Quality of Automatic Translation for Post on Facebook

Ika Oktaria Cahyaningrum

Surakarta University, Surakarta, Indonesia
[1]ikaoktaria1@gmail.com
(085228494970)

Abstract. The focus of this research is to examine the quality of translation produced by Translation for Post feature on Facebook. It is an automatic machine translation in Facebook that can translate the source language into the target language of Facebook posts automatically. As one of the social media with the most users, Facebook always improves its service features such as Market places, job vacancies, and even online games. One of the most interesting thing is the translation feature on Facebook, namely Translation for Post. After the researcher collected the data and analyzed it, there were 50% less accurate data and 70% less acceptable data. While for the quality of the readability, about 30% is included in the medium readability. Translation for Post is entered into the machine translator, so it is not surprising that there are vocabulary limitations or appropriate equivalents in the target language.

Keywords: Social media, Facebook, Translation for Post, Translation Quality

Abstrak. Fokus penelitian ini adalah kualitas terjemahan yang dihasilkan oleh Translation for Post di media sosial Facebook. Sebagai salah satu media sosial dengan pengguna terbanyak, Facebook selalu meningkatkan fitur layanannya seperti Marketplace, lowongan kerja, bahkan game online. Salah satu yang menarik adalah fitur terjemahan di Facebook yaitu Translation for Post. Setelah peneliti mengumpulkan data dan menganalisisnya, terdapat 50% data yang kurang akurat dan 70% data yang kurang dapat diterima. Sedangkan untuk kualitas keterbacaan, sekitar 30% termasuk dalam keterbacaan sedang. Terjemahan untuk Post dimasukkan ke dalam mesin penerjemah, sehingga tidak mengherankan jika ada keterbatasan kosakata atau padanan yang sesuai dalam bahasa target.

Kata kunci: Media social, Facebook, Translation for Post, Kualitas Terjemahan

INTRODUCTION

Technology is now developing very fast, even facilitated by the speed of access that is very easy to get. Likewise, people in expressing freedom of opinion, they can use various social media to channel their thoughts and opinions. Many types of social media are developing now, such as Facebook, Instagram, Twitter, MySpace and others. Facebook as one of the social media with the number of followers and users reaching millions of people, continues to make improvements to increase the quality of the platform and satisfaction for its users. Facebook also provides not only personal posts, but also other facilities such as Market Places, Job Vacancies, and even games. As one of the social media with a very large number of users, Facebook always increases the quality of their applications. Facebook is not only a place to post freedom of expression or opinion, but it can also be used as a place to expand users' network, whether it is in the scope of friendship, colleagues, or related to matchmaking. Facebook also makes an innovation update in the business world by making buying and selling content or a market place. The users can use it not only as a social media tool but they can also get income in the form of money. This research is related to the

previous research from Cahyaningrum (2018) in her proceeding article entitled "Comparison of Translation Quality between Google Translate, SDL Free Translation and Tradukka in the Health Article Entitled Vaginal Birth After Caesarean" (Ellic, 2018) and also related to her journal article entitled "Translation Quality Of Google Translate In The Article Entitled "Vaginal Birth After Caesarean" By Hannah Dahlen", Cahyaningrum (2009). Both of the studies analyzed the quality of translations produced by online machine translations.

In addition, to satisfy its users, Facebook provides translation services that automatically translate the source language into the user's target language. With facilities such as translation for post, users do not have to worry about the limitations of the language they master. Users can be more flexible and can expand their friendship and socialize with anyone and from any country speaking different languages in the world. However, is it true that the Translation for Post facility is effective in translating? or what about the quality of the translation result? In this regard, the translation results produced by machine translation are not always perfect compared to Human Translator, especially for the acceptance in the target language; even some of the translation results seem unnatural in the target language. Machine translation characters have shortcomings in finding the appropriate equivalent for each target language. Based on the background, the researcher wants to analyze about translation quality on Translation for Post in terms of its accuracy, acceptability, and readability.

This research is taken from several examples of previous research and is in the form of journals regarding translation, especially in terms of the quality of translations produced by machine translators automatically. One example is the journal from the UNPAM Sasindo Journal entitled "Machine Translation in Advertising Language in the Instagram Application on Make Over Cosmetics Business Accounts" (Yanti, Dewi, 2019). Ahrenberg's journal, Lars (201, p.21-28) says:

> "*Differences between machine translations and human translations can be revealed by fairly simple statistical metrics in combination with an analysis based on so-called shifts or translation procedures. In our case, the MT is in many ways, such as length, information flow, and structure more similar to the source. More importantly, it exhibits a much more restricted repertoir of procedures, and its output is estimated to require about three edits per sentence. Thus, for publishing purposes it is unacceptable without human involvement. Post-editing of the MT output could no doubt produce a readable text, but may not reach the level of a human translation*"

Whereas in the opinion of Hutchin (in ELLiC Proceding 2018: vol:2) said that the translation of machine is "computerized systems responsible for the production of translations with or without human assistance". This means that a translation machine can produce translations and process all translation data without human intervention.

