

The Level of Meaning Equivalence in Social Media Instagram Posts Generated by It's Translation Feature

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Received: January 22, 2018

Accepted: February 26, 2018

Online Published: March 1, 2018

doi: 10.23918/ijsses.v4i4p10

Abstract: The study aims to describe the level of equivalence generated by a translation feature of social media Instagram. This study is a qualitative research in the form of content analysis with the aim of investigating the meanings of content or messages in a text. The data in this research are *caption texts* (title) in English taken from Instagram which serve as a source language and Indonesian language produced by the translation feature serving as the target language. The total data in this research are 138 *caption texts*. The research results revealed that 11 data or 7.98% of the data were categorized as equivalent translations, 61 data or 44,20% were categorized as less equivalent translations, and 66 data or 47,82% were categorized as unequivalent translation.

Keywords: Instagram, Meaning Equivalence, Social Media

1. Introduction

Social Media is an online media platform which enables its users to actively engage in and share any valuable information. As of October 2010, social networking website Instagram was launched by two Americans and has become one the most popular social media ever since and much favored in this era. Instagram is a photo sharing application that allows its users to take photos, apply digital filters, and share them to various other social networking services.

The number of Instagram users has significantly reached 600 million across the globe. Instagram application generates a merging in a mark amongst its users where there is an intense interaction of photos or videos with *captions* (title/description) shown by the account owner to his/her followers. Instagram users are not only interested in the photos or videos being shown but attract their attention to *captions* with various linguistic styles. Of all Instagram users worldwide, 80% are users coming from outside of America who speak other languages than English (Instagram native language). In the mid 2016, Instagram launched a translation feature for the convenience of its users from different linguistic

backgrounds which allow the users to get connected with one another on a global scale. Quite a number of Instagram users have used this feature despite its unapproved accuracy. This finding is therefore interesting to be investigated and the translation of Instagram feature subsequently needs an analysis either on the source language (SL) or on the target language (TL).

In this study, the source language is English and the target language is Indonesian. Some translations generated by Instagram translation feature were found erroneous and less accurate as unexpected, thus making this device unworthy of recommendation as a translation tool with high level of accuracy. However, this machine translation helps Instagram users to some extent understand the meaning of a word, a phrase or a text. With this shortcoming, the result of the translation shall not be accepted as it is, but a review on the results of the translation should be conducted.

One example of translation ambiguity quoted from one of the *captions* is shown below:

Example

SL: *Eight hundred sakura trees **live** in Tokyo on the Meguro River. Takashi KomaBsubara **captured** one in all its glory at night. “The japanese strongly feel the four seasons in their daily lives,” **expalains Takashi**.* (Uploaded on 15 April 2017)

TL: Delapan ratus pohon sakura yang tinggal di Tokyo di sungai Meguro. Takashi KomaBsubara ditangkap di semua saat di malam hari. “Jepang sangat merasa empat musim dalam keseharian,” menjelaskan Takashi.

The word *live* in the caption should have been rendered into “hidup”, but Instagram translation feature translated it into “tinggal (stay), while the word “*capture*” was translated into “*ditangklap (arrested)*” that should have been rendered into “menangkap (take a picture/photo)” and *explains Takashi* should have been rendered into “*jelas Takashi (said Takashi)*. These examples indicate that the equivalence between SL and TL produced by Instagram translation feature is still far from the category of good.

According to Newmark (1988), one of the factors that need to be taken into account in translating is equivalence and shift in the meaning between SL and TL. Catford (1965) defines translation as the replacement of textual material in one language (Source Language) by equivalent textual material in another language (Target Language). This notion is further supported by House (2001) where he stated that the meaning contained in a linguistic unit must be equivalent in each translation unit of any language. Based on this explanation, this research aims to describe the level of equivalence produced by the translation feature of social media Instagram.

The equivalence herewith means $A=B$, where A is the Source Language and B is the Target Language. Translation scholars conduct translation process with *Equivalence-Oriented Translation* approach. Equivalence is defined as the message in the Source Language similar with the message in the Target Language, so that the reaction of the Target Language readers is similar with the reaction of the Source Language readers (Nababan, 2009). Nida and Taber (2003) stated that, equivalence can be produced by considering (1) delivery of the message from the source language to the target language by aligning the vocabulary and its grammatical aspects, (2) prioritizing the content equivalence rather than the form, (3)

selecting the most appropriate equivalent in the target language while considering closeness with the meaning in the source language, (4) prioritizing meaning rather than style, though linguistic style is also important, (5) prioritizing target reader's interests.

