Translation Equivalence in Instagram Captions

Hanifa Pascarina
Universitas Jenderal Soedirman
Email: hanifa.pascarina@unsoed.ac.id

ABSTRACT
The equivalence between the source language and target language is very important in translation. It holds the central position in translation studies. Failing to maintain the equivalence will result wrong translation. As a public figure, (the late) Mrs. Yudhoyono, the wife of former President of Indonesia, posted pictures of the daily life and put captions to the posts in Indonesian and English. It is interesting to analyze the translation equivalence in the captions of the posts if it is acceptable since Mrs. Yudhoyono is just a person with billingual skill, not an expert in the translation studies or translator. This study aims at understanding how the equivalence is and how it is achieved; analyzing if the equivalence between Indonesian and the translation, English, is easy to achieve and if the difference between the two languages linguistically and culturally contributed to that matter; and to achieve the equivalence, what translation method applied by Mrs. Yudhoyono in the translation of the captions of her Instagram posts. To gain the objectives, the descriptive qualitative will be applied in this study. The data were taken from the captions of Mrs. Ani Yudhoyono's Instagram posts.
Keywords: Equivalence, Translation Method, Translation, Instagram

I. BACKGROUND OF THE STUDY

Language and Communication

Language is the most important means of communication. The language itself makes human relations close day by day (Brown 1987: 4). With language, one can convey their desires, information, emotions, ideas, intentions, thoughts, feelings, or other things directly to others. In life, people cannot be separated with a social interaction with one individual and the other. The interaction is done by communicating. The interaction between societies occurs in a place and aims to discuss a topic, therefore language becomes a means that plays an important role in the communication.

Dell Hymes in Nababan (1986: 7) stated that the use of language elements are classified into eight elements: *setting and scene, participants, ends purpose and goal, act sequences, key tone or spirit of act, instrumentalities, norm of interaction and interpretation,* and *genres.* Communication that uses language as a means to communicate is divided into direct communication and indirect communication. Direct communication is a communication in the form of direct conversation or orally, while indirect communication is in the form of written one. Writing media today is not just a printed book, but technological developments that are more advanced, effective, and efficient can make it easier for someone to communicate, one of such technology is the internet.

Social Network (Instagram)

Internet has a wide range of functions, some of which are people can access any information via the internet anytime. In addition, as a means to find information, the internet is also a means for people to communicate. There are several internet facilities that can be used to interact by individuals with others like electronic mail (e-mail) and social networking. The existence of this social networking site makes it easy for *netizen* to interact easily with people around the world and it is a cheaper way to interact than using the phone. In addition, with the existence of social networking sites, information dissemination can take place quickly. Social networking site is a service-based web that allows users to create profiles, view the list of available users, and invite or accept friends to join the site. Therefore, social networking on the internet has the most widely used by all people of internet users, called *netizen.*

Some of the social medias that are currently widely used are Facebook, Instagram, and Twitter. In this study the researchers took Instagram as the object of the research. Instagram is a photo sharing application that lets users take photos and share them with various social networking services including Instagram itself. Whenever sharing photos, videos, memes, or quotes, users usually adds captions under the post (a picture has

been shared). Caption is one of the features in Instagram. Caption or writing below the picture is a description that is usually placed below the image. With the captions, Instagramer (Instagram user) can inform all activities, news, opinions, exchange ideas, business, and so forth. Captions in Instagram is a short piece of text to describe or describe what is uploaded, almost all Instagram users use captions for each image, captions in Instagram is the transformation of spoken language into written language. Instagram has a variety of functions, ranging from notes, media publications in political campaigns or specific areas to corporate media programs. The diversity of these functions leads to the diversity of languages in use.

