

TRANSLATION OF WISE WORDS FOUND IN INSTAGRAM CAPTIONS

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Abstract

The aim of this research is to analyze and classify the methods of translation applied in wise words translation found in Instagram captions. This research applied descriptive qualitative method. The data were the wise words and its translation found in Instagram caption. The ways to collect data was by using documentation. In analyzing the data, there are some steps. They were as follows: identifying, describing, describing the readability, describing the acceptability, and drawing conclusion based on the data analysis of the wise words in Instagram caption and its translation. According to the result of the analysis in this research, it can be concluded that the translation method used in translating wise words found in Instagram captions were Word For Word Translation (2%), Literal Translation (40%), Faithful Translation (1%), Adaptation Translation (1%), and Communicative Translation (56%). Three translation methods were not be found. They were Semantic Translation, Free Translation, and Idiomatic Translation. The most translation method used in this data source was communicative translation. The finding indicated that in translating wise words emphasizes the message and pays attention to the principles of communication, but does not translate freely. Several methods were more applicable because it focused to the aspects of language and aspects of content were directly understood by the reader.

Keywords – *translation analysis, translation method, wise words, Instagram caption*

Introduction

In human life, communication is the way humans relate to each other. the role of communication is related to the use of language. (Swarniti, 2021). Language is used as a person's identity in an area that shows the culture in that area (Andriyanie et al., 2016). One of the most widely spoken languages in the world is English. the dissemination and receipt of information is facilitated by the use of English which can be understood by most of the world's human population (Sipahutar et al., 2021). In practice, the information obtained through the English language can be re-translated through repetition of writing into a different language to make it easier to understand in other languages (Rosa, 2019), especially when the information received has a special role from a foreign language (Wellya et al., n.d.). Pinchuck (1977) also describes the meaning of translation is a process of adapting the Ttarget language (TL) from the Source Language (SL) (Pinchuck, 1977). Therefore translation can be interpreted as the process of translating the meaning of a foreign language text into another language for easy understanding (Junining & Kusuma, 2020). so that the easiest way to understand information is through the translation of that information (Swarniti, 2019). The translation results will make it easier for readers to interpret a paragraph based on the sentences used (Swarniti, 2021).

A translator who carries out a language change from the original language to a foreign language with the same meaning accurately is referred to as translating the language such as source language (SL) to target language (TL) (Nugraha et al., 2017). Catford (1965) explains that a translator carries out the change from one language sentence through the original language into another language (TL) (Catford, 1965). Nida explained that a translator would

carry out a preliminary analysis of the SL message into a foreign language form that is easy to understand structurally; give or receive messages; and carry out message restructuring to recipients of information (Nida, 1982). Therefore, translators play an important role in learning and using foreign languages (Sundari & Febriyanti, 2016). Entering globalization, translation indirectly can certainly help relieve someone in the use of foreign languages, such as when someone finds a combination of words or sentences that are less familiar and in order to reduce the use of costs like those used in international organizations (Ustaszewski, 2021).

When Translating, Professional Translators are required to be able to manage the translated sentences based on the use of language according to the method. So, a translator must be able to master the entire content of the text well (Abdussalam et al., 2021). Newmark (1988) describe as “there are eight types of translation method: word-for-word literal, faithful, semantic, adaptation, free, idiomatic, and communicative” (Newmark, 1988). Here is the diagram of eight types of translation method:

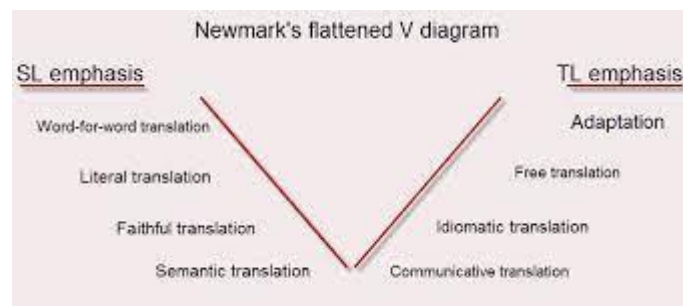


Figure 1. Newmark's Flattened V Diagram
Source: <http://max-ahu.blogspot.com/2012/08/>

In the use of language, the relevance of the use of phrases, sentences, paragraphs and words as well as various things that refer to them will affect the pronunciation and writing of the language (Swarniti, 2020). It is described as the structure of language (Larson, 1984). Interpreting a sentence that comes from the use of the original language to the target language is expressed as a language concept, as stated by Larson that translating “a language means interpreting a language in a different language or to the recipient language” (Larson, 1984).