In this research, the analysis is conducted with reference to the concept of dynamic equivalence as put forward by Nida and Taber. The results of the analysis will be categorized based on the equivalence criteria put forth by Nababan (2009): (1) equivalent if the meaning of words, technical terms, phrases, clauses, sentences or texts of the source language are accurately translated into the target language; without distortion in meaning (2) less equivalent if most of the meanings of words, technical terms, phrases, clauses, sentences or text of the source language have been accurately translated into the target language. Yet, there is still distortion in meaning or ambiguity in meaning or there is a meaning being removed, which interfere with the clarity of the message as a whole (3) unequivalent if the meaning of the words, technical terms, phrases, clauses, sentences or text of the source language is inaccurately translated into the target language or *is deleted*.

2. Research Methodology

The study applies qualitative research in the form of *content analysis*. According to Berelson (1952) content analysis is categorized as an objective and systematic research technique and quantitatively describes things that occur in communication. In a qualitative research, *content analysis* stresses on how researchers observe the meaning of communication contents, read the symbols and explain the contents of symbolic interaction that occur in communication (Bugin, 2008). Therefore, content analysis is appropriate to be used in this research as there is a communication phenomenon; meaning, that requires further observation.

The data in this research are *caption texts* on Instagram in English as a source language and Indonesian generated by the translation feature as the target language. The object of this research is an Instagram account (@instagram). The total data in this research are 138 *captions comprising of* texts posted as of April 1 to May 31 2017.

3. Discussion

Upon completing the analysis, it was found that the products of the translation were classified as equivalent, less equivalent, and unequivalent. Of all of the data analyzed, there are 11 data or 7.98% of the total 138 data categorized as equivalent translations.

Data 1

SL: *In the urban hustle and bustle of Dubai, United Arab Emirates, Nathalie (@natneuilly) found tranquility in this “paradise of flowers.” #TheWeekOnInstagram Photo by @natneuilly*

TL: Di keramaian dan kesibukan kota Dubai, Uni Emirat Arab, Nathalie (@natneuilly) menemukan ketenangan di “surga bunga” ini. Photo credit by @natneuilly #TheWeekOnInstagram

The above translation is categorized as equivalent translation as the message in the source language is well delivered in the target language. The above example shows that the translation feature of Instagram can translate short sentences effectively.

Data 2

SL: *A pair of birds stop by for breakfast, served up by a helpful hand. #WHPgoodmorning Photo credit by @jackmanchiu*

TL: Sepasang burung mampir untuk sarapan, disajikan oleh tangan yang membantu. #WHPgoodmorning Photo credit by @jackmanchiu

The data also shows that the translation is equivalent, despite the fact the translation sounds unnatural, though it can be accepted that the message in the source language is effectively delivered in target language. In addition, the data is a relatively short sentence. The same finding is presented in the following example.

Data 3

SL: *“They call these the windows of love,” says Ana Jiménez Remacha (@ajremacha) of this spot in Cartagena, Colombia. #TheWeekOnInstagram Photo credit by @ajremacha*

TL: Mereka menyebutnya si jendela cinta, “kata Ana Jiménez Remacha (@ajremacha) dari titik ini di Cartagena, Colombia. #TheWeekOnInstagram Photo credit by @ajremacha

The above translation is also an equivalent translation, where the message in the source language is effectively translated in the target language. The result of the translation sounds unnatural, however, the meaning remains unchanged. This data can be categorized as a Literal Translation in which the original context in the source language is maintained. The data is a short sentence which thus allows the text to be easily translated. Other equivalent translation is presented below.

Data 4

SL: *A girl and her poodle share a moment. #TheWeekOnInstagram Photo credit by @photograph.joe*

TL: Seorang gadis dan pudel berbagi momen. Photo credit by @photograph.joe #TheWeekOnInstagram

The above translation can be categorized as equivalent translation as the message in the source language is well delivered in the target language. The word “poodle” is translated using adaptation technique as the word “poodle” is a hyponym of dog. This translation feature fails to translate the word without space in between such as #TheWeekOnInstagram, as it is not a standard form.

