of each idiom found in the data source.

### Borrowing

Borrowing refers to a case where a word or an expression is taken from the SL and used in the TL (Vinay and Darbelnet in Walinski, 2015). From Instagram mobile application, 22 or 25.6% data are considered using borrowing as the translation procedure since the data were translated from English to Indonesian with no change in form and meaning of the SL to the TL (pure borrowing) and with change in form but without change in meaning.

The example of borrowing found in the data is the word *insight* (datum 58) in English version of Instagram mobile application which was translated into *insight* in Indonesian version. It could be noted that the word *insight* was not literally translated into the TL, whereas the word *insight* actually has equivalent in the TL which means *wawasan*. However, this translation uses pure borrowing to preserve the meaning of word used in the SL which is a page that lets user learn more about his/her followers and about how his/her content performs with the audience and how people engaged with it.

Other example of borrowing is the word *notification* which was translated into *notifikasi*. It can be seen that the word *notification* was not literally translated into the TL, whereas the word *notification* actually has equivalent in the TL which means *pemberitahuan*. However, this translation uses mixed borrowing as it was changed in form but not the meaning which is the act of giving or receiving official information about something.

### Literal Translation

Literal translation occurred when the data in SL are translated word by word into TL grammatically with the

same structure (Vinay and Darbelnet in Walinski, 2015). From Instagram mobile application, 42 or 48.8% data are considered using literal translation as the translation procedure which had delivered the meaning of the SL to the TL appropriately and understandable in the TL. The example is *view all 11 comments* (datum 11) which was translated into *lihat semua 11 komentar*, *see translation* (datum 13) which was translated into *lihat terjemahan*, and *name* (datum 31) which was translated into *nama*. It can be seen that the data were translated from English to Indonesian word by word, rendering the meaning of the SL into the TL.

### Transposition

Transposition is a change of sequence of parts of speech with another without changing the meaning of the message. The change of sequence also can be followed by the change of word class and others. This change can occur because the source language and the target language have the different grammatical structure (Vinay and Darbelnet in Walinski, 2015). From Instagram mobile application, 19 or 22.1% data are considered using transposition as the translation procedure.

The example of transposition here is *password* (datum 4) which was translated into *kata sandi* in Indonesian version. It could be seen that *password* is categorized into a word but *kata sandi* in Indonesian is categorized into a phrase, because *kata sandi* is divided into two words which are *kata* and *sandi*. It means *password* is word in SL and turning into a phrase in TL. However, they have the same meaning. It can be concluded that the procedure used is transposition since according to Vinay and Darbelnet's theory of translation procedures, transposition involves a change in the grammatical structure from SL to TL.

The next example is *log out* (datum 78) which was translated into *keluar* in Indonesian version. It obvious that *log out* is categorized into a phrase because it is divided into two words which are *log* and *out* but *keluar* in Indonesian is categorized into a word. That means *log out* is phrase in SL and turning into a word in TL. However, they have the same meaning. It can be concluded that the procedure used is transposition since according to Vinay and Darbelnet's theory of translation procedures, transposition involves a change in the grammatical structure from SL to TL.

Other example is *close friend* (datum 61) which was translated into *teman dekat* in Indonesian version. Grammatically, both are phrase but with different position of the adjective. However, they have the same meaning, which fulfill the requirement of transposition in the theory of translation procedures proposed by Vinay and Darbelnet (in Walinski, 2015).

## Equivalence

Vinay and Darbelnet (in Walinski, 2015) explain that equivalence refers to the cases where languages describe the same situation by the different stylistic or structural means as something almost inherently cultural. From Instagram mobile application, 1 or 1.2% datum is considered using equivalence as the translation procedure. It is *turn off commenting* which was translated into *nonaktifkan komentar* in Indonesian version since the SL, *turn off*, was not translated into TL literally as *matikan*, but using another term, *nonaktifkan*. However, both phrases here mean to stop or to prevent people from commenting photo or video posted by user of Instagram mobile application. It fulfills the requirement of adaptation proposed by Vinay and Darbelnet in their theory of translation procedures.

## Adaptation

Adaptation is the extreme limit of translation which is used in cases where the type of situation being referred to by the SL message is unknown in the TL culture so the translator has to create a new situation that can be considered equivalent (Vinay and Darbelnet in Walinski, 2015). From Instagram mobile application, 2 or 2.3% data are considered using adaptation as the translation procedure.

The example of adaptation found in the data is *sign up* (datum 7) in English version of Instagram mobile application which was translated into *buat akun* in Indonesian version. It could be noted that *sign up* was not literally translated into the TL, whereas the word *sign up* actually has equivalent in the TL which means *menandatangani kontrak*. It is because *buat akun* here is more acceptable and understandable as the TL, rendering the SL into the TL while ensuring it is just relevant and meaningful as the SL was.

Another example of adaptation found in the data is *gender* (datum 41) in English version of Instagram mobile application which was translated into *jenis kelamin* in Indonesian version. It can be seen that the word *gender* is translated into Indonesian using adaptation in the theory of translation procedures proposed by Vinay and Darbelnet (in Walinski, 2015) since *jenis kelamin* as the TL is considered equivalent and as relevant and meaningful as the SL was.

## CONCLUSION

Based on the findings and discussion, conclusion can be drawn related to the problem of the research and objectives of the research. From the data obtained, the researcher found that five out of seven procedures in theory of translation by Vinay and Darbelnet were applied in translating words and phrases in Instagram mobile application from English to Indonesian version. They are (1) literal translation with the occurrence of 42 out of 86 or 48.8%, (2) borrowing with the occurrence of 22 out of 86

or 25.6%, (3) transposition with the occurrence of 19 out of 86 or 22.1%, (4) adaptation with the occurrence of 2 out of 86 or 2.3%, (5) equivalence with the occurrence of 1 out of 86 or 1.2%.

Meanwhile, the most dominant translation procedure used in Instagram mobile application from English to Indonesian version is literal translation because words and phrases used are simple and should be understandable that make it possible to use literal translation.

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