Related also with the article entitled Translation Technique and Quality In The Article Entitled "Jamu: Traditional Indonesian Herbal Medicine" Produced by Online Service Translate discussed about the techniques and quality of translation generated through online translation services such as Google Translate and Sederet Translate. The result is Google more accurate and acceptable compared with the quality of translation produced by Sederet online translator. For the quality of readability both have the same percentage. (in COTEFL procceding 2018: p.56-58)

From the reference sources above, the researchers focus more on the quality of the translations produced by Translation for Post on Facebook. The quality of the translation is more focused on the assessment of accuracy, acceptability and readability so that the impact of the quality research on the readers will be obtained.

METHOD

This research is a qualitative descriptive research where the research the data were in the form of words, sentences, or pictures that have more meaning than numbers or frequencies. Bungin said in qualitative research, content analysis emphasizes how researchers see the meaning of communication content, read symbols, and interpret the content of symbolic interactions that occur in communication in ELLIC procceding (2021:vol.4). Data analysis in this study uses the Miles and Huberman analysis model in the Method Qualitative Research in Sugiono (2017:133), namely by collecting data (data collection), reducing data (data reduction), presenting data (data display), and drawing conclusions/verification (conclusion). drawing/verification). In the form of official documents, data reduction procedures by sorting the documents found, presenting the data in the form of exposure and analysis especially in the quality of the resulting translation, and finally in the form of withdrawal conclusion or verification. Here the research map of the researcher:

Picture 1. Reseach Map
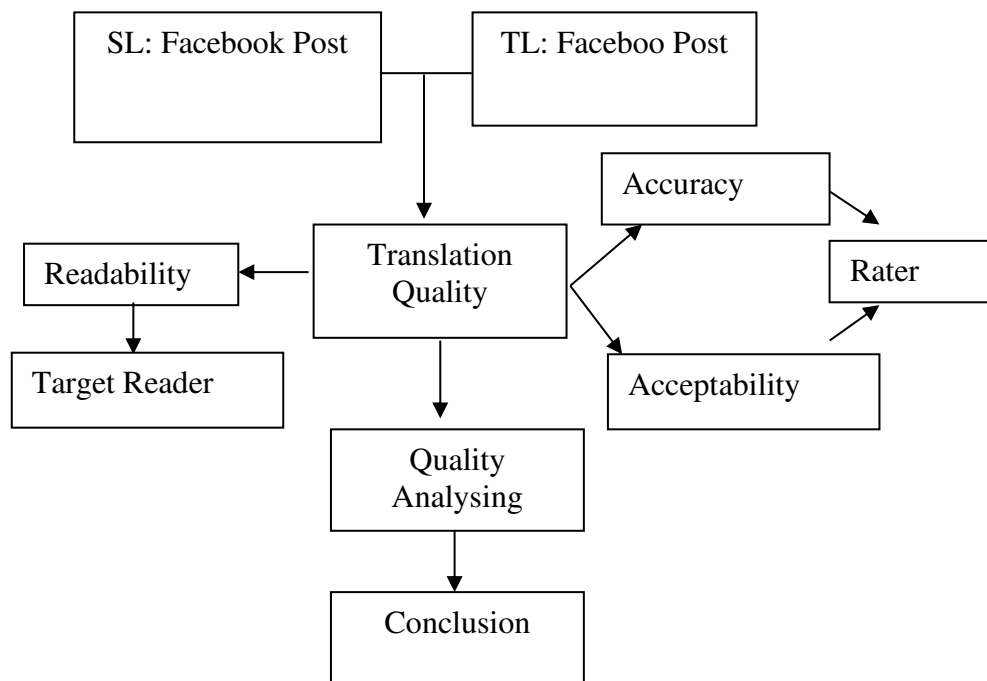
There is also a rating scale in the questionnaire distributed to raters, in which a rater must provide a rating scale equipped with the reasons behind the assessment. Meanwhile, in assessing the quality of translation, a rating scale is used which refers to the theory of Nababan in Oktaria journal said that there are three types of questionnaires used, namely: (1) Accuracy Rating Instrument to measure the accuracy of messages, (2) Acceptability Rating Instrument to measure the acceptability level of translation, and (3) Readability Rating Instrument (Selju, 2019).