Less equivalent translations were discovered as many as 61 data or 44,20% of the total 138 data.

Data 5

SL: *The stars — and the fog — aligned for Adela Filip (@adelicko) when she walked into the woods near Zagreb, Croatia, one morning and spotted this lone wolf emerging through the trees. "It bothered a lucky moment," she says. #TheWeekOnInstagram Photo credit by @adelicko*

TL: Bintang-bintang dan kabut selaras untuk Adela Filip (@adelicko) ketika dia berjalan ke hutan dekat Zagreb, Kroasia, suatu pagi dan melihat lone wolf ini muncul diantara pepohonan." Itu adalah momen yang beruntung," katanya. Photo credit by @adelicko #TheWeekOnInstagram

The following text is categorized as less equivalent translation as some ambiguities were discovered in the result of translation. The phrase "*lone wolf*" was not correctly translated, as it was adapted as it is in the target language. The word has the meaning of 'serigala (wolf)'. Nevertheless, the ambiguity does not change the meaning of the Source Language but interferes with integrity of the message. The same finding is presented in the following example.

Data 6

SL: *When it comes to cooking up bright and colorful ravioli in her kitchen, Linda Miller Nicholson (@saltyseattle) is a fan of the double roll — first with ricotta and sweet potato, and second with braised lamb. "Because it's twice as nice to get two in one bite," she says. Video credit by @saltyseattle*

TL: Ketika datang untuk memasak cerah dan berwarna-warni ravioli di dapur, Linda Miller Nicholson (@saltyseattle) adalah penggemar double roll pertama dengan ricotta dan ubi jalar, dan kedua dengan ansio lamb. "Karena dua kali bagus untuk mendapatkan dua dalam satu gigitan," katanya. Video credit by @saltyseattle

The ambiguity on the product of the translation is caused by the use of word for word translation technique. The clause "Bright and colorful ravioli" was translated into "cerah an berwarna-warni ravioli", while the actual meaning is "avioli yang cerah dan berwarna-warni". The phrase "braised lamb" which was translated into "ansio lamb" makes the translation meaningless. The actual meaning is "domba yang direbus (a boiled lamb)". The meaning of the sentence "because it's twice as nice to get two in one bite," was also ineffectively translated due to the wrong translation technique during the process of the translation. The real meaning in Indonesian is actually "dua dalam satu gigitan akan mendapat kenikmatan dua kali lipat". Nonetheless, the meaning of the translation can still be understood.

Data 7

SL: *In the Tennessee countryside, photographer Bret Pemelton (@recoveringmusician) set up his phone to take this self-portrait. "This particular spot is what I see as I climb into my car every morning," he says of his #WHPhowicreate submission. "It's my favorite spot to dream." Photo credit by @recoveringmusician*

TL: Di Tennessee pedesaan, fotografer Bret Pemelton (@recoveringmusician) menyiapkan ponselnya untuk potret diri ini. “Tempat ini adalah apa yang saya lihat saat aku naik ke mobil saya setiap pagi,” dia bilang dari #WHPhowicreate. Ini adalah tempat favorit saya untuk bermipi.” Photo credit by @recoveringmusician

In the above translation, some ambiguities were found leading to the less equivalent translation. The phrase “*Tennessee countryside*” should be translated into “*pedesaan Tennessee (rural Tennessee)*”. The sentence “*This particular spot is what I see as I climb into my car every morning*” was also translated into a very complex sentence, which actually should have been simply translated into “*tempat inilah yang saya lihat setiap naik ke mobil setiap pagi.*”

Data 8

SL: *British lifestyle vlogger Niomi Smart (@niomismart) spent the weekend at #VidConEU, meeting with fans and hanging out with fellow content creators. “We’re all so busy it’s hard to find time to get everyone together, especially when we live all over the world,” says Niomi. She also took part in a panel, “Underneath It All,” that delved into the concept of beauty. Watch our Instagram story right now to see what Niomi’s time in Amsterdam was all about. #Boomerang of @jack_maynard and @niomismart*

