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TRANSLATION SHIFTS AND EQUIVALENCE STRATEGY PRODUCED BY INSTAGRAM MACHINE TRANSLATION

Ria Antika
Universitas Pamulang, Tangerang Selatan/ Indonesia

Email: antikaria88@gmail.com

Abstract

The fast advancement of technology forces people to use it to simplify their lives. In the translation field, besides human translator, there is also machine translator used to help people in transferring the meaning of a text from source language (SL) to target language (TL). Along with the development of technology and social media, Instagram as one of the most famous social media platforms launched Instagram Machine Translation in 2016 that can help people to translate the captions and comments posted by the users. This study was conducted to identify the types of translation shift and the types of translation equivalence performed by Instagram machine translation in translating the captions on @instagram account from English to Indonesian. By using descriptive qualitative method to reach the goals of the study, the appropriate data were obtained. The data were analyzed based on the translation shifts theory from Catford (1965) and translation equivalence by Nida (1964). The findings showed that all types of Catford's translation shifts were found in the translation process and the most common type was structure shift. It was also found that Instagram machine translation was successful in transferring the message from SL to TL equivalently.

Keywords: translation shift, translation equivalence, Instagram machine translation

1. Introduction

English is a fundamental property of global communication which is used as a global language. As Lingua Franca, English helps people from different culture around the world to communicate the ideas or messages easily. As mentioned by Seidlhofer (2011), English is as Lingua Franca because it is used to communicate among people who do not speak English as their first language. As they come from different linguistic backgrounds, they use English as an alternative to exchange the ideas.

However, the fact shows that not all of people are understand English. To overcome this problem, the role of translation, either human translation or machine translation is crucial. It is needed to achieve effective communication between different cultures among people around the world.

Catford (1965) points out that "Translation is replacement of textual

in one language as Source Language (SL) by equivalent textual material in another language as Target Language (TL)." This means that translation is a process of substituting a text from SL and searching for the equivalent meaning in TL. In translating the language, a translator needs ability in mastering the source language and the target language to convey the messages by using equivalent words. It includes the knowledge about the culture because different language has different culture. For instance, "late in the evening' in SL is translated into "*larut malam*" in TL and not "*terlambat dalam malam*".

Machali (2009) explains that translation is a way to change the texts of source language that are equivalent with the target language which is translated like what the writer means. It means that through the translation process, the translator transfers the message or idea of the texts by using another language. It is not only a changing activity because translation deals with doing new communication activity, but also by considering the social aspects where the texts will be communicated.

In the translation process, there are many kinds of translation procedures that are often used. One of the most important ones is translation shifts. The term of "shift" or "transposition" is one of the important parts in translation procedures because it can change the structure of SL to TL. As it has been known that every language has its different rules so, the structure of SL is often different to the structure of TL. A translation will be strange if there is no translation shift. For instance, "small house" in SL is translated into "*rumah yang kecil*". It will be awkward if it is translated into "kecil rumah" in TL. The phrase "small yellow house" is translated into "*rumah bercat kuning yang kecil*" and it is not "*kecil kuning rumah*".

Catford divides translation shifts into four types: structure shift, unit shift, class shift, and intra-system shift. Structure shift deals with a shift in grammatical structure from source language into target language. The term "unit shift" refers to deviations from formal correspondence in which the translation equivalent of a unit at one rank in the SL is a unit at a different rank in the TL. This shift shows the change of rank. Then, when the translation equivalent of an SL item belongs to a different class than the original item, class shift happens. Simply, class shift shows a change in word classes. The last, intra-system shifts are changes that occur within the language's system. In the TL system, it involves the selection of a non-corresponding word.

As has been mentioned before, translation equivalence is also the central theory in translation. According to Nida (1964), there are two different types of equivalence in translation process, namely formal equivalence and dynamic equivalence. The focus of formal equivalence is on the message itself, both in terms of form and

substance. While dynamic equivalence is a translation principle in which a translator attempts to translate the original meaning in such a way that the TL phrasing has the same effect on the target culture of the audience as the original phrase had on the SL audience.

The use of translation in people's lives is very important. It is used in a variety of fields, such as politics, international trade, science and technology, education, information technology, popular culture, media, and so on. On social media platforms, translation is needed to help the internet users communicate without any barriers with other users from different cultures.

