

# CHAPTER I

## INTRODUCTION

### 1.1 Background of the Study

Communication is a fundamental aspect of human interaction, involving the exchange of information, ideas, emotions, and intentions. It can occur through various channels, including verbal, non-verbal, written, and digital means. Effective communication is crucial for personal relationships, business, education, and many other areas of life.

Social media has transformed the way people communicate, share information, and interact with each other. It encompasses a range of platforms and applications that facilitate the creation, dissemination, and consumption of content. Here's an in-depth look at the role of social media

According The Ministry of Communication and Information (Kemenkominfo) revealed that internet users in Indonesia currently reach 63 million people. Of this figure, 95 percent use the internet to access social networks. Facebook, which owns Instagram, reported that by 2021, over 2.8 billion people worldwide were using one or more of its family of services (including Instagram) each day. Effective machine translation 3\*facilitates these platforms ability to connect diverse users globally, supporting market expansion and audience reach. Instagram is a social media platform that focuses on photo and video sharing. This app was first released in 2010 and has since grown to

become one of the most popular social networking platforms worldwide. Instagram lets users create photographs and videos, alters them with various filters and creative tools, and posts them privately or openly with their followers and also connecting with many various people in the world. We can publish images of ourselves and our activities, along with caption, to each post. There are already more than 100 million Instagram users in worldwide. In 2016, Instagram introduced additional upgradesto its app. Instagram allows translation in people's captions, which implies that users can simply translate the captions of others.

In the other side, machine translation instagram tries to help people reduce the lack of language includes an improvement that automatically translates the source language of the caption to the target language of the general user in order to recognize the foreign language. However, due to the low quality of machine translation, there are several mismatches and problems, such as unregistered and failed render. This is because Instagram only offers generic language and does not have a distinct traditional/domestic language. Furthermore, people who speak different languages can also be facilitated by translation features integrated in many social media platforms; Instagram is a case in point. Instagram is a social networking application launched in 2010. It is a photo and video sharing application that are available in Android, Apple iOS, and Windows Phone and can be downloaded for free. This application can be easily accessed in internet connected smartphones.

The Instagram translation engine does not correctly identify the appropriate translation approach for a specific area of the text, but rather generates

a common term or sentence. This is because of the random analysis performed by the translation machine, which does not explicitly assess who or what is being translated.

English as a foreign language for Indonesian has already been studied both written and spoken as the tool of communication. However, influence by the mother tongue made them made a lot of mistakes in the process of learning English. For example, in translating a text, a translator needs to preserve the meanings of the source language text. If the translator doesn't aware of this, it may cause wrong translation's result and the message will not be delivered well. If one described comprehension in the following terms one would probably come

Bali is a province in Indonesia whose territory consists of the island of Bali and several small islands around it. Until now, Bali is positioned as Indonesia's mainstay tourist destination. Bali has very diverse tourist attractions, including natural tourism, cultural tourism and marine tourism.

According to the phenomena that usually found in some countries, especially the country that not use english as its first language, there are a lot of translation error that can be find in some places such as the translation in the public signs that consist of english on it. This phenome also can be found in Indonesia, there are a lot of public sign that consist of english, especially in the tourism area such as Bali, Lombok and the other island. There are pretty much of error translation that we can see in Bali as the tourism place. These errors are not ignorable since translation deals with how to bring the same message from one

language and to make these messages into the same meaning in other language (Rahmattilah 2016).

This research focuses on the machine translation results produced by Instagram. The writer choose the Instagram account @infodenpasar because it's one of popular account in Bali with many post descriptions are mostly written in Indonesian and some Balinese language, this Instagram account delivers many entertainment, informative posts, and endorsements exclusively for Balinese Instagram users.

In this case, the writer is interested in analyzing the translation error in this account; The study aims to analyze translation errors in these posts, providing insights into the challenges of machine translation on social media. By highlighting these difficulties, the research seeks to inform users, developers, and researchers, promoting continuous improvement and innovation in automated translation technology.

This expected to be able to provide a good understanding of translation especially captions text. In other way, this study can help users, developers, and researchers understand the difficulties of machine translation in social media situation by identifying common translation errors and challenges, users will experience more accurate and reliable translations in social media platforms. For instance, users will benefit from translations that better handle idiomatic expressions used in social media interactions. The study's insights into cultural nuances and specific terms (e.g., Balinese cultural references) will help translation

systems provide translations that are more contextually and culturally appropriate, reducing misunderstandings and miscommunications.