TL: British gaya hidup vlogger Niomi Smart (@niomismart) menghabiskan akhir pekan di #VidConEU, pertemuan dengan penggemar dan berkumpul dengan sesama pembuat konten. “kita semua sangat sibuk sulit untuk menemukan waktu untuk mendapatkan semua orang bersama, terutama ketika hidup diseluruh dunia,” kata Niomi. Dia juga ikut ambil bagian dalam Panel, “bawahnya semua,” bahwa delved ke konsep keindahan. Menonton berita instagram kami sekarang untuk melihat waktu Niomi di Amsterdam adalah semua tentang #Boomerang @jack_maynard and @niomismart

The above translation is considered as less equivalent as the translation technique used is *word for word translation*. Some translated sentences were found to be unnatural and the meanings are difficult to comprehend. For example, the clause “British lifestyle vlogger Niomi Smart” has the correct meaning of “*seorang vlogger Inggris yang bernama Niomi Smart*”, and the sentence “*we’re all so busy it’s hard to find time to get everyone together, especially when we live all over the world*” has the real meaning of “*kami semua sangat sibuk sehingga sangat sulit untuk berkumpul bersama-sama, terutama karna kita tinggal di berbagai penjuru dunia*”. The clause “*that delved into the concept of beauty*” was imperfectly translated. The meaning should have been accurately translated into “*yang mengungkap konsep keindahan*”. Such ambiguity makes the translation classified as less equivalent translation.

Data 9

SL: “*I was curious to know what drove people to fight against their neighbors,*” says photojournalist Nicole Tung (@nicoletung), who started covering conflict in 2011 amid revolutions in North Africa. More recently, she’s documented the mass displacement of civilians as Iraqi forces battled to retake Mosul from the Islamic State and the daily violence faced by residents of Aleppo, Syria. Nicole covers combat zones, but her focus is on how war affects the most vulnerable, bringing

sensitivity and context to fast-changing and dire situations. “You have to show the reality and also not make it this horrible exposé, dramatic thing — which it is,” she says, “but I don’t want it to be sensational.” Today in Washington, D.C., the International Women’s Media Foundation (@theiwmf) is recognizing Nicole’s work with an honorable mention for the Anja Niedringhaus Courage in Photojournalism Award. Photo credit by @nicoletung

TL: “Saya penasaran ingin tahu apa yang mendorong orang untuk melawan tetangga mereka,” kata wartawan foto Nicole Tung (@nicoletung), yang mulai meliput konflik di 2011 dalam revolusi di Afrika Utara. Baru-baru ini, dia didokumentasikan massa pergeseran dari warga sipil sebagai pasukan Irak melumpuhkan untuk ambil mosul dari Negara Islam dan kekerasan harian yang dihadapi oleh warga Aleppo, Suriah. Nicole Meliputi Combat Zona, tapi fokus pada perang adalah bagaimana mempengaruhi paling rentan, sensitivitas dan konteks untuk cepat berubah dan situasi yang mengerikan.” Anda harus menunjukkan kenyataan dan juga tidak membuat expose mengerikan ini, hal yang dramatis itu,” dia berkata.” Tapi aku tidak menginginkannya untuk menjadi sensasional.” Hari ini di Washington, D.C., International Women’s Media Foundation (@theiwmf) adalah mengenali nicole’s bekerja dengan menyebut yang mulia untuk keberanian Anja Niedringhaus di foto jurnalistik award. Photo credit by @nicoletung

The above translation has a distortion of meaning that interferes with the integrity of the message. For example, the sentence “*More recently, she’s documented the mass displacement of civilians as Iraqi forces battled to retake Mosul from the Islamic State and the daily violence faced by residents of Aleppo, Syria*” where the word “*documented*” has a meaning in an active form “*mendokumentasikan*”. The translation should have been “*baru-baru ini, dia mendokumentasikan pemindahan massa warga sipil saat pasukan Irak berjuang untuk merebut kembali Mosul dari Negara Islam dan kekerasan sehari-hari yang dihadapi oleh penduduk Aleppo, Suriah.*” Likewise the phrase “*combat zones*” was not translated perfectly. This phrase should have been translated into 'zona tempur (war zone)'.