As one of the most popular social media platforms, Instagram drags the attention of many users or netizens from various ages and countries. Being launched in 2010 by Kevin Systrom, Instagram has reached 1 billion monthly active users in October 2020. According to Statista (2020), Indonesia is the fourth of the most Instagram users after United States, India, and Brazil with total numbers of 78 million users in October 2020. This shows that Instagram is very famous in Indonesia.

According to Appslova (2020), Instagram updated to version 8.2 with some additional feature namely a machine translation in order to help the users to translate the messages from the Source Language (SL) into the Target Language (TL) in 2016. This feature simplifies the users in understanding the captions written by other users on their feeds. For Indonesian people who do not understand English, this feature is very helpful. By tapping the button "see translation" or "*Lihat Terjemahan*", the users can directly and easily see the translation of the messages from English into Indonesian. This feature is one of the examples that shows how translation is very important nowadays.

Conducting a research on machine translation is always interesting since technology is developing very fast. There were some researchers who conducted various studies related to machine translation (Arvianti, 2018; Irfan, 2017; Mikolov et al., 2013; Toral & Way, 2015; Xia et al., 2016). However, there were a few studies conducted on Instagram Machine Translation. Therefore, this study is curious in analyzing the way how Instagram machine translation translates the SL into the TL, especially about the use of translation shifts and translation equivalence in the translation process.

The problems to be analyzed in this study are formulated as follows: (a) What types of translation shift produced by Instagram machine translation in translating captions on @instagram account? and (b) What types of translation equivalence found in the captions posted by @instagram account?

The objectives of this research are to examine the types of translation shifts and translation equivalence produced by Instagram machine translation in translating the captions from English into Indonesian. This study is expected to improve the understanding about

translation shifts and translation equivalence in Instagram Machine Translation.

2. Method

The approach used in this study was descriptive qualitative because the data were taken from the written texts on Instagram captions (@instagram account) and analyzed in essay form. Qualitative research aims to elucidate the human aspects of a topic by employing specialized approaches to investigate how people see and feel the world (Given, 2008). Descriptive qualitative research is an activity of data collecting, analyzing, and serving done systematically and objectively to solve problem based on quality.

The data of this research were taken from the written texts on Instagram captions posted by @instagram account. As a popular American photo and video sharing social networking service, @instagram is the most-followed Instagram account around the world (Statista, 2021) and it had 414 million followers on August 2021 (Instagram, 2021). This account often posts various contents in the forms of photos and videos about fashion, food, music, lifestyle, and so on. This also provides written captions bellow the posted contents to add more explanation about the posted photos and videos.

In helping the users to understand the written texts in source language, Instagram has facilitated a machine translation which can translate the written text, not only in the captions, but also in comments. This tool is also found on @instagram account. The users just need to click the "See Translation" or "*Lihat Terjemahan*" below the captions to read the translation form in target language.

In analyzing translation process in @instagram account, the writer randomly chose Instagram feeds posted on June 10, 2021 and June 11, 2021. It consisted of two feeds that discussed about art and fashion written in English.

In collecting the data, there were several steps that were done by the writer. Firstly, the writer chose a verified Instagram account as the proof that this account was authentic and notable. This was marked by the blue badge. After that, the writer chose @instagram account to be analyzed since it was the most-followed account around the world.

Secondly, the writer scrolled up and down to read the captions of the feeds. Then, the writer randomly chosen and collected the captions posted on June 10, 2021 and June 11, 2021 only to limit the data.

Thirdly, after collecting the captions, the writer clicked "See Translation" or "*Lihat Terjemahan*" button below the captions to see the translated captions.

Fourthly, the writer wrote down all original and translated captions in a table to see the translation process done by Instagram machine translation.

Fifthly, the writer collected all types of translation shifts found on those captions and the types of

translation equivalence performed by Instagram machine translation in translating the captions.

In analyzing the data, there were some processes that conducted by the writer. According to Dornyei (2007), the steps in analyzing the data consist of "transcribing the data, pre-coding and coding, growing ideas, and interpreting the data and drawing conclusion". In the first step, the writer did not need to transcribe the data. She copied and pasted the original texts and put them in a table. By clicking the button "See Translation" bellow the captions, the writer was able to read the translated forms of the texts in the target language, then she copied and pasted the translation results and put them in the table as well side by side with the original texts.

