



ISSN: 2549-810X

PROSIDING

KOLITA 15

Konferensi Linguistik Tahunan Atma Jaya Kelima Belas

**Koordinator:
Yanti, Ph.D.**

**Pusat Kajian Bahasa dan Budaya
Universitas Katolik Indonesia Atma Jaya
2017**

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THE COMPARATIVE STUDY ON THE TRANSLATION OF THE INSTAGRAM TRANSLATE AND HUMAN TRANSLATION WITH A SPECIAL REFERENCE TO @basukibtp INSTAGRAM ACCOUNT

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16.05.2017

ABSTRACT

The paramount aspect of translating is when a meaning in a source language is well-delivered in a target language. Nowadays, translating can be done by everyone. A social media called Instagram provides a translation feature for its users just by tapping a 'See Translation' button. Nevertheless, the translation of the machine is not perfect. Some errors are found due to the machine's inadequacy.

It is therefore interesting and worthwhile to compare the machine translation, i.e. Instagram Translate and the translation done by human beings. The paper tries to explore and categorize the errors found in the Instagram Translate in @basukibtp Instagram account and then compares the translations with human translator. The @basukibtp account is chosen because it is owned by a prominent figure who is followed by millions of people and gives a considerable impact to the national politics. The comparison is meant to pin point in what aspect the machine translation cannot do what human can. Furthermore, this study also offers some translation suggestions for the Instagram users.

The captions collected are translated by Instagram Translate and a professional translator. Then the researchers count the errors based on Koponen's errors categories which divide errors into two big classes, namely relation between source and target concept and relation between concepts. The researchers would like to focus on the first category which has six subclasses: added concept, omitted concept, untranslated concept, mistranslated concept, substituted concept, and explicated concept. After categorizing errors, translation suggestion will be given.

Keywords: Instagram Translate, human translation, Koponen's errors categories

INTRODUCTION

In this sophisticated era, the usage of technology gives significant helps for its users especially in dealing with communication. Nonetheless, the fact that technology consumption is mostly used by digital-native born, makes the technology usage is hard to be separated from the usage of social media itself. Through technology, the users can provide and receive any kind of messages and information.

Nowadays, one of the most popular social media is Instagram. Instagram provides its one core feature, which is to share pictures, besides captions, likes and comments. The fact that Instagram community has grown faster and become more global makes the use of Instagram Translate very useful. It provides more than 20 languages to be translated just by tapping a 'See Translation' button. Certainly, one of many languages to be translated is Indonesian language.

In this article, the researchers would like to analyze and compare the use of Instagram Translate and human translator. The data taken are from an official account which is owned by Indonesia politician, Basuki Tjahaja Purnama or Ahok. The @basukibtp account is chosen because he is a prominent figure who is followed by millions of people and gives a considerable impact to the national politics.

METHODOLOGY

The data sample of this research are five data or captions. The data taken are in English and Indonesian languages. The researchers take all the population starting from February 2016 until June 2016. One datum or caption is taken each month. Furthermore, the data in the @basukibtp Instagram are selected and analyzed.

In analyzing the data, both translation result by human and machine show errors. As stated by Koponen that comparing the error results between machine and human translator would bring out interesting difference and could be the starting point to make a better translation. Therefore, the researchers believe that approach using Koponen's category is suitable. Koponen categorized errors into two big major classes, namely relation between source and target concepts and relation between concepts. Each of them has 6 (six) and 8 (eight) subclasses. However, the researchers would like to focus on the source text and target text concept only which is the first major category.

ANALYSIS

According to Koponen in the journal entitled "Assessing Machine Translation Quality with Error Analysis" defines errors category based on the tested text into two major classes. Therefore, the researcher would like to focus only on the first major class which is then divided into 6 subclasses. The mismatches are as follows: Relation between source and target concepts (Koponen, 2010: 4-5)

- i. Omitted concept: ST concept that is not conveyed by the TT
- ii. Added concept: TT concept that is not present in the ST
- iii. Untranslated concept: SL words that appear in TT
- iv. Mistranslated concept: A TT concept has the wrong meaning for the context.
- v. Substituted concept: TT concept is not a direct lexical equivalent for ST concept but can be considered a valid replacement for the context.
- vi. Explicated concept: TT concept explicitly states information left implicit in ST without adding information.

The researchers find 20 errors done by Instagram Translate (IT) and 1 error done by human translator in translating captions in @basukibtp account.

