

CHAPTER I

INTRODUCTION

1.1 Background of Study

Language plays a crucial role in human existence, serving as a vital tool for communication and learning among social beings. Individuals require language as a preliminary step in acquiring proficiency in a particular language, and they must comprehend the language to grasp the contents of their learning. (Utami and Irwandika, 2021). In numerous fields like education, religion, technology, and others, people utilize language as a means of communication and expression. However, the world has many different languages and cultures, creating fantastically rich linguistic diversity. Thus, translation is needed since it is fundamental to understanding the translation product.

According to Larson (1998), “translation is essentially a change of form”. This could be defined as converting one language (Source Language) to another (Target Language) for the target language to recognize the intended message in the source language. Kesumawati (2022) stated that it can be an indicator that the meaning has changed from SL to TL with comparable meaning or semantic structure. A good translation should include semantic aspects such as grammatical meaning, referential meaning, and contextual meaning. It is important to ensure the meaning of SL is accurately conveyed and avoid misunderstanding or confusion in TL. In the past, translation process was performed only by a human translator, but due to the development of technology, there are machine translations such as

Google Translate, DeepL Translate, Bing and many more options for translating texts. The term Machine Translation (MT) refers to automated processes that produce translations with or without the involvement of humans. (Gupta, 2019; Kumar, 2019; Liu et al., 2021). Users are able to select the preferred language for both SL and TL. Afterward, machine translation will transfer the meaning from SL to TL quickly. Although machine translation can generate the most accurate translation for certain sentences, it does not signify that the entire output is reliable. and people should not be dependent on this (Hoi, 2020; Ying et al., 2021).

To this day, there is ongoing debate and doubt regarding the precision of machine translation (Nasution, 2022). It poses a challenge because natural languages are intricate, with numerous words carrying multiple meanings and offering various potential translations. (Susanti, 2018, as cited in Utami 2021). Hence, there is some concern that machine translation may not meet the standards of quality translation, potentially impacting the translation's outcome. However, due to the high demands, this machine translation is also added to social media as an in-app text translation feature. Some of the social media that provide that feature are TikTok, Instagram and Facebook.

Social media have a massive use nowadays to deliver messages and share information globally. Users can create and follow more than one account on social media (Putri and Setiajid, 2021). Many entertainers, politicians, educators, and economists use their own social media to share their ideas or information. One of the most popular social media platform is TikTok.

TikTok is a video-sharing application that allows users to create and share short-form videos on any subject. With the rise of TikTok, almost all the known celebrities, influencers and big companies can be found on this platform. One of the most followed influencers in Indonesia is Tasya Farasya. She is known as a beauty vlogger content creator who often talks about beauty matters such as reviewing makeup and skincare. The use of social media for a beauty influencer is very important. Because through social media, they can spread their influence in a particular field to their followers. Through social media, a beauty influencer can gain popularity and trust from the public. Now, she is followed by 3.4 million people on TikTok and continues to grow.

With that massive amount of followers from different regions and cultures, there is a high probability that non-native speakers use the TikTok auto-translation feature. TikTok translation helps content creators break into new markets where language would have been a barrier. As a result, more people from various demographics will get to see and understand the translated video. TikTok provides many translation features and the most recent one is auto-generated captions. If the user turns this feature on, an algorithm will automatically transcribe the audio into text. However, the translation product made by TikTok machine translation has the probability of using wrong grammar and wrong context as well. In this case, machine translation cannot meet the requirements of good translation, affecting the outcome and meaning of the target language.

The situation described above is undoubtedly undesirable in the field of translation. Thus, this study is important to know the accuracy of translation

produced by TikTok machine translation. This research focused on classifying the types of semantic errors produced by TikTok Machine Translation and revealing how it is related to the translation procedure used. Furthermore, this research aims to contribute to the field of translation, specifically enhancing methods for evaluating machine translation.

1.2 Problems of the Study

Based on the background of the study, there are two problems proposed as follows.

1. What are the types of semantic errors produced by TikTok machine translation found in Tasya Farasya's account?
2. How do semantic errors occur related to the translation procedure used by TikTok machine translation?

1.3 Objectives of the Study

The purpose of this research is to find answers to the problems that have been described previously. The objectives of this study are explained as follows.