In the pre-coding step, the writer thought about the suitable codes that could have been used. After that, in the coding process, some significant data was labeled before being analyzed. In this step, the data was labeled based on the time of posts (date, month, and year) and the word position in the caption, such as in line 2, line 2, line 3, etc.

In growing ideas, all possible ideas about the data that appeared were noted. In interpreting the data, the data that contained types of translation shift, such as structure shift, class shift, unit shift, and intra-system shift were analyzed following the theory from Catford (1965). The structure shift deals with the shift in grammatical structure from SL into TL, class shift deals with the change in word classes, unit shift deals with the change of ranks, and intra-system shift deals with the change of systems from SL to TL. In analyzing the translation equivalence, the theory from Nida (1964) was used. It was divided into formal and dynamic equivalence.

After analyzing the data, the researcher drew conclusions. In this step, the researcher presented the results of the analysis related to the types of translation shift found in Instagram machine translation and the types of equivalent meaning of the translation process.

3. Findings

In this section, the researcher collected all findings related to the types of translation shift found on @instagram account posted on June 10, 2021 and June 11, 2021. All data related to the Source Language (English) and Target Language (Bahasa Indonesia) were taken. These were aimed to answer the first research question about the types of translation shift found in Instagram machine translation in translating captions in @instagram account. In analyzing the data, the writer used the theory from Catford (1965).

a. What types of translation shift used by Instagram machine translation in translating captions in @instagram account?

The following figure showed the types of translation shift used by the Instagram machine translation.

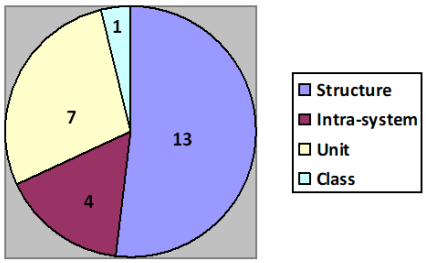

Figure 7. Types of Translation Shift

From the translation process by Instagram machine translation of the whole data posted on June 10, 2021 and June 11, 2021, it was found that the translation shifts occurred on the 25 data taken from @instagram captions. Those translation shifts included all types of shifts mentioned by Catford, such as structure shift, intra-system shift, unit shift, and class shift.

From the diagram above, it was found that structure shift was used 13 times and followed by unit shift which was used 7 times. After that, intra-system shift was used 4 times and the last one was class shift which was only used once. These data showed that the most used shift was structure shift.

b. What types of translation equivalence found in the captions posted by @instagram account?

As mentioned by Nida (1969), translation equivalence is divided into formal and dynamic. After comparing 25 words in the captions that were translated from Source Language to Target Language, it was found that there were 4 data that were not translated equivalently from SL to TL. Besides, there were 3 data that had dynamic equivalence and 18 data that had formal equivalence. These data showed that Instagram machine translation mostly used formal equivalence in translating the data from English to Indonesian. It can be seen in figure 8.

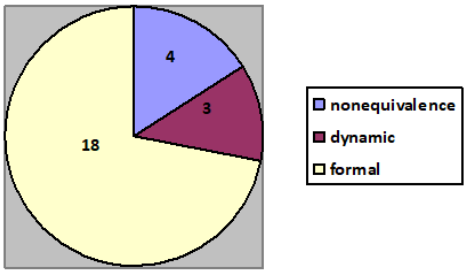

Figure 8. Translation Equivalence

4. Discussion

4.1. Types of Translation Shift and Translation Equivalence

4.1.2. Structure Shift

As has been mentioned before, structure shift deals with a shift in grammatical structure from source language into target language. From the data, there were some structure shifts used by Instagram machine translation in translating the words from SL to TL as shown below.

Data 1: 10042021 Line 1

SL: This piece is a reminder to take a few deep breaths…

TL: *Potongan ini adalah pengingat untuk mengambil beberapa napas dalam-dalam…*

Based on the data above, the phrase *This piece* in the Source Language (SL) was translated into *potongan ini* in the Target Language (TL). The phrase was constructed by modifier (*this*) and head (*piece*). Meanwhile in the target language it was constructed into head *(potongan*) and modifier (*ini*). This form showed the exchange of modifier and head

position in SL and TL. In the SL, modifier came before head but in the TL modifier came after the head. Therefore, translation shifts occurred in the word order and it was categorized as structure shift.