The target text of “*tapi fokus pada perang adalah bagaimana mempengaruhi paling rentan, sensitivitas dan konteks untuk cepat berubah dan situasi yang mengerikan*” became less equivalent as it was translated literally. This sentence actually means “*fokusnya adalah bagaimana perang adalah yang paling rentan memberi pengaruh, membawa kepekaan dan konteks ke situasi yang berubah-ubah dan mengerikan*”. Likewise the sentence “*today in Washington, D.C., the International Women’s Media Foundation (@theiwmf) is recognizing Nicole’s work with an honorable mention for the Anja Niedringhaus Courage in Photojournalism Award*” has a distortion of meaning in the word “*honorable*” which was translated into “*mulia*”, whilst the real in context meaning is “*terhormat*”. So the sentence was more accurately if translated to *this day in Washington, DC, Media Foundation International Women (@theiwmf) acknowledges the paper Nicole with honorable mention to keberanian Anja Niedringhaus in Photojournalism Award.*

Unequivalent translations were found as many as 66 data or 47,82% of the total 138 data.

Data 10

SL: *Paula Albino, 29, and Daniel Negreiros, 39 (@numpulo) made wanderlust a lifestyle. About a year ago, the Brazilian couple, who is based in Belo Horizonte, started to pursue travel as a career. They head to a new destination at least once a month and share stories from places they visit through photos and videos — jumping for joy at each new discovery. Their project's name, @numpulo, literally translates as “in a jump.” “When we discover other cultures, we learn to respect the differences between them, and we become better people,” explains Daniel. Paula urges those who dream of traveling to jump in. “Traveling doesn’t need to be complicated or expensive, and you don’t need to go very far away,” she says. “Leaving your little corner and opening yourself up to the world can happen in the next town over.” Explore @instagrambrasil to discover more stories from Brazil. Photo credit by @numpulo*

TL : Paula Albino, 29, dan Daniel Negreiros, 39 (@numpulo) telah berkelana sebuah gaya hidup. Sekitar setahun yang lalu, pasangan, Brasil yang berbasis di Belo Horizonte, mulai mengejar karir sebagai perjalanan. Kepala mereka ke tujuan baru minimal sekali sebulan dan berbagai cerita dari tempat yang mereka kunjungi melalui foto dan video-melompat untuk setiap kebahagiaan di setiap penemuan baru. Nama proyek mereka, @numpulo, harfiah diterjemahkan sebagai “dalammelompat” “ketika kita temukan budaya lain, kita belajar untuk menghargai perbedaan antara mereka, dan kami menjadi orang yang lebih baik,” menjelaskan Daniel. Paula mendorong orang-orang yang bermimpi bepergian untuk masuk. “Perjalanan tidak perlu rumit atau mahal, dan anda tidak perlu pergi sangat jauh,” katanya. “Meninggalkan sudut kecil anda dan membuka diri hingga dunia dapat terjadi di kota berikutnya.” Jelajahi @instagrambrasil untuk menemukan lebih banyak berita dari Brasil. Photo credit by @numpulo

The following translation is classified as unequivalent translation as there is a distortion of meaning in the sentence “*they head to a new destination at least once a month and share stories from places they visit through photos and videos — jumping for joy at each new discovery*” which was translated way too literal into “*kepala mereka ke tujuan baru minimal sekali sebulan dan berbagai cerita dari tempat yang mereka kunjungi melalui foto dan video-melompat untuk setiap kebahagiaan di setiap penemuan baru*”. The word “*head*” has the real meaning of ‘menuju (leaving for)’. The correct translation should have been “*mereka menuju ke tujuan baru setidaknya sekali sebulan dan berbagi cerita dari tempat-tempat yang mereka kunjungi melalui foto dan video - melompat kegirangan di setiap temuan baru*”. Another error can also be found in the phrase “*in a jump*” which should have been translated into “dalam lompatan”.

Data 11

SL: *#Hellomynameis Nora Peinador (@nora_py). I’m 19 years old, and I’m a ballerina with the Víctor Ullate Ballet Company in Madrid; I’m also in my last year of high school. I started dancing when I was 7 years old. I always told my mom I wanted to dance, but she kept changing the subject. One day, I was with her at the supermarket doing cartwheels on the metal bars and a woman came over and asked if I liked dancing. She was the first Cuban ballerina, Menia Martínez, and she was at the supermarket with Víctor. She told us to go to an audition. There*

were about 80 people there, but in the end, I was the only one they chose. I love dance, especially seeing people enjoy what you're doing. When I dance, my problems disappear. I start to dance, and I forget about the people looking at me and I express everything. I'd love to dance in London or Paris. In my free time, I love to record videos. I like making people happy." Discover more stories from the Spanish-speaking community on [@instagrames](#). Photo credit by [@nora_py](#) by [@mariofidji](#)