1. To identify types of semantic errors produced by TikTok Machine Translation found in Tasya Farasya's account.
2. To analyze how semantic errors occur related to the translation procedure used by TikTok machine translation.

1.4 Limitations of the Study

This study has limitations of research problem which only focus on two main problems. The first problem is the types of semantic errors using the theory from Sayogie (2014) and supported by the theory from Kridalaksana (2008) which

consist of grammatical error, contextual error, and referential error. The second problem is how semantic errors occur related to the translation procedure by using the theory from Vinay and Darbenet (2000).

1.5 Significance of the Study

The significance of this study is expected to contribute and provide knowledge in both theoretical and practical aspects as follows.

1.5.1 Theoretical Significance

The theoretical significances of the study are:

1. This study is expected to give the readers information about the type of semantic errors. Furthermore, it can help them become more careful in identifying the semantic errors that occurred during translation process produced by TikTok machine translation.
2. Another purpose is to enhance students' linguistic competence, specifically in semantic errors that often occur in the translation process. It will broaden the knowledge about the importance of semantics in translation.

1.5.2 Practical Significance

The practical significances of this study are:

1. This study is expected to improve the ability of readers in understanding the importance of semantic aspects in the translation process which will help them to notice when there are errors made by the TikTok machine translation. Thus, readers will have a better understanding and knowledge of translating the source language to the target language based on the semantics aspect correctly.

2. This study is also useful in developing a more accurate machine translation in the future.



CHAPTER II

REVIEW OF RELATED LITERATURE, CONCEPTS, AND THEORIES

In this chapter, several research with similar topics done by other researchers are shown and elaborated. Each of these research was reviewed to find similarities and differences in order to avoid topic duplication. Some theories applied were also reviewed as the base of this research to analyze the data and support this study to solve the problem.

2.1 Review of Related Literature

There were five comparable studies that consist of two theses and three published articles that were elaborated, all of which have been completed by other researchers. These previous studies were presented by describing several aspects, including the relevancies, similarities, and differences.

The first thesis was entitled “*Error Analysis in Machine Translation of Cristiano Ronaldo Instagram Caption*” by Trimanto (2022). This study aims to analyze translation strategies and errors made by Instagram machine translation. In this research, the researcher observed and analyzed the errors made by Instagram machine translation in translating the captions. The researcher reasoned that translation errors occur occasionally when phrases are merged to make a long word that machine translation is unable to appropriately parse. To translate the source language, the translator must consider how the text might be made equivalent to the correct target language. This study is a descriptive qualitative study. The data is gathered using a documentation technique. Two theories are used in this research.

The first theory is seven translation strategies proposed by Vinay and Darbelnet (2000). The second theory is Assessing Machine Translation Quality with Error Analysis Koponen (2010). The research results highlighted two aspects concerning the problems investigated in this research. First, the research translation techniques found on Cristiano Ronaldo's Instagram account. There are borrowing strategies (5 data), calque strategies (17 data), literal translation (46 data), transposition (7 data), modulation (2 data), and adaptation (3 data). Second, regarding machine translation error, the categories include omitted concept (24 data), added concept (3 data), mistranslated concept (37 data), untranslated concept (12 data), substituted concept (0 data), and explicated concept (4 data). Even though the results answered the research problems, there is still a lack of explanation on each type of translation error and the researcher did not provide any suggestion regarding the error found in Instagram machine translation.

Looking at both the prior study and this one, there are both similarities and differences to note. The contrast between the prior study and this one lies in the problems addressed by the author and the data sources utilized to support the research. The previous study has two main problems discussed which are analyzing translation strategies and errors made by Instagram machine translation while this study has two main problems which are classifying the types of semantic errors produced by TikTok Machine Translation and revealing how is it related to the translation procedure used. The data source used in this previous study was taken from selected captions in Cristiano Ronaldo's Instagram account while this study used the data from Tasya Farasya TikTok account. The theory of translation

procedure proposed by Vinay and Darbelnet (2000) is used for both the previous study and this study. The use of the theory from the same author with different data sources collected from different social media platforms is to find out if there are any differences that will be found.