1. The errors found in Instagram Translate's translation

a. Omitted Concept

There are 5 errors in the translations.

i. Omission of determiner

No	ST	No	IT	AT
3/ST/IV/1	Ekspresi ketika ...	3/TT/IV/1/G	<u>Expression</u> when...	The expression when...
5/ST/VI/30	... mewujudkan Jakarta Baru.	5/TT/VI/30/G	... to realize <u>new Jakarta</u>to realize the New Jakarta.

In the data above, determiner "the" is omitted. In general, the function of determiner is telling the readers about an important noun modifier that provides context. In this case, the determiner should be put to show what kind of *expression* and *new Jakarta* are referred in the captions. Its position is important because it becomes the specifier of the words *expression* and *new Jakarta*.

ii. Omission of noun

No	ST	No	IT	AT
5/ST/VI/30	Amin, terima kasih atas <u>ucapan</u> dan doanya...	5/TT/VI/30/G	Amen, thank you for the birthday wishes...	Amen, thank you for the <u>kind words</u> and wishes...

In this datum, *ucapan* as a noun in the caption is not translated. According to KBBI, *ucapan* is *perkataan sebagai pernyataan rasa hati*. IT fails to translate the word "ucapan" by omitting it. Therefore, in this case the ST meaning is not delivered completely.

iii. Omission of acronym

No	ST	No	IT	AT
1/ST/II/25	... di Balaikota <u>DKI</u>	1/TT/II/25/G	... in <u>central unit</u>	...in <u>DKI</u>

In this case, the element which is omitted is an acronym. The acronym of DKI is *Daerah Khusus Ibukota*. IT fails to translate DKI so that the meaning is not well delivered in TT. Since DKI is a complement for Jakarta, the information becomes less complete when it is omitted.

iv. Omission of place name

No	ST	No	IT	AT
4/ST/V/1	... di Cipinang <u>Lontar</u> ...	4/TT/V/1/G	... cipinang seatin Cipinang Lontar...

As in ST, *Lontar* is a place name that is located in East Jakarta. As an information in ST, IT fails to give complete translation in TT. As a place name, it should be kept untranslated.

b. Added concept

There are 3 (three) errors in the translations.

i. Addition of plural noun

No	ST	No	IT	AT
3/ST/IV/1	...tempat duduk	3/TT/IV/1/G	...seats	...seat

According to Oxford, plural is a form of a noun or verb that refers to more than one thing or one person. In the datum above, the ST conveys only one seat. However, IT translates it into plural form which is identified by the stand of the "s" in the end of word *seats*. Therefore the addition of plural form should be omitted.

ii. Addition of adverb

No	ST	No	IT	AT
4/ST/V/1	Kondangan tadi siang ...	4/TT/V/1/G	<u>Last lunch</u> in invitation...	A wedding invitation last afternoon...

IT adds an adverb "last lunch" in the TT. The addition happens because the words *tadi siang* are translated as last lunch. However, *undangan* itself can be translated into invitation indeed. When IT adds last lunch, the meaning becomes ambiguous which are an invitation for lunch or a wedding invitation. In fact, the word *undangan* in ST has the meaning of a wedding invitation.

iii. Addition of noun

No	ST	No	IT	AT
5/ST/VI/30	... dan doanya...	5/TT/VI/30/G	... the <u>birthday</u> wishes...	...and wishes...

According to KBBI, the word "doa" means "permohonan kepada Tuhan". Since the word *doa* does not always mean birthday wishes, it is better that the word *birthday* should be omitted.

c. Untranslated concept

There are 3 (three) errors found in the translations.

i. Untranslated because of passive verb use

No	ST	No	IT	AT
1/ST/II/25	Disambangi ...	1/TT/II/25/G	Disambangi...	Got visited...
3/ST/IV/1	...dikasih tempat duduk	3/TT/IV/1/G	... dikasih seats	...been given a seat

According to 2 data above, IT fails to translate each passive verb. The words *Disambangi* and *dikasih* keep untranslated. This is certainly not because of no appropriate translation for those words.

ii. Untranslated because of abbreviation or acronym uses

No	ST	No	IT	AT
2/ST/III/1	... Damkar	2/TT/III/1/G	...damkar	...Firefighter

The acronym of Damkar is a shortened form of *pemadam kebakaran*. Here, the use of acronym in the datum causes "Damkar" keeps untranslated in the TT. It would be different if the caption were written *pemadam kebakaran*. The translation would be *firefighter*.

d. Mistranslated concept

There are 9 errors found in the translations.

i. Mistranslation of typology

No	ST	No	IT	AT
1/ST/II/25	... Ganjar Pranowo dan ...	1/TT/II/25/G	...ganjar pranowo and...	...Ganjar Pranowo and...
1/ST/II/25	...Ridwan Kamil ...	1/TT/II/25/G	...ridwan kamil...	...Ridwan Kamil
4/ST/V/1	... Cipinang ...	4/TT/V/1/G	... cipinang Cipinang ...
5/ST/VI/30	... utk mewujudkan Jakarta Baru.	5/TT/VI/30/G	...to realize <u>new</u> Jakarta.	...to realize the <u>New</u> Jakarta.