TL: #Hellomynameis Nora Peinador ([@nora_py](#)). I'm 19 tahun, dan aku berbahaya dengan Víctor Ullate Ballet Perusahaan di Madrid; saya juga di tahun terakhir saya dari SMA. Aku mulai menari ketika saya berusia 7 tahun. Aku selalu bilang ibuku aku ingin menari, tapi dia terus mengubah subjek. Suatu hari, saya dengan dia di supermarket lakukan cartwheels di metal bar dan seorang wanita datang dan bertanya apakah aku menyukai menari. Dia yang pertama balerina kuba, Menia Martínez, dan dia di supermarket dengan Victor. Dia bilang kita untuk pergi ke sebuah audisi. Ada sekitar 80 orang, tapi pada akhirnya, saya satu-satunya yang mereka pilih. Aku suka menari, terutama melihat orang menikmati apa yang anda lakukan. Saat aku menari, masalah saya menghilang. Aku mulai menari dan saya lupa tentang orang yang melihat saya dan mengekspresikan semuanya. Aku ingin menari di London atau Paris. Di waktu luang, aku suka untuk merekam video. Saya suka membuat orang bahagia." Menemukan lebih banyak berita dari komunitas bahasa Spanyol [@instagrames](#). Photo credit by [@nora_py](#) [@mariofidji](#)

The above translation is classified as unequivalent translation as there is a distortion in meaning in the sentences. The word "I'm" was left untranslated into Indonesian and the word "ballerina" was translated into "berbahaya". These two pose a fatal error as it has no correlation at all, and the word "ballerina" specifically has the exact meaning of "a ballet dancer". In addition to that, the diction is inconsistently used, where in one case, the source word "I" was translated into "aku" and in other cases, "I" was translated into "saya". The clause "I liked dancing" which as translated into "aku menyukai menari" sounds unnatural in target language bahasa Indonesia. The clause should have been translated into "aku suka menari". The sentence "she told us to go to an audition" should have been more accurately translated into dia mengajak kami untuk ikut audisi. The word "discover" in the last sentence is a command sentence which means "temukan" instead of "menemukan".

Data 12

SL: Güney Tepe ([@guneytepe](#)) bought his first camera 10 years ago, when he was 20. "My early photos were not perfect, but I was excited by the act of taking pictures," he says. "Photography lets you journey through time. For me, photographs keep memories alive." Over the years, Güney found himself drawn more and more to street photography: taking pictures outside of a controlled environment. "I like photographing people acting naturally," he says. "When I'm taking photos, I experience the same things they feel." Born and raised in Turkey, he also hopes his pictures can help demystify his native land. "Turkey is a beautiful country — it's also complicated. There are many different kinds of people, many different cultures. It might be impossible for my own photos to correct misconceptions," he says, "but I believe my journalist and photojournalist friends will succeed in the end." Photo credit by [@guneytepe](#)

TL: Guney Tepe (@guneytepe) membeli kamera depan nya 10 tahun yang lalu, ketika ia 20. “Awal foto tidak sempurna, tapi saya senang dengan tindakan mengambil gambar,” katanya. “Fotografi memungkinkan anda perjalanan melalui waktu. Bagi saya, foto kenangan tetap hidup.” Selama bertahun-tahun, Guney menemukan dirinya semakin lebih dan lebih untuk street fotografi: mengambil gambar diluar lingkungan yang dikendalikan.” Aku suka memotret orang bertindak secara alami,”ujarnya.” Ketika aku mengambil foto,saya mengalami hal yang sama mereka merasa.” Lahir dan dibesarkan di Turki, dia nya juga berharap foto dapat membantu demystify muka asli.” Turki adalah Negara yang indah – ini juga rumit. Ada berbagai macam orang, banyak budaya yang berbeda. Mungkin mustahil untuk foto saya sendiri untuk memperbaiki kesalahan,” dia berkata,”tapi saya percaya dan saya wartawan wartawan foto teman akan berhasil di akhir.”foto oleh @guneytepe

The above translation is classified as unequivalent translation as the message in the source language is not well delivered in the target language and there is too much distortion in meaning. For example, the sentence “*Güney Tepe (@guneytepe) bought his first camera 10 years ago, when he 20.*” The word *first here* does not mean “depan” instead it should have been translated as “pertama” and the figure “20” which shows an age should have been translated into the target language. Such unequivalence is also caused by *word for word translation technique*. The correct translation should have been “*Guney Tepe (@guneytepe) membeli kamera pertamanya 10 tahun yang lalu, ketika ia berumur 20 tahun.*” Another ambiguity is found on the sentence “*when I’m taking photos, I experience the same things they feel*”, the word “feel” has the real meaning of “rasakan” in Indonesian. The correct translation should have been “*ketika saya mengambil foto, saya merasakan hal yang sama seperti yang mereka rasakan*”.