The second previous study is a thesis entitled “*Semantic Errors in The Translation of National Geographic Indonesia's Instagram Caption*” by Kesumawati (2022). The objective of this research is to identify the types of semantic errors in lexis made by Instagram Machine Translation in National Geographic Indonesia's Instagram captions, as well as to analyze how semantic errors in lexis occur in relation to its translation procedure in the translation of National Geographic Indonesia's Instagram captions. The researcher stated that the translation results produced by Instagram machine translation in the National Geographic Indonesia Instagram account contain many semantic errors in lexis. In this study, the observation method and note taking technique are used to collect data from the National Geographic Instagram account. The descriptive qualitative method was applied in this study to analyze different types of semantic errors in lexis. In addition, this study also provided the explanation of translation procedures that involve to the errors. The data were taken from the posts in National Geographic Indonesia's Instagram account from May until October by applying the theory types of semantic errors in lexis by James (1998) and translation procedures by Molina and Albir (2002). The study concludes that the confusion of sense relations in choosing a wrong synonym is mostly found in source and the most translation procedure used is the literal translation procedure. Based on those

explanations, there are some differences between the previous studies and this study. While this study has similar focus such as identifying the types of semantic errors and the translation procedure, however, the researcher used different theories and data source.

The third study is an article by Utami and Irwandika (2021) titled "Semantic Errors in The Translation of The Hindu's Instagram Account." The primary objective of this study is to examine the lexical semantic errors that Instagram's machine translation produced. The purpose of this study is to identify the different kinds of semantic errors that machine translation produces in lexis. The data was gathered using the observation approach. The data collected from The Hindu's Instagram account postings were analyzed using the descriptive qualitative approach. Semantic error data sources were analyzed using the theory proposed by James (1998). Early observation has identified an issue in the translation output produced by Instagram's machine translation. The research result shows that there was confusion of sense relation and collocation error in choosing a wrong synonym. Additionally, a number of translation procedures were applied when translating The Hindu's Instagram captions. The previous study clearly has a similarity which is the focus is identifying the types of semantic errors, but the researcher used different theory by James (1998) and also different data source which is the caption of The Hindu's Instagram account.

The next previous study is an article entitled "*Lexical Errors Made by Instagram Machine Translation in Translating the Account of 'CNN Indonesia' News Article*" by Nadilla and Lubis (2023). This study intends to showcase the error

categories present in Instagram Machine Translation and to pinpoint the most common forms of lexical errors made by Instagram Machine Translation, specifically analyzing the 'CNN Indonesia' Instagram account. This study used a qualitative design. The data were collected by running an Instagram account with multiple captions linked to the lexical errors of the research object. The captions were translated using Instagram machine translation and then the translation results were compared to the source language to examine the lexical errors produced by Instagram machine translation. The research findings shows that the types of lexical errors made by Instagram Machine Translation on the “CNN Indonesia” Instagram account based on the error categories theory proposed by Vilar et al (2006) founds: 4 missing errors, 10 incorrect words and 8 unknown words. Although the previous study also focused on the types of error in translation, it is not specified into semantic error only. The previous study also used different theory by Vilar et al (2006) while this research used the theory proposed by Sayogie (2014) and the data source is found to be different as well.

The last previous study is an article entitled “*Lexical Analysis of Semantic Errors Found in The Translation of Joko Widodo's Instagram Account*” conducted by Putri and Setiajid (2021). This study focuses on the semantic errors in lexis that occur during Instagram Machine Translation translation. The purpose of this study is to identify the types of semantic errors in lexis made by Instagram Machine Translation in Joko Widodo's Instagram account. The study additionally investigates semantic errors in lexis to demonstrate how Instagram machine translation works and highlight the potential errors it might generate. The data for

this study was gathered through observation. The descriptive qualitative method was used to analyze semantic errors in lexis involving a detailed elaboration on each error type. Furthermore, translation procedures were investigated in order to determine which procedures contributed to the errors. The data was gathered from Joko Widodo's Instagram posts and analyzed using theory of semantic errors in lexis proposed by James (1998). The previous research concluded that the most common type of error found in Instagram machine translation is confusion of sense relations in choosing a wrong synonym. The study is quite similar as the study conducted by Utami and Irwandika (2021), therefore the study has similarity regarding the focus of the study which is identifying the types of semantic errors. However, this study did not identify the translation procedure that was used by the machine translation. The theory and the data source used in this previous study is also different.

2.2 Concepts

This section explains several concepts and opinions from experts that are used as references in analyzing the data. These concepts are semantics, translation, semantic error, and TikTok machine translation.