## 1.2 Problems of Study

Based on the explanations that have been explained above, the writer finds two problems was analyzed in this research as follows:

1. What are translation types produced by machine translation on @infodenpasar's captions?
2. How do errors occur in the translation of @infodenpasar's captions?

## 1.3 Objectives of the Study

The objectives of the study are as follows:

1. To classify and identify the type of translation on @infodenpasar's captions.
2. To analyze how the translation errors occur on @infodenpasar's captions.

## 1.4 Limitation of Study

This study was limited on two problems, the first is translation errors done by Instagram machine translation and the second is how the translation errors occurs. This study focuses on the captions Instagram translated from Indonesian in to English by using translation machine on @infodenpasar results. The captions

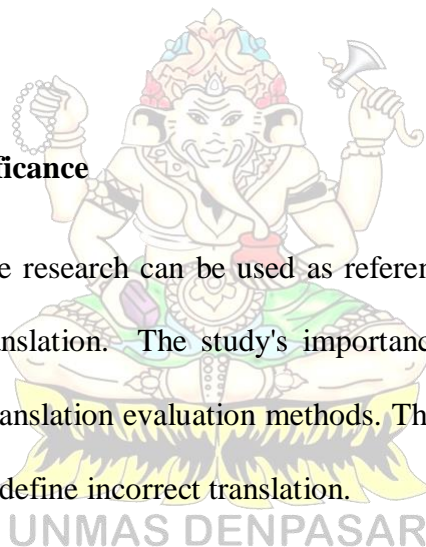
took from December 2023 to January 2024, the captions are chosen from various posts. This study restricts to examine translation faults at the word level. Using Koponen's theory, this study also classifies translation faults.

## **1.5 Significances of the Study**

This study has two significant of study, the first one is theoretical significance and the second is practical significance.

### **1.5.1 Theoretical Significance**

Theoretically, the research can be used as reference for people who have the same interest in translation. The study's importance used as an additional reference for machine translation evaluation methods. This study aims to improve translation research and define incorrect translation.



### **1.5.2 Practical Significance**

Practically, for the authors, the researcher expects that authors can improve his translation ability better than before. This study is also expected to inform Instagram users or readers about the quality of Instagram machine translation, particularly students at the Foreign Language Faculty of

Mahasaraswati University Denpasar, in determining the accuracy of translations performed by Instagram machine translation.





## CHAPTER II

### REVIEW OF RELATED LITERATURE, CONCEPTS, AND THEORIES

The intention of the writer in this chapter is to show other academics' study on similar topics. This study complements Yushanti (2020) undergraduate thesis, Azwar, et al (2022), Putri & Setiajidi (2011), Kesumawati (2022) article and Maria Ulfah (2015) thesis to avoid topic duplication, each of them is reviewed to determine the similarities and differences discussions. This chapter additionally reviews over the principals and theories used in this study.

#### 1.1 Review of Related Literature

The first review is an undergraduate thesis written by Yushanti (2020) entitled “Error Analysis of Instagram Machine Translation in Translating @BALIPUSPANEWS Captions”. This research has two purposes; first one is to find out the translation errors done by Instagram machine translation and the second one to analyze how the translation errors occur in translating captions. This research applied Koponen theory to analyze the errors. The researcher read the source text and the target text repeatedly to gain the data source and used descriptive qualitative method in analyzing data. For the result, the researcher found omitted concept and the least occurred was explicit content occurring error. Similar to this study, she analyzed the translation result error done by Instagram captions and analyzed with Koponen’s theory meanwhile, this study discussed the translation error result done by machine translation and applied Koponen theory

to analyze and classify the error. The differences between previous study is from the data source.