However, when reading the whole captions with the context, the meaning of *this piece* referred to the picture of painting created by @sudeepti.tucker. By including the context, it should have been translated in to *karya ini* in the target language. The word *karya* is more natural than the word *potongan*. In this example, the machine translation tended to use formal equivalence by translating the word to word, but then it failed to transfer the equivalent meaning from SL to TL.

Data 4: 10042021 Line 3

SL: Illustrator and visual artist

TL: ilustrator dan artis visual

Similar to the previous data, data 4 was also categorized as structure shift because of the exchange position of modifier and head in the SL and TL. The phrase *visual artist* consisted of *visual* (modifier) and *artist* (head) then translated into *artis* (head) and *visual* (modifier). In this translation process, the machine translation tried to translate the phrase *visual artist* by using shift through adaptation by omitting the letter –*t* became the word *artis* in TL.

This process tried to use formal equivalence in translating the phrase from SL to TL. However, the common terms used or the equivalent meaning of the phrase *visual artist* in TL is *seniman visual* rather than *artis visual.*

Data 7: 10042021 Line 7

SL: very stressful time

TL: waktu yang sangat menegangkan

This data also showed the exchange position of modifier and head in the SL and TL which is called as structure shift. The phrase *very stressful time* consisted of *very* (as modifier which modifies *stressful time*), *stressful* (as modifier which modifies *time*), and *time* (the head). After being translated, it became *waktu yang sangat menegangkan* which showed the head *waktu* came first in the phrase.

In this translation process, the meaning of the phrase in the TL and SL were equivalent. By knowing the whole context, it was found that the machine translation was successful in translating the phrase by focusing on formal equivalence.

Data 10: 10042021 Line 10

SL: our homes remain a safe space where we can blossom and heal

TL: rumah kita tetap berada di ruang yang aman dimana kita bisa bersemi dan menyembuhkan

Based on the sentence above, the noun phrase *our homes* in the source language is not translated into *kita rumah* but it is translated into *rumah kita* in the target language. The position of the head in SL is different with the position of the head in TL. In the SL, the formula is modifier (*our*) + head (*homes*), meanwhile in the TL it is changed into head (*rumah)* + modifier

(*kita*). Thus, it can be seen that there is shift in the word order and it is called structure shift.

This was also found that this translation process used formal equivalence since the machine translation emphasized constancy to the lexical details and grammatical structure of SL.

4.1.2. Class Shift

When the translation equivalent of an SL item belongs to a different class than the original item, class shift happens.

Data 6: 10042021 Line 5

SL: Some people fit in,

TL: Beberapa orang cocok,

The data above showed the process of class shift from SL into TL. In the SL, *fit in* is phrasal verb, but when it is translated into TL it becomes *cocok* which is an adjective. This shift showed that there was different word class from verb into adjective. This translation process showed the change of word classes from verb into adjective which is called as class shift.

In this example, the translation process used was dynamic equivalence since the machine translation emphasized on the similar meaning of the word in SL and TL, but did not use exact structure from the original text.

4.1.3. Unit Shift

The term "unit shift" refers to deviations from formal correspondence in which the translation equivalent of a unit at one rank in the SL is a unit at a different rank in the TL.

Data 3: 10042021 Line 2

SL: be kind to ourselves

TL: berbaik sangka kepada diri sendiri

In the example above, the word (*ourselves*) was translated into phrase (*diri sendiri*). From that analysis, there was different rank exists in that translation from word to phrase. Therefore, there was shift from word into phrase. The translation shift occurred in this translation process is called unit shift.

Although there was different rank between the term in SL and TL, but those terms showed formal equivalence. The word "ourselves" in SL has literal meaning "*diri sendiri*" in TL.

Data 15: 10042021 Line 15

SL: it is very heartening

TL: sangat memilukan

By analyzing the translation above, it can be seen that *it is very heartening* in the source language was translated into *sangat memilukan* in the target language. This showed that the sentence (*it is very heartening*) was translated into adjective phrase (*sangat memilukan*). In this translation process, the machine translation tried to shift different rank of sentence into phrase.