2.2.1 Semantics

Semantics is a branch of linguistics that studies meaning. The study of semantics appears necessary in order to comprehend the meaning. According to Crystal (1991), "Semantics is one of the branches of linguistics that studies meaning and is considered to be the main branch in linguistics that aims to study a meaning

in language”. She also says that “the study of the meaning traits is an important part of semantics, but it is only partial”. Even more important is the study of the way words and sentences convey meaning in everyday situations of speaking and writing.

2.2.2 Translation

Translation involves converting content from one language (Source Language) to another (Target Language) to ensure that the intended message from the source language is accurately conveyed in the target language. Larson (1998) stated that in translation the form of the source language (SL) is replaced by the form of the target language (TL). It is further defined by Sari (2019) as converting one language (Source Language) to another (Target Language) in order for the target language to recognize the intended message in the source language. Translating is simply the process of transferring a message, both in terms of meaning and style, from the source language (SL) to the target language (TL). An effective translation should be logical and easily comprehensible by the intended audience. Nida (1975) asserted that the message in the TL should be equivalent to the message in the SL. A translator should ensure that the surface meaning of both texts is approximately similar, and that the structure of the SL is preserved as closely as possible but not so closely that the TL structures are seriously distorted (Bassnett, 1994).

2.2.3 Semantic Error

For translation results, there are at least two requirements that must be met, namely accurate and readable (Sayogie, 2014). He further explained what is meant by accurate is that all data in the source language must appear (or be conveyed) in the target language. All messages contained in the source text must appear and be accepted by readers of the target text. Meanwhile, what is meant by readable is related to the use of the target language in accordance with the rules of good and correct writing. Relating to semantic, Vinay and Darbelnet (2000) asserted that a translation technique should propose a categorization of semantic values and consider categories of meaning, as this helps in comprehending why certain words, though appearing synonymous, belong to different classes of meaning. Any mistranslation of words, whether they are idioms, collocations, or single words, is referred to as a semantic error.

2.2.4 TikTok Machine Translation

Machine Translation (MT) has existed for decades and continues to exist, despite being declared impractical, impossible, and even dead (Lehrberger, 1988). It is also referred to as a multidisciplinary application that combines computer science, linguistics, translation, and terminology. Many commercial companies are now providing this service including social media. Recently, it has become common practice for multilingual websites such as TikTok to provide an automatic translation to reach out to their linguistically diverse users. This automatic translation also applied in TikTok's auto-generated captions. TikTok's auto-

generated captions are a feature that automatically transcribes spoken words in a video and displays them as on-screen text. This feature improves accessibility for viewers, making content more inclusive for those who may be hearing impaired or prefer to watch videos with captions

2.3 Theories

The theory applied in this research was proposed by Sayogie (2014) in identifying the types of semantic errors found in Tasya Farasya's TikTok account. This study was supported by the theory from Kridalaksana (2008). The second is theory by Vinay and Darbelnet (2000) to identify the types of translation procedures.

2.3.1 Translation Error

According to Sayogie (2014), there are three main requirements that must be met by a translator if the translation is to be published. First, a translator must master the language of the original text perfectly, at least at a receptive level, a level that is easy to understand. Second, a translator must master the language used as a means to write the translated version, not only at a receptive level, but also at a productive level. The third requirement is that a translator must have what is called background knowledge, meaning that the translator must master everything related to the text he/she is working on.

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These are examples related to cross-cultural problems and language problems (semantics) which are the main obstacles in translation. Clifford Geertz's work entitled *The Interpretation of Cultures* (Basic Book, 1973) whose translation text has been published by Kanisius Publishers (1992) was selected as the source discussion.

In the original book, it is found in Chapter 15 on page 425, while the translated version is on page 221 (Chapter 7). In the original text, it is written: *Odds and Even Money*, while the translated version is *Taruhan dan Uang Tunai*. Odds (money), in the context of Balinese culture especially in *tajen* activities can be translated as betting (*taruhan*). But what kind of bet? Odds (money) is a term used for bets with unequal amounts of money, for example, IDR 1,000,- for IDR 10,000,- due to certain conditions. Then, the term which is actually the opposite of Odds (money) is Even Money that is translated into cash. Even Money is a term to refer to an equal number of bets. Thus, by giving this sub-heading, Prof. Geertz actually wanted to show his readers that he would explain something related to “*Uang taruhan yang tidak seimbang dan uang taruhan yang seimbang*”, instead of “*Taruhan dan Uang Tunai*”

From this example, it is clear how a translator made a mistake because they did not understand the cultural background where this term is taken and originates.