The second study is an article written by Azwar, et al (2022) entitled “A Linguistic Error Analysis of Google Translate Translation Result from Bahasa Indonesia to English”. This study discussed the linguistic faults that occurred during the translation of Indonesian text into English using Google Translate. The purpose of this study is to identify the types of linguistic errors that occur in the translation of Indonesian texts into English and to describe examples of linguistic errors, in order to provide complete and acceptable translation results that adhere to linguistic rules. This study employed a descriptive qualitative method in which the researcher examined language faults in an Indonesian text that has been translated into English with his experiences during teaching the translation course and several English courses in the classroom. The linguistic faults in concern include Morphological, Syntactic, and Semantic in nature. By using the Corder’s theory meaning of linguistic and Richard & Weber’s theory understanding, the researcher highlighted the errors made by the Google Translate service considered improper at each of the three linguistic levels. This study included 13 students from the English Education Study Program at Puhuwato University's Faculty of Teacher Training and Education. For the result, the researcher found two types of linguistic faults: Syntactic and Morphological errors. Similar to this study, the article written by Azwar discussed about translation error made by machine translation from Bahasa Indonesia to English. The differences, this article used linguistic error theory and experience of the researcher himself to analyze the

data. Corder's theory was applied to define the linguistic error and Richard & Weber's theory understanding. The previous study article used result of Google translate for the data source meanwhile, this study used Instagram machine translation result caption text as data source and used Koponen theory to analyzed the data source.

The third study is an article written by Putri & Setiajid (2011), entitled "Instagram Translate and Human Translation in the English Captions of Jokowi's Account: An Analysis Of Koponen's Error Category". This study investigated the translation errors category of Instagram Translate (IG Translate) in Jokowi's official Instagram account, aiming to determine if it performs better than a professional human translator. The research used a sample of photo captions from March 2020 to September 2020, representing the beginning of the Covid-19 pandemic and the government's efforts to overcome it. The study aimed to enrich translation research and provide practical benefits for IG Translate developers and social media users by improving their algorithms and ensuring accurate translations. The research aimed to enrich translation research and improve user experience. Similar with this study, this study used Koponen theory to analyze the errors and to classify the errors, meanwhile the differences this study used Instagram account news media popular in Bali and the way of presenting, using tables to group data to make clearest and detailed understanding.

The fourth study is an article written by Kesumawati (2022), entitled "Errors in Lexis Made by The Machine Translation from the Captions of National Geographic Indonesia's Instagram". This study investigated semantic errors in

lexis made by Instagram Machine Translation in National Geographic Indonesia's Instagram captions. Using observation and note-taking techniques, the study found confusion in choosing the wrong synonyms due to the translation of the source language to the target language, which has multiple synonyms and different meanings, without considering the overall context of the caption. The similarities between this study, she analyzed translation error in media online and caption text as data source where this study was also analyzed the translation result made by Instagram machine translation. There were some differences should be mention. One of them is she investigated semantic errors in lexis by using observation, in contrast to this study, the theory proposed by Koponen was used to analyze the translation errors made by Instagram machine translation.

The last is a thesis written by Maria Ulfah (2015) entitled "An Accuracy Analysis in Indonesian-English Translation Using Google Translate "Machine Translation". Maria's undergraduate thesis explored the accuracy of Google Translate when translating Indonesian into English. This undergraduate thesis investigated the accuracy of "Google Translate" when translating from Indonesian to English. The sentences were chosen from a text and translated using "Google Translate." The author examined four sorts of sentences. There are four types of sentences: simple sentences, compound sentences, complex sentences, and compound complex sentences. Maria used qualitative methods. As a result, there were 48 simple sentences where Google Translation successfully translated 6 simple sentences. Three of the sixteen complex statements were accurately translated. There were no sentences translated accurately by Google Translation

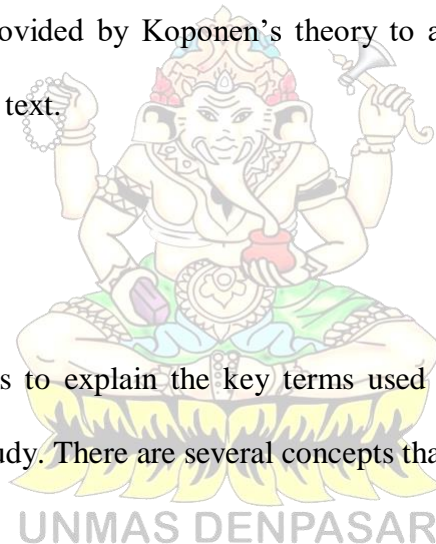
for compound and compound complicated sentences. Similar to this study, the author analyzed translation results produced by machine translation meanwhile, this study examined the translation results produced by machine translation in caption text. While there were some similarities, there are also differences in the research text he used in his undergraduate thesis using direct translations from the Google translation machine. Meanwhile, captions on Instagram were used in this study to identify translation problems. Another distinction is that she applied Barker's theory to data analyze the fault, and in contrast to the findings of this research, the theory provided by Koponen's theory to analyzed the data source from Instagram caption text.