The language used in Instagram has various variants. The language used by current Instagramers differs greatly from good and correct Indonesian rules. Use of a good and proper Indonesian language is one that follows a standardized rule or the appropriate and harmonious use of varieties according to language usage type. On the other hand, Instagramers who use a variety of languages can enrich the new vocabulary of the Indonesian language, thus adding the form of various languages. If observed Indonesia, it is a multicultural and multiethnic country because so many cultures are growing that it causes a lot of different languages to emerge. It then rises to a bilingual with the use of two or more languages used in certain situations and varieties. In addition,

Translation

Translation is the activity of transferring written or oral messages from a language text (Indonesian) into other language text (English) (Hoed 2006: 23). The original text that is to be translated into another language is called the source text (ST) and the language being translated from is called the source language (SL), while the text the translator produces is called the target text (TT) and the language being translated to is called the target language (TL). The result of translating is called translation. Translation involves two different languages. Therefore, the distinction between systems and structures between SL and TL is a major obstacle in translation (Hoed 2006: 24). The constraints faced become bigger if SL and TL are two non-allied languages. Indonesian and English are two languages that come from different language family.

Translation is one of the fields of applied linguistics that is very interesting to do. The translation activity is done to redirect the source language message (SL) into the target language (TL). When translating, there must be obstacles faced by the translator. One of the obstacles often encountered in translation activities is to translate words inappropriately. This is often encountered in the translation process. To overcome these obstacles, the translator made various efforts in finding the appropriate equivalent. They should also take into account the cultural background of the source language. This study aims to analyze the equivalence in captions of Mrs. Ani Yudhoyono's Instagram in Indonesian and transferred to English. With the focus of research is the equivalence of meaning and effort in achieving the equivalence of the message (including translation method applied).
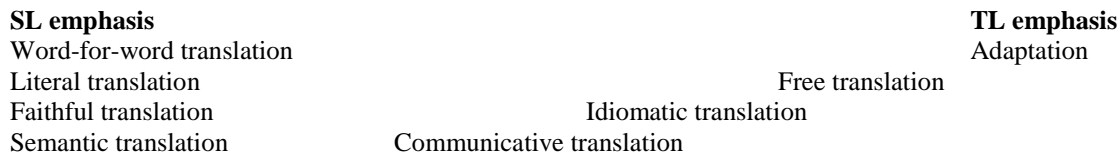
Equivalence

Nida and Taber (1974: 12) state that translation is an activity to find the closest natural equivalence in TL. The equivalent must have the closest meaning to the meaning of SL, especially in the language context of SL and culture. To retain meaning, the translator must create adjustments in phonology, morphology, syntax, and language styles within the SL. This way of translation is called a dynamic equivalent. In order to achieve dynamic equivalent, the translator should pay attention to who the reader is. The SL of reader has an important role, because a translation is worth it if the response from the reader's target is satisfactory (Nida 1969: 494).

The theory of equivalence and translation is useful to provide an understanding of the importance of comparability in translation by looking at the context. Larson (1984: 3) stated that translation is transferring source language messages into the target language. It must be maintained in the target language even though the source language form cannot be preserved into the target language. Translation is often unable to maintain the source language form that cannot achieve formal correspondence but can maintain the source language message so as to achieve dynamic equivalence. In achieving a dynamic equivalence, the most important thing that the translator should pay attention to is the context. Context is more implicit in the form of knowledge held by the participants in communicative activities (Bell 1991: 112). The concept of harmony (formal correspondence) and dynamic equivalence is expressed by Catford (1965), Nida and Taber (1969).

Translation Method

According to Newmark (1988) in Hoed (2006), the method is the underlying principle of how we translate which of course leads to the form (type) of translation. The method is divided into (1) oriented to SL and (2) oriented to TL. A translator in translating should pay attention to whom the reader is and for what purposes the translation is, so that he can determine what method will be used in translating the text. Selection of this method affects the entire text being translated. Newmark (1988) suggests eight "methods" of translation based on "purpose" in addition to the "for whom" the translation is done. Four of the eight methods are oriented

to "source language", the other four are oriented toward "target language". Furthermore, Newmark describes the eight methods of translation in a diagram called a V-diagram.