The responsibility of a translator is very large because it relates to the exchange of information with the same meaning but in a different language (Sujatmiko, n.d.). Also explained that in the translation process, the existence of a language reconstruction that is closest to the meaning of the original language sentence really determines the use of language, when translating a language, the meaning and style of language are important to use (Nida, 1982). A translator has several important factors that must be possessed such as competence, skills when translating a text, the ability to provide translation assumptions and the type of translation when a material (genre) is translated (Tjen, 2004). Hoed (2006) explains that a translator must be able to master grammar well starting from mastery of vocabulary, idioms, and proverbs to achieve the target translation according to the target (Hoed, 2006). Widyamartaya (1989) then emphasized that a translator carries information in the form of messages from the translated text into the targeted language. So that the translation is said to be understandable if it is well received by the target (Widyamartaya, 1989). In practice, a translator often experiences four types of problems in translating meaning into a language, namely collocation, ambiguity, idioms, lexical and structural differences and equality, which occur due to the use of words when translating language (Sandra, 2018).

Nowadays, Instagram is one of the most popular social media application in this generation (Priantini, 2017). Everyone can post anything in Instagram. Many Instagram users posted their own life story, information, poetry, even wise words. Now in Instagram, there is a feature that can translate the caption of Instagram post. The feature is *see translation*. This feature can provide the translation of each caption in Instagram. The translation of wise words has different form with the source language (Priantini, 2021).

The previous research from Aditya Nugraha (2017) discussed about translation method too. His study contains analysis of translation method in the short story “A Blunder” by Anton Chekhov which is translated into Indonesian by students as the participants of this research. The result of document analysis was consulted to the translation and literature expertise to check the result of the analysis. As the conclusion, the researcher finds 6 methods used by the participants to render the short story “A Blunder” into the target language (TL). Besides, the researcher finds two kinds of translation equivalence in the translations (Nugraha et al., 2017). In this research, the Instagram captions especially wise words were used as data source. If the data source from the unique text, the finding will be different and unique too.

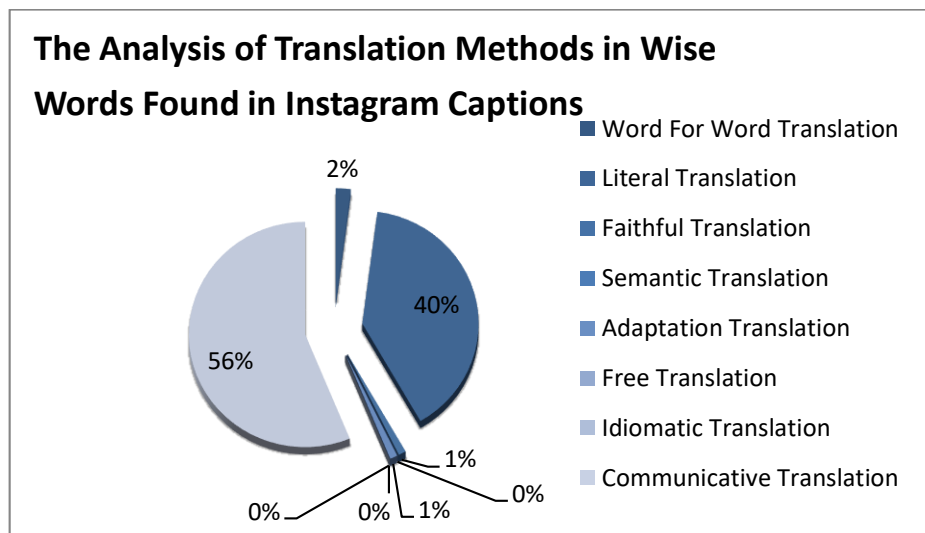
Based on the explanation above, this research discussed about the translation methods found in wise words translation in Instagram captions. This research tried to analyze the wise words translation by using methods of translation theory by Newmark (1988) as the tool for discussing wise words translation to support and complete the previous research. This research aims to analyze and classify the translation methods applied in wise words translation found in Instagram captions.

Methods

This research applied descriptive qualitative method. The data were the wise words and its translation found in Instagram caption. The ways to collect data was by using documentation. By documentation, the researcher follows three steps in collecting the data such as: first, looking the caption of Instagram. Second, finding out the wise words, and the last is finding the translation of wise words by using the feature “see translation” in Instagram of each caption. The last is analyzing the data. In analyzing the data, the researcher uses comparison method. The steps were as follows: identifying the translation method of wise words applied in Instagram caption, describing the accuracy of wise words translation in Instagram caption, describing the readability of wise words translation in Instagram caption, describing the acceptability of wise words translation in Instagram caption, and drawing conclusion based on the data analysis of the wise words in Instagram caption and its translation.