If the translator of this book understood the terms of betting, especially cockfighting or *tajen* in Bali, it is very likely that this kind of mistake would not have occurred. So, cross-cultural understanding is very important in this case.

Another example of a completely inaccurate translation is taken from page 417 of the original book, and the translated version on page 211, under the sub-heading “On Heroes and Man”.

Source text: “Bali, mainly because it is Bali, is a well-studied place”.

Target text: “*Bali, terutama karena ia adalah Bali, adalah sebuah tempat studi yang baik*”.

The first is the pronoun “*ia*” which is used to replace the word “it”. Even though in the Kamus Besar Bahasa Indonesia (KBBI) there are examples that provide legitimacy for using the pronoun “*ia*” for objects, the examples in the dictionary are likely taken from literary writings which are lax in applying rules like this. But in scientific writings, such as the writing of Prof. Geertz, it is best to use the pronoun “*ia*” only for people and not things. Even if the word was omitted, the translation would not only be better but also more readable.

The phrase “well-studied place” is translated into “*tempat studi yang baik*”. A more appropriate translation of “well-studied place” would be “*tempat yang telah diteliti secara menyeluruh*” or “*tempat yang telah dipelajari secara mendalam*”. It is clearly not suitable to translate it as “*tempat studi yang baik*”. The errors in this translation are to show problems in the field of language, especially in the realm of semantics, diction, and so on.

In the context of semantics, to assess the quality of translation, Sayogie (2014) divides it into three aspects that will be presented below.

2.3.1.1 Errors in Grammatical Meaning

In word-for-word equivalence, Sayogie (2014) stated that the transfer of lexical meaning from the source language into the target language apparently allows changes in lexical form in the target language, such as: changes in grammatical word function and changes in form representation into more than one word. As explained by Kridalaksana (2008), grammatical meaning refers to the relationship between language elements in a larger unit, such as how the word “can” means *dapat*, or *kaleng*, depending on the position of the word in a sentence. The word “can” in the sentence “they can fish” serves as the predicate in the form of verb, meanwhile the word “can” in the sentence “He kicked the can hard” serves as the object of the sentence in the form of noun. In the translation process, the meaning of a word may differ from its grammatical meaning if it stands alone. The change of grammatical structure often happens to produce a reasonable translation. However, it is only applicable without changing or eliminating the idea of meaning contained in the SL.

2.3.1.2 Errors in Referential Meaning

Sayogie (2014) stated that changes or shifts may occur during the translation process, but these changes or shifts must not cause a change in referential meaning. According to Kridalaksana (2008), referential meaning is the meaning of language elements that are closely related to the outside world (objects or ideas), and which

can be explained by component analysis. Reference itself is a linguistic form to enable someone to identify something depending on the speaker's intention so the listener can identify the speaker's intention. Sayogie further explained that referential confusion arises because the lexical meaning of a word is difficult to apply to a particular object. For example, the words city and town in English are equivalent in Indonesian to *kota*.

2.3.1.3 Errors in Contextual Meaning

Sayogie (2014) explained that a translator is not only someone who masters two languages (source language and target language), but is someone who can understand the source language and target language as well as possible in the context of searching for appropriate equivalents meaning that is also involved in the socio-cultural background of the source language and target language. In addition, Kridalaksana (2008) added that contextual meaning is the relationship between an utterance and the situation in which it was used. Thus, the translator must not only be able to exist in two languages, but two "realms", namely language, culture, society, and the way of life of the society that is related to the translated text.

2.3.2 Translation Procedure

Translation procedures are methods used by translators to create an equivalence in order to transfer meaning elements from the Source Language (SL) to the Target Language (TL). The various methods or procedures appear to be numerous at first, but they can be condensed to just seven, as Jean Paul Vinay and

Jean Darbelnet came up with seven translation procedures and as many ways to achieve equivalence in 2000. Vinay and Darbelnet proposed seven procedures or methods.