SL emphasis   **TL emphasis**
Word-for-word translation   Adaptation
Literal translation   Free translation
Faithful translation   Idiomatic translation
Semantic translation   Communicative translation

1.   Word-for-word translation
Word for word translation is where the forms of the original are retained as much as possible, even if those forms are not the most natural form to preserve the original meaning.

2.   Literal translation
Literal Translation is translating with good grammatical structure. The source language grammatical constructions are converted to their nearest target language equivalents but the lexical words are again translated singly, out of context.

3.   Faithful translation
Faithful translation attempts to reproduce the precise contextual meaning of the original within the constraints of the target language grammatical structure.

4.   Semantic translation
Semantic translation is concern in the culture of SL. It has more aesthetic value that is the beautiful and natural sounds of the source language text, compromising on meaning.

5.   Adaptation
It is the freest of translation. The source language culture converted to the target language culture and the text rewritten.

6.   Free translation
Free translation is one of which preserves the meaning of the original but uses natural form of the target language, including normal word order and syntax, so that the translation can be naturally understood. It reproduces the matter without the manner, or the content without the form of the original.

7.   Idiomatic translation
It reproduces the message of the original but tends to distort nuances of meaning by preferring colloquialisms and idioms where these do not exist in the original.

8.   Communicative translation
It attempts to render the exact contextual meaning of the original in such a way that both content and language are readily acceptable and comprehensible to the readership.

In line with Newmark, Molina and Albir (2002) also provide a description explaining the role and position of methods in translation as follows, *translation method refers to the way what is a global tran slator's objective, ie, a global option that affects the whole text.* It can be understood that the role of a method in the process of translation is the way chosen by the translator with regard to the purpose of translating a text which of course affects the whole text in the macro context. For example, if a translator is oriented to the source language, then as much as possible the translation form (at the macro level) will tend to contain many terms or the form of the source language in its linguistic unit (micro-level) without being much altered into its equivalent in the target language.

II.   METHOD
This research is research in the field of translation, with a focus on translation. The translation reviewed here is the translation of captions on the captions of Mrs. Ani Yudhoyono's Instagram. This research is research in the field of translation that is categorized as qualitative descriptive. The data studied in this research is primary data obtained by collecting captions of the pictures in Mrs. Ani Yudhotono's Instagram posts written in

Indonesian as well as English and the next primary data is the correspondence of the transfer of language on the caption, and the translation methods applied.

This research uses purposive sampling technique. Sampling is done so that the samples obtained can lead the researcher to reach the researcher's goal. Thus, in qualitative research, the samples taken are more selective. The sample selection is directed to a data source deemed to have important data relating to the problem under the study. Then it will be analyzed the procedures and techniques used by the translator in trying to achieve equivalent. The theory used is the methods of translation of the word by Newmark (1988).

III. FINDING AND DISCUSSION

In this research sourced on social media Instagram with focus on translation of caption, has found 74 data in the form of Instagram caption from Instagram account of Mrs. Ani Yudhoyono. The data is limited to photos and videos that are shared by Mrs. Ani in 2018 only. The results of data analysis is in the form of equivalence on the Instagram caption and what translation method applied in finding the equivalence.

1.   Literal translation

Both texts below are the data of applying method of literal translation and both are translated equivalently.

ST: *Tuban adalah sebuah Kabupaten yang terletak di pantai utara Jawa Timur. Di jaman Kerajaan Majapahit, Tuban dijadikan sebagai pelabuhan utama. Tuban juga menjadi salah satu pusat penyebaran agama Islam.*

TT: Tuban is a regency located on the north coast of East Java. During the Majapahit Kingdom, Tuban served as the main port. Tuban is also became one of the centers of the spread of Islam.

ST: *Lamongan, Jawa Timur, merupakan Lumbung Pangan Nasional, penghasil beras, jagung dan ikan (baik ikan budidaya maupun ikan tangkapan).*

TT: Lamongan, East Java is National Food Producer which includes rice, corn and fish (fish farming and fisheries).