Finding and Discussion

After analyzing the data, the finding of this research can be seen in the following chart.



Based on the chart, it was found that the translation method used in translating wise words found in Instagram captions were Word For Word Translation (2%), Literal Translation (40%), Faithful Translation (1%), Adaptation Translation (1%), and Communicative Translation (56%). The most translation method used in this data source was communicative translation. Three translation methods cannot be found in this data source. They were Semantic Translation, Free Translation, and Idiomatic Translation.

From eight translation methods theory from Newmark, in the data source just can be found five translation method used. They were Word For Word Translation, Literal Translation, Faithful Translation, Adaptation Translation, and Communicative Translation. The analysis of each translation methods were discussed in the following description.

Word For Word Translation

In the use of interlinear translation, word for word translation is often used in translating SL to TL. So it was found that the word order did not match or was not in accordance with the context. The use of the word culture is then simply translated without paying attention to the mechanism of language use which will make it difficult during the pre-translation process (Newmark, 1988).

Word translation actually is the easiest translation methods used. When translating the text, this method is declared incapable of converting SL to TL according to the purpose of the translation. There were some data and their analysis based on the translation method used.

1. SL : *Semakin kamu dewasa, semakin kamu sadar bahwa perlu PILIH² TEMAN*
TL : *The more you mature, the more you realize that you need to choose friends*
2. SL : *Bukan berarti kamu harus menyerah ya ketika hal-hal dalam hidup tidak terjadi sesuai dengan harapan*
TL : *It doesn't mean that you have to give up yes when things in life don't happen as expected*

In the first data above, the sentence in source text was indicated as word for word translation. The data *Semakin kamu dewasa, semakin kamu sadar bahwa perlu PILIH² TEMAN* was translated into target text as *The more you mature, the more you realize that you need to choose friends*. Based on this text, the result of the translation comes from the linkage of words

and sentences from the source language which is adapted to the target language. so the method used is word for word translation.

Based on the second data, it is explained that the method applied is a word for word translation that adjusts the source sentence. In the use of the translated language does not change the structure and form of the text. The data *Bukan berarti kamu harus menyerah ya ketika hal-hal dalam hidup tidak terjadi sesuai dengan harapan* in source language was translated into target language as *It doesn't mean that you have to give up yes when things in life don't happen as expected.*

Literal Translation

The grammatical suitability of SL is adjusted to sentence conversion, but in the use of lexical words it is carried out singly. In the process before being translated, the adjustment of words and sentences must be resolved (Newmark, 1988).

The method used in the text above is the adjustment of the sentence structure so that it can be adjusted between languages. This translation method is literal translation. In the following description, the analysis of data that classify as literal translation were discussed.

1. SL : *Jangan bosan berjuang hingga jalan yang benar itu terbuka*
TL : *Don't get tired of fighting until the right path is open*
2. SL : *Memprioritaskan orang yang beretika, daripada orang yang berilmu*
TL : *Prioritize ethical people rather than knowledgeable people*
3. SL : *Situasi yang kamu hadapi mungkin tidak mudah. Tapi yang terpenting adalah komitmen untuk tetap tekun meraihnya*
TL : *The situation you are facing may not be easy. But most importantly the commitment to keep diligently achieving it*

Based on the first data above, it was seen that the text used literal translation as translation method. This example was still used the words in source text but change the structure based on the target language sentence structure. The text *jalan yang benar* in source text had forms *benar* as modifier and *jalan* as head of this noun phrase. Head and modifier of noun phrase in source language are different with the structure in target language. The text *Jangan bosan berjuang hingga jalan yang benar itu terbuka* was translated into target language as *Don't get tired of fighting until the right path is open*. So, this data was indicated as literal translation.

In the second data, *Memprioritaskan orang yang beretika, daripada orang yang berilmu* in source language was translated into *Prioritize ethical people rather than knowledgeable people* in target language. The phrase *orang yang beretika* was changed its position in target language as *ethical people*. The sentences used depend on the structure of the text. The structure of the text is based on changing the source language to the target language according to the target text which is then declared as a literal translator.

Therefore, the target text used in the three texts above is the application of the target text structure without paying attention to the grammar of the source text, *Situasi yang kamu hadapi mungkin tidak mudah. Tapi yang terpenting adalah komitmen untuk tetap tekun meraihnya* in source language was translated into *The situation you are facing may not be easy. But most importantly the commitment to keep diligently achieving it* in target language. So it can be concluded that the text above applies the literal translation method which is translated literally into the target language.