Due to similarities in structure and language elements across different languages, it's often viable to connect the original message in one language with the target language by transferring each part of the original message into the new language. When a translator meets a linguistic gap in the intended language, they have the option to utilize a similar category or concept to effectively communicate the essence of the source text. This can be accomplished using one of the direct translation procedures listed as follows:

1. Borrowing

Typically, borrowing serves as a means to fill a gap, particularly when dealing with unfamiliar technical concepts. It's considered the most straightforward translation method and is often employed to retain the original language's essence, which may affect the conveyed message, although primarily it adds a stylistic touch. For instance, in order to introduce the flavour of the SL culture into a translation, foreign terms may be used, e.g. such Russian words as '*roubles*', '*datchas*' and '*aparatchik*', '*dollars*' and '*party*' from American English, Mexican Spanish food names '*tequila*' and '*tortillas*', and so on. In a story with a typical English setting, an expression such as 'the coroner spoke' is probably better translated into French by borrowing the English term 'coroner', rather than trying to find a more or less satisfying equivalent title from amongst the French magistrature, e.g.: "*Le coroner prit la parole*".

2. Calque

Calque is a type of borrowing in which one language borrows an expression from another, but the translator literally translates each of its elements. The end result is either a lexical calque, or a new mode of expression that respects the target language's syntactic structure. Calque is categorized into two types, namely lexical calque and structural calque.

Examples:

Lexical calque

Compliments of the Season! : *Compliments de la saison!*

Structural calque

Science-fiction : Science-fiction

(Vinay and Darbelnet, 1995:32)

3. Literal translation

Literal translation involves directly converting the source text into a grammatically and idiomatically suitable target text.

Examples:

SL: I left my spectacles on the table downstairs.

TL: *J'ai laissé mes lunettes sur la table en bas.*

SL: Where are you?

TL: *Où êtes-vous?*

SL: This train arrives at Union Station at ten.

TL: *Ce train arrive à la gare Centrale à 10 heures.*

(Vinay and Darbelnet, 1995:34)

When facing structural and metalinguistic differences between languages, achieving certain stylistic effects becomes challenging without modifying the vocabulary or sentence structure in the target language, which may disrupt its natural flow. More complex methods must be used in such cases to convey the meaning of the source text. Although they may appear sophisticated or even unusual at first glance, oblique translation procedures allow translators to exert strict control over the reliability of their efforts (Vinay and Darbelnet, 1989).

4. Transposition

Transposition involves substituting one word class with another while preserving the intended message. There are two forms: obligatory transposition, which occurs when the target language has no other choices within its language system.

In this instance, the English language provides only one option between the two forms, with the base form being the sole possibility. Conversely, when translating back into French, there's a choice between using a calque or a transposition since French allows for either construction. However, the two subsequent phrases can both undergo transposition:

Après qu'il sera revenu... : After he comes back...

Après son retour... : After his return...

(Vinay and Darbelnet, 1995:36)

5. Modulation

Modulation involves altering the language by shifting the perspective, which can be justified, even if it involves a literal or transposed change. Modulation comes in two types: free or optional and fixed or obligatory. The distinction between fixed and free modulation is a matter of degree. Fixed modulation is freely used by translators with good knowledge of both languages because they are aware of the frequency of use, overall acceptance, and confirmation provided by a dictionary or grammar of the preferred expression. Vinay and Darbelnet (1995) give a classical example of an obligatory modulation is the phrase, "The time when...", which must be translated as, "*Le moment où...*".

6. Equivalent

Translators often prefer using a completely different structure and meaning compared to the original source language text, as long as it aligns appropriately with the communicative context equivalent to that of the source language text.

Examples:

Cocorico : cock-a-doodle-do

Miaou : miaow

Hi-han : heehaw

(Vinay and Darbelnet, 1995:38)

7. Adaptation

Adaptation in translation refers to the farthest boundary where a translator must generate a new context that is deemed equivalent. Adaptations are particularly frequent in the translation of book and film titles. For example:

Trois hommes et un couffin. : Three men and a baby. [film]

Le grand Meaulne. : The Wanderer. [book title]

(Vinay and Darbelnet, 1995:39)

Because of the cultural differences between the source and target languages, some data in the source language lack precise equivalents in the target language. As a result, if the source language terms are deemed to lack equivalents, not all of them can be translated into the target language.