After reading all texts and including the context, there was something missing in the target language. The phrase *sangat memilukan* did not have any clear meaning since it did not have any subject. Thus, this translation process showed nonequivalence meaning from SL to TL.

Data 22: 11042021 Line 7
SL: when he wore a suede with fringe to prom.
TL: ketika ia mengenakan baju suede dengan rumbai ke pesta dansa.

In the example above, the word (*suede*) was translated into phrase (*baju suede*). This translaton process showed that there was different rank existed from SL to TL. Therefore, there was shift from word into phrase. The translation shift occurs in this translation process is called unit shift.
In delivering the message from the TL, the machine translation applied dynamic equivalence. Basically, the word *suede* in SL was translated directly with the same term. This word is one example of borrowing words that is used in TL. However, *suede* can also refer to many things, such as *bahan suede, setelan suede, sepatu suede, tas suede*, and so on. In this translation process, the machine translation was successful to transfer the equivalent meaning based on the whole context of the captions which is the phrase *baju suede (baju berbahan suede).*

4.1.4. Intra-system Shift

Intra-system shifts are changes that occur within the language's system. In the TL system, it involves the selection of a non-corresponding word.

Data 11: 10042021 Line 10
SL: our homes
TL: rumah kita

From data above, the word *homes* is formed by noun *home* + suffix "-s" and indicates plural noun. In the source language, *homes* is translated into *rumah* and not translated into *rumah-rumah* as same plural noun. In this translation situation, there is a change of noun from plural in the source language to singular in the target language. Therefore, there is shift in the internal system from plural into singular which is called intra-system shift. This also happens in the following data:

Data 13: 10042021 Line 13
SL: …between friends and families and even strangers.
TL: …antara teman dan keluarga bahkan orang asing

Data 20: 11042021 Line 4
SL: show different sides of me
TL: menunjukkan sisi yang berbeda dari saya

In data 13, the plural noun *friends, families*, and *strangers* were translated into *teman* (not *teman-teman*), *keluarga* (not *keluarga-keluarga*), and *orang asing* (not *orang-orang asing*). Similarly, in data 20, the plural noun *sides* was translated in to singular noun *sisi* in TL. The translation process showed the change of noun from plural in the source language to singular in the target language. The shift in the internal system from plural into singular is called intra-system shift.

This translation process is commonly found and used in TL. The meanings of the word are understandable and equivalent although the TL does not use plural nouns. This kind of equivalence is called formal equivalence.

In sum, this research showed that the theory from Catford about translation shifts was found in all captions translated by the Instagram machine translation. Mostly, the tool was successful in delivering the equivalent meaning of the SL to TL. However, some of the words were translated word-to-word without including the context. By analyzing the translation process using theory from Nida, it was found that some words (in data 1, 2, 9, and 15) did not find the equivalent meaning in the TL yet. This caused problem when those words were translated by the machine translation because they had unclear or ambiguous meaning in the TL.

5. Conclusion

This current research focused on analyzing the translation shifts and the types of equivalence meaning of the captions translated from English (SL) to Bahasa Indonesia (TL) by Instagram machine translation. Catford as one of the most famous experts in translation mentioned that "Translation is replacement of textual in one language (SL) by equivalent textual material in another language (TL)". One of his most famous theories is about translation shifts which show the changes that occur in translation. He divided the shifts into structure, class, unit, and intra-system shift. The data were taken from the captions accessed from @instagram account posted on June 10, 2021 and June 10, 2021.

The findings and the analyses of this research showed that all types of Catford's translation shifts were found in the translation process done by the Instagram machine translation. The most common type was structure shift which was 13 data. After that, unit shift was used 7 times followed by intra-system shift which was used 4 times. The last one was class shift that only used once in the translation process.

Besides, it was also found that there were some types of translation equivalence found in Instagram machine translation from SL to TL. There were 21 data were translated equivalently. Mostly it was formal equivalence (18 data) followed by dynamic equivalence (3 data). The translation results were understandable. However, there were 4 data that were not translated equivalently. The translation meaning of the words in the TL was different to the words in the SL.

Overall, this research found that Instagram machine translation was successful in transferring the idea or meaning from SL to TL equivalently. This feature can be helpful tools for the Instagram users especially those who do not understand English.

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