Faithful Translation

The translation is carried out to translate the meaning of the text in accordance with the limits of the grammatical structure of the TL. Word application is used to provide grammatical and lexical word and text information (deviations from SL norms) in translation. So that in practice it is used entirely to be loyal to the core of the text. (Newmark, 1988).

Faithful translation is one of the methods that explained by Newmark (1988). This translation method used for maintaining aspects of its form. There were few data that can be found as faithful translation. The analysis of faithful translation was discussed in the following description.

1. SL : *Hidup itu menuntut banyak perhatian. Entah untuk hal yang terkesan remeh temeh. Atau untuk hal-hal yang besar*
TL : *Life is demanding a lot of attention. I don't know for the things that are impressed by temeh. Or for great things*

Based on data above, the translation used faithful in process of translating text. Faithful translation tried to produce contextual meanings of source language texts by being limited by their grammatical structure. For example in the text above in source language *terkesan remeh temeh* was translated into target language as *impressed by temeh* still maintained the source text structure in its translation in target text. It meant the structures and forms in source text were still maintained, although it was translated into target language.

Adaptation Translation

This is the 'freest' form of translation. It is used mainly for plays (comedies) and poetry; the themes, characters, plots are usually preserved, the SL culture converted to the TL culture and the text rewritten. The deplorable practice of having a play or poem literally translated and then rewritten by an established dramatist or poet has produced many poor adaptations, but other adaptations have 'rescued' period plays (Newmark, 1988).

The lowest translation method found in the data source was adaptation translation. The analysis of adaptation translation was discussed in the following description.

1. SL : *Memberi bukan berarti mengurangi. Memberi tidak akan pernah rugi. Memberi adalah investasi. Untuk hidup di akhirat nanti*
TL : *Giving does not mean reducing. Giving will never lose. Giving is an investment. To life in the afterlife*

From the data above, it can be seen that data was classified as adaptation translation. In the test above, *Memberi bukan berarti mengurangi. Memberi tidak akan pernah rugi. Memberi adalah investasi. Untuk hidup di akhirat nanti* in source language was translated into target language as *Giving does not mean reducing. Giving will never lose. Giving is an investment. To life in the afterlife*. The translation of the data above tried to make the adaptation from source language into target language.

Communicative Translation

Communicative translation attempts to render the exact contextual meaning of the original in such a way that both content and language are readily acceptable and comprehensible to the readership (Newmark, 1988).

This translation method was the most translation method used in this data source. Communicative translation emphasizes the message and pays attention to the principles of communication, but does not translate the data freely. The text focused to the aspects of language and aspects of content were directly understood by the reader.

1. SL : *Masalah pasti akan terus datang silih berganti dalam hidup*
TL : *Problems will always come together in life*
2. SL : *Pikirkan dan rasakan segala hal yang positif dan percayalah hidupmu pasti akan menjadi semakin positif.*
TL : *Think and feel everything positive and believe me your life will surely become more positive*
3. SL : *Aku yang sekarang ada, Karena aku yang dulu pernah ada*
TL : *I am now there, because the old me existed*

Here are some data that can be indicated as communicative translation. Communicative translation was seen in the data above. In the source language, the text *Masalah pasti akan terus datang silih berganti dalam hidup* was translated as *Problems will always come together in life*. Based on the methods of translation by Newmark 1988, it was applied communicative translation. Communicative translation emphasizes the message and pays attention to the principles of communication, but does not translate freely. That was why this text was not translated freely. This text focused to the aspects of language and aspects of content were directly understood by the reader.

In the second data, *Pikirkan dan rasakan segala hal yang positif dan percayalah hidupmu pasti akan menjadi semakin positif* was translated into target language as *Think and feel everything positive and believe me your life will surely become more positive*. It was classified into communicative translation as translation method used. The translation of this data tried to transfer the meaning from source language into target language by using principles of communication.

From the third data, the text was indicated as communicative translation. The text *Aku yang sekarang ada, Karena aku yang dulu pernah ada* in the source language was translated into target language as *I am now there, because the old me existed*. From this translation, it can be seen that this data was translated into different language, but still maintain the meaning from source language although the form and word choice were changed.

Conclusions

Based on the result of the analysis in this research, it can be concluded that the translation method used in translating wise words found in Instagram captions were Word For Word Translation (2%), Literal Translation (40%), Faithful Translation (1%), Adaptation Translation (1%), and Communicative Translation (56%). Three translation methods cannot be found in this data source. They were Semantic Translation, Free Translation, and Idiomatic Translation. The most translation method used in this data source was communicative translation. It was caused the result of translation emphasizes the message and pays attention to the principles of communication, but does not translate freely. This text focused to the aspects of language and aspects of content were directly understood by the reader.

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