2.   Faithful translation

The text below shows that method of faithful translation can make a text equivalent. The original text or source text in this caption is kept and the equivalence of the translation is acceptable since the message has been delivered well

ST: *Tanjung Kodok, Pacitan, Lamongan, adalah salah satu tujuan wisata yang berada di pantai utara Jawa. Diberi nama demikian karena ada batu karang yang menyerupai kodok.*

TT: Tanjung Kodok, Pacitan, Lamongan, is one of the tourist destinations located on the north coast of Java. It's named so because there is a rock that resembles a frog.

3.   Semantic translation

The captions below have more aesthetic value that is the beautiful and natural sounds of the source language text on meaning. The first one adds *a little piece of* to make it sound good, while the second one sounds beautiful with the translation *the longing*. The equivalence of both texts are acceptable.

ST: *Nasihat seorang kakek terhadap para Startup di Sragen, Jawa tengah, 5 April 2018.*

TT: **A little piece of** advice from the big brother to the Startups in Sragen, Central Java, 5 April 2018.

ST: *Kerinduan seorang nenek.*

TT: **The longing of** a grandmother.

4.   Adaptation

The source language culture converted to the target language culture. It is show by keeping the name of food. But there is one word that is not equivalent, it is *sederhana* being translated *modest*. It is only appropriate used in an attitude not an adjective for a *warung*.

ST: *Dalam perjalanan dari Ngawi ke Sragen, mampir makan di warung Ibu Sadinem di Mantingan. Warungnya **sederhana**, namun rasa makanannya **joss**. **Sambel goreng kikil, sambal tumpang, sayur lodeh, pecel**, dll.*

TT: On our way from Ngawi to Sragen, we stopped by at warung ibu Sadinem in Mantingan. The place is so **modest**, but the food is **so delicious**. They have **sambel goreng kikil, sambal tumpang, sayur lodeh, pecel**, etc.

5.   Idiomatic translation

It reproduces the message of the original but tends to distort nuances of meaning by preferring colloquialisms and idioms where these do not exist in the original. It can be shown on the caption below with the bolds

ST: *Maju terus UMKM Sragen, **agar tidak kalah bersaing di dunia.***
TT: Keep on moving forward UMKM Sragen **so you can be competitive in the world.**

6.   Communicative translation

It attempts to render the exact contextual meaning of the original in such a way that both content and language are readily acceptable and comprehensible to the readership.

ST: *Yogyakarta di waktu malam. **Di kotaku** dilahirkan 66 tahun lalu, sebuah kota budaya, kota pendidikan dan kota perjuangan.*
TT: Yogyakarta at night. **In this city**, 66 years ago I was born. It's renowned as a cultural city, a center of education and the city of struggles.

ST: *"Kerja sama untuk menuju sukses". Di depan dan di belakang sama-sama mengayuh. Semua bekerja seiring sejalan, kaki kiri... kiri, kaki kanan... kanan.*
TT: "Cooperation to succeed". Paddling the bicycle together. Everything works in line, left and right side alternately all together.

IV.   CONCLUSIONS AND SUGGESTION

After the data was analyzed, it can be concluded that the captions of Mrs. Yudhoyono's Instagram are equivalent. The applying of the translation methods quite good to make it equivalent. The translation can be understood, and the message are quite delivered. It is found that the method applied to make equivalence are only six methods. The six methods applied in the translation of Instagram captions are literal, faithful, adaptation, semantic, idiomatic, and communicative translation method.

The results of this study are expected to be developed in subsequent research. For example, discussing the nature of the translation that is not equivalent in the Instagram captions and the causes of the inequivalent. The results of this study are also expected to assist translators in translating using the same method with the results of this study. Therefore, it is expected that the results of this study can be a reference for translators, potential translators, and anyone interested in translation.

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