Data 13

SL: *As often as he can, Behzad Rahmani Poor (@_bezzad) spends the morning with residents at a local homeless shelter in Shiraz, Iran. “The tea kettles never stop boiling,” he says. “Drinking tea is the most pleasurable thing they have.” #WHPgoodmorning Photo credit by @_bezzad*

TL: Setiap kali dia bisa, behzad Rahmani miskin (@_bezzad) menghabiskan pagi dengan warga setempat di penampungan tunawisma di syiraz, Iran. “Jangan pernah berhenti teko teh mendidih,” ujarnya.” Minum teh adalah hal yang paling enak mereka.” Photo credit by @_bezzad #WHPgoodmorning

A translation error occurs in the following text, where the word “*poor*” should be left untranslated as it is a name of a person. Such translation makes the meaning ambiguous. The clause “*tea kettles never stop boiling*” was also translated ineffectively. The correct translation should have been “*teko teh tidak pernah berhenti mendidih*”. Furthermore, sentence “*drinking tea is the most pleasurable thing they have*” should have been translated as “*minum teh adalah hal yang paling menyenangkan bagi mereka*”.

Data 14

Tsu: *In Brighton, England, artist Philippa Stanton (@5ftinf) laid out her collection of rulers for “some old-school geometry.” Her favorite, the small one in the middle with white sides, belonged to her*

grandfather. "I really love how it's such a simple yet entirely practical object," she says of her Philippa Stanton (@5ftinf) submission. Photo credit by @5ftinf

TL: Di Brington, Inggris, artis Philippa Stanton (@5ftinf) menjadikan dia koleksi khalifah untuk "beberapa sekolah geometri." Kesukaannya, kecil satu ditengah dengan sisi putih, milik kakeknya. "Aku bener-bener mencintai bagaimana itu seperti sederhana namun sepenuhnya praktis objek," dia bilang. #WHPgeometric Foto oleh @5ftinf

The translation is classified as unequivalent translation as the result of the translation is clearly like the product of unpolished translation and there are too many literal translations that create errors. The literal translation which caused error is the phrase "*her collection*" which was translated into "dia koleksi". In English, "dia koleksi" has the equivalence of "he collects". The correct translation therefore should have been "koleksinya". Another error is found in the word "*rulers*" which was translated as "khalifah". This word should have been translated as "penggaris" in Indonesian. Those types of errors make the translation to be of low quality. The translation of "*Kesukaannya, kecil satu ditengah dengan sisi putih, milik kakeknya, "Aku bener-bener mencintai bagaimana itu seperti sederhana namun sepenuhnya praktis objek," dia bilang*" was also too literal that it is hard for the target readers to understand the context.

4. Conclusion

There are 11 data or 7.98% of the total 138 data that were classified as equivalent translations. The data translated unequivalently were those of relatively short data. However, there are some relatively long sentences translated equivalently yet the number is limited. All of the data classified as equivalent translations were translated using literal translation technique. There are 61 data or 44,20% of the total 138 data classified as less equivalent translations. Factors that cause less equivalent translations are the use of *word for word translation* and/or *literal translation techniques*. Typically, the data classified as less equivalent translations are those data that are not too short and not too long. Another factor that cause less equivalent translations is there are too many account names or *hashtags* posted on the Source Language.

The data classified as unequivalent translations are 66 data or 47, 82% of the total 138 data. All data classified as unequivalent translations seem to apply *word for word translation technique*. One of the factors that causes unequivalent translation is that the source language is too long. It was discovered that most of the data were classified as equivalent. Such unequivalence is caused by lack of understanding towards the context and the situation, lack of understanding towards the meaning of the words, lack of linguistic style and lack of creativity that system produces to make the translation products sound unnatural.

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