The use of capitalization in the first letter of those words above do not appear in the TT. In the data 1/ST/II/25 and 4/ST/V/1 the name of person and place should be capitalized. Since they are unique and proper names. While in the datum 5/ST/VI/30, the word *new* should be capitalized because it refers to a certain city with a certain condition.

ii. Mistranslation of place name

No	ST	No	IT	AT
1/ST/II/25	... di Balaikota DKI	1/TT/II/25/G	... in central unit	...City's Hall

In general, Balai kota is a place for governor and vice governor to work. As in datum 1/ST/III/1 unit are not the appropriate translation for Balai kota. Those words do not convey the meaning make the meaning unclear. In addition, the correct writing should be Balai kota with space, so that IT can translate better to Town Hall indeed.

iii. Mistranslation of wrong concept from ST

No	ST	No	IT	AT
2/ST/III/1	Bersama Keluarga Besar ...	2/TT/III/1/G	With big family ...	With the Brotherhood of ...

According to KBBI, *Keluarga Besar* is *keluarga yang tidak hanya terdiri atas suami, istri, dan anak tetapi juga mencakup adik, kakak ipar, keponakan dan sebagainya*. In other words, *Keluarga Besar* is everyone related by blood. While in the datum, the meaning is more to a group or brotherhood of firefighter. The wrong concept from the ST makes the translation too literal.

iv. Mistranslation of reduced clauses

No	ST	No	IT	AT
3/ST/IV/1	Ekspresi ketika mengharap ...	3/TT/IV/1/G	Expression <u>when hope</u> ...	The Expression when hoping...

As in the ST does not show a subject, reduced clause in the TT becomes the translation. However, IT fails to translate. Here, IT translates word by word that causes the grammar wrong.

v. Mistranslation of misordering phrase

No	ST	No	IT	AT
4/ST/V/1	Kondangan tadi siang di Cipinang ...	4/TT/V/1/G	Last lunch <u>in invitation</u> cipinang ...	Attending wedding reception in Cipinang...

IT translates the phrase "Kondangan tadi siang di Cipinang" by changing the position of word. Clearly this error is not caused by word-to-word translation, but the error position of preposition *in*.

vi. Mistranslation of human being to thing

No	ST	No	IT	AT
4/ST/V/1	...berbincang dengan <u>warga</u> sekitar.	4/TT/V/1/G	...talk to <u>around the area</u>talking to <u>locals</u> .

The word *sekitar* leads the IT to fail translate the intended meaning from ST. IT tends to ignore the existence of the preceding word, *warga*. *Warga* makes the meaning of *sekitar* become personalized. Therefore, in the result, the concept of human being is not matching to *the around the area*.

2. The errors found in Human Translator

In this analysis, one subcategory of concepts is found, that is, mistranslation concept.

Mistranslation of wrong concept from ST

No	ST	No	IT	AT
2/ST/III/1	Bersama Keluarga Besar ...	2/TT/III/1/G	With big family ...	With the Brotherhood of ...

This error is similar to the IT result. According to KBBI, *Keluarga Besar* is *keluarga yang tidak hanya terdiri atas suami, istri, dan anak, tetapi juga mencakup adik, kakak ipar, keponakan dan sebagainya*. In other words, *Keluarga Besar* is everyone related by blood. While in the datum, the meaning is more to a group or brotherhood of firefighter. The wrong concept from the ST makes the translation too literal. However, as a translator, it is expected that the translator can correct the wrong concept brought from ST.

CONCLUSION

The research study focuses on the errors and suggesting translation toward captions in Instagram by Instagram Translate and a professional translator. By using the problem formulation as a guidance this

research finds the errors of Instagram Translate and a professional translator. The errors found in the five data are 20 errors by Instagram Translate and 1 error by a professional translator. They are 5 errors in omitted, 3 errors in added, 3 errors in untranslated and 9 errors in mistranslated concept. On the other hand, the professional translator makes 1 mistake or error. One error is in mistranslated concept. The researcher concludes that Instagram Translate still has limitation to translate the texts. It can be seen from the result of translation which are not equivalent to the target text. Comparing to human translator, the errors can be scaled 20:1. Human translator or professional translator tends to keep the information in target text contextual. Sentence fragments are more well-organized.

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