## **2.2 Concepts**

This chapter aims to explain the key terms used to give the reader clear understanding of the study. There are several concepts that use in this study:

### **2.2.1 Translation**

Nababan (2008) defines translation refers to the transfer of written messages. The term is focus on the transfer of messages from the source language to the target language, for example, English to Indonesian, Indonesian to English. Hoed (2006) states the translator must find a way to find the correct and acceptable equivalent in the target language, it means he needs to master the grammar, as much vocabulary, idioms and proverbs in target language. Further,



Nida dan Taber (1982) states that translating consist of reproducing in the receiver language the natural equivalent of the source language message, first in terms of message and second in terms of style.

Based on definition above its similar purpose it can that translation is the process of changing a text from one language to the other without changing the meaning in the source language. It involves re-imagining the contents of the message and making grammatical and lexical adjustments.

### **2.2.2 Machine Translation**

Machine translation is the standard name for the computerized systems responsible for the production of translation from one natural language into another. This makes, there is no need for human intervention in the process (Hutchins, 1922).

Machine translation, as defined, refers to the automated process of translating text or speech from one natural language to another using computer systems. This technology has evolved significantly since its inception, aiming to bridge linguistic and cultural barriers without direct human intervention.


Initially proposed in the 1950s, machine translation has progressed through various approaches, from rule-based systems to statistical methods and now increasingly using neural networks and deep learning techniques. These

advancements have improved accuracy and fluency, allowing for more nuanced translations that capture context and idiomatic expressions.

Despite these advances, achieving perfect machine translation remains a challenge due to the complexity of natural languages. Languages often have ambiguous meanings, cultural nuances, and context-dependent interpretations that can be difficult for machines to grasp accurately.

However, machine translation systems continue to play a crucial role in various domains, including international communication, global business, and accessibility to information across languages. They serve as valuable tools for providing quick, albeit imperfect, translations that can aid in understanding and collaboration between speakers of different languages.

### **2.2.3 Instagram**



Instagram is a form of communication where people can share their updates by taking photos and adding some texts as caption to support the photos. Users usually share something that surrounded by them and adds some captions (Hu, Manikonda and Kambhampati, 2013).

Instagram has become a prominent platform for visual communication, allowing users to share moments of their lives through photos and videos accompanied by captions. This form of social media enables individuals to curate and broadcast their experiences, perspectives, and emotions to a wide audience.

The process typically involves capturing images or recording videos using smartphones or cameras, editing them with filters and other enhancements, and then posting them on Instagram. Users often add captions to their posts to provide context, convey feelings, or share stories related to the content they are sharing.

The addition of captions serves several purposes. It can enhance the understanding of the visual content by providing additional information or clarifying the intention behind the post. Captions also facilitate engagement by prompting viewers to react, comment, or engage in conversations related to the content

#### **2.2.4 Captions**

Based on Oxford Learner's Pocket Dictionary, caption is "words printed underneath a picture or cartoon in order to explain it" (2008). A caption may be a few words or several sentences.

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Captions play a crucial role in various forms of media and communication beyond just printed materials and social media. In newspapers and magazines, for example, captions are essential for providing readers with quick insights into the accompanying images, helping them grasp the essence of a story or event at a glance. They summarize the visual content and guide readers through the publication, enhancing comprehension and engagement.



## 2.3 Theories

In this part, there is a specific theory used for this study to solve the problems of the study. The theory is taken from Larson (1998) to find the type of translation on @infodenpasar's captions and Koponen (2010) to analyze the errors of machine translation on the caption. Koponen defined errors category based on relation between source and target concepts also known as individual concepts. It is into 6 subclasses which are omitted concept, added concept, untranslated concept, mistranslated concept, substituted concept and explicated concept.

### 2.2.1 Type of Translation

Larson (1998) categorized translation types based on language relationships, another important distinction in translation theory is between meaning-based and form-based translation approaches. These distinctions focus on how translators prioritize either the content and meaning of the text or its linguistic form and structure during the translation process. The first type is meaning-based translation, also known as dynamic equivalence or functional equivalence, emphasizes conveying the meaning and intent of the original text in a way that makes sense in the target language and culture. This approach prioritizes naturalness, ensuring that the translation reads smoothly and naturally in the target language, even if the structure or wording differs from the source,

and then clarity, ensuring that the message and intent of the original text are clear and easily understood by the target audience. The last one is cultural adaptation, adapting cultural references, idiomatic expressions, and nuances to make the translation culturally relevant to the target audience. This approach is commonly associated with the theories of Eugene Nida and Charles R. Taber (1974), who argued that the primary goal of translation is to reproduce the dynamic equivalence of the source text in the target language, rather than adhering strictly to the linguistic form.

On the one hand, form-based translation, also known as formal equivalence or literal translation, focuses on preserving the linguistic structure, form, and style of the source text as closely as possible in the translation. This approach prioritizes linguistic accuracy, reproducing the grammatical structure, syntax, and vocabulary of the source language in the translation, and then fidelity to the source, maintaining the exact wording and phrasing of the original text, even if it results in a less natural or idiomatic translation in the target language. The last is cultural neutrality, avoiding extensive cultural adaptation or modification of the source text, aiming to retain its original cultural context and references. Form-based translation is often associated with traditional approaches to translation and is valued for its faithfulness to the source text's linguistic form. However, it can sometimes lead to translations that feel unnatural or awkward in the target language if not handled carefully.

### 2.3.1 Translation Errors

This idea refers to a general explanation of the theory employed in analyzing data, in this specific instance and it particularly describes the theory by Koponen (2010). Koponen employed the term "classification in assessing machine translation" to describe the various forms of translation faults. Koponen stated Translation quality can be evaluated with regard to different aspects, such as accuracy (fidelity), fluency and fitness for purpose. In using a machine translation system for information purposes, accuracy of semantic content is the key aspect of quality. Automated quality metrics developed in the machine translation field have been criticized for conflating fluency of form with accuracy of content and for failing to provide any information on the types of errors in the translations established an error category based on the relationship between the source and target concepts, also known as individual concepts. Individual concepts were then classified into six subclasses: omitted concept, added concept, untranslated concept, mistranslated concept, substituted concept, and explicitated concept (Koponen 2010).

#### 1. Omitted Concept

Translation in Omission usually pinpoints a missing source of words or a text. This occurs when the Source Text (ST) conveys a concept that the Target

Text (TT) does not. It signifies that the idea that should be in TT is missing, for example:

ST : Berkelana, bertingkah

TT : Hanging around, acting cool

Translation result show “cool” is omitted.

## 2. Added Concept

An extra translation concept is basically added whenever a word or concept originated from source of language into target language. This occurs when a TT idea is missing from the ST. The idea of concept has been added to TT by machine translation. This category is the polar opposite of Omitted Concept, for example:

ST : Massa yang didominasiberbajuhitam – hitam

TT : Mass dominated in black – black

From the TT, the additional word of the word “black” is added concept.

## 3. Untranslated Concept

This process usually finds an untranslated word or sentence from source language caused by a certain meaning and it's used in the target language. It signifies that a word or words from the ST have not been translated, for example:

ST : Kaki kanan Reza mengalami luka dan memar

TT : Reza mengalami right foot is injured and bruised

The word “mengalami” is categorized as untraslated concept because it appears on both ST and TT.

#### 4. Mistranslated Concept

The translation process unsuccessfully renders the source language into target language. Mistranslated occurs when a TT concept has the incorrect meaning for the situation, concept arises, for example:

ST : Prima Mulia mengalami hal yang sama

TT : Prima Noble is experiencing the same

The data show “Noble” categorized as mistranslated, meanwhile “Mulia” is name of people.

#### 5. Substituted Concept

The concept or the meaning of translated word is changed but ineligible. It occurs when TT concept is not a direct lexical counterpart for ST, substituted concept occurs, for example:

ST : Sustinayani dikenal periang, kreatif dan pandai bergaul

TT : Sustiyani is known to be jolly, creative and good at hanging out

The translation result show “good at hanging out” show similar meaning from “pandai bergaul” is valid replacement.

## 6. Explicated Concept

The translated text's meaning becomes more explicit when the TT idea explicitly states previously implicit information in the ST concept without adding new information, for example:

ST : Daftar magang di kantor DKI

TT : Apply for internship at governor's off DKI Jakarta

The DKI notion is explicit because it is translated as DKI Jakarta. Even though the term added gives no new information to the TT and provides no incorrect information, the implicit concept is purposely converted into a more explicit concept.