RESULTS AND DISCUSSION

 A. Research Finding

In this subheading, the researcher discusses the research findings and their discussion related to the problem of the study. From the results of the assessment obtained from the rater regarding the quality of accuracy, acceptability and readability quality obtained from the target reader or target reader, it can be described in the table below:

Table 1. Quality of Translation on Translation for Post

Quality	R1	R2	R3
Accuracy	47,5 %	50%	2,5%
Acceptability	25%	70%	5%
Readability	70%	30%	-

The data were divided into 40 sentences which were then analyzed. The data can be at the level of sentences, phrases and words. From the table above, it can be concluded that the quality of the translation produced by the translation service on Translation for Post on Facebook produces a high level of readability compared to the level of acceptance and accuracy. This is because Translation for Post translates using literal techniques which impact on the level of accuracy and acceptability. In addition, Translation for Post is an automatic machine that has a deficiency, namely looking for equivalent words in the target language, so that the percentage of acceptable quality is not very good. The sub-discussion below is a more detailed discussion of the quality of the translations produced, including the following:

1. **Accuracy**

In terms of accuracy, there were 19 data that can be classified as accurate, 20 data were less accurate and 1 was inaccurate. The translation that has the highest level of accuracy produced by Translation for Post can be found in the following example:

Table 2. Example of Accurate Translation

Data	Source Language	Target Language
Data SL 6	Dear azkiyya,	*Azkiyya tersayang,*
Data TL 6	I know that God is trully loving me by sending you here to my life	*Aku tahu bahwa Tuhan benar-benar mencintaiku dengan mengirimkanmu ke hidupku*
Data SL 23	Put earphones on and office phone in	*Memasang earphone dan ponsel kantor di*
Data TL 23	apron pocket.	*kantong apron.*
Data SL 24	Turn on coffee machine, washing	*Nyalakan mesin kopi, mesin cuci, dan*
Data TL 24	machine, and laptop.	*laptop.*

In the resulting translation, there is no distortion of meaning. There is also no linguistic shift in it, so the message conveyed to the target language has a high level of accuracy. The use of literal techniques makes the resulting translation seem natural, resulting in a translation that is easy to understand and unambiguous. There were also borrowing techniques in which some words were not translated into the target language. This is because the words such as "earphones, apron and laptop" are commonly used in the target language.

Table 3. Example of Less Accurate Translation

Data	Source Language	Target Language

Data SL 11	Whenever I see you smile, I feel	*Setiap kali aku melihatmu tersenyum, aku*
Data TL 11	like I'm gonna do what it takes to make it everlasting	*merasa seperti aku akan melakukan apa yang diperlukan untuk membuatnya abadi*
Data SL 12	People might not understand you As I do sometimes	*Orang mungkin tidak mengerti kamu Seperti yang saya lakukan kadang-kadang*
Data TL 12	But you know I will fight for you no matter how	*Tapi kamu tau aku akan memperjuangkanmu bagaimana pun caranya*
Data SL 13	Your marvelous miracle is more than a lifeline	*Keajaibanmu yang menakjubkan lebih dari garis hidup*
Data TL 13	Words run dry	*Kata-kata terasa kering*

Starting from a post in the form of a poem, it appears that the translation produced by Translation for Post is not as accurate as a post in the form of a normal sentence. In the quality of translation produced by Translation for Post, most of the sentences are translated literally, which in the end results in a stiff translation quality and results in distortion of meaning. Translation on Bsu "Every time I see you smile, I feel like I will do what it takes to make it immortal". The author posts a feeling for the daughter he loves very much in the form of a poem. The author wants to express a love that cannot be expressed in words alone, but the author also expresses a deep feeling of love and affection that will not fade or end. The word 'everlasting' translates literally to eternal. Meanwhile, the appropriate technique when translating a series of poems would be better if using the establish technique or equivalent words and linguistic amplification techniques, so that there are appropriate compositions or additions to the resulting target language.

Table 4. Example of Inaccurate Translation

Data	Source Language	Target Language
Data SL 36	Last week during our monthong	*Minggu lalu selama mabuk bulanan kami!*
Data TL 36	hangover!	

There is a confusion of meaning in the resulting translation in the target language. The author posted with a situation where she was enjoying durian *montong* with her husband. The author cuts their weekends spent enjoying durian *montong*, but it is translated into the target language into a monthly hangover. The message conveyed cannot be captured and understood by the reader. However, on the legibility side, the post readers are helped by the image which was also uploaded by the author with the description enjoying the delicious durian *montong*.

2. Acceptability

There are 10 data are acceptable, 28 data are less acceptable and only two data are not acceptable. There are only 25% acceptable translation data in the translations produced by Translation for Post. As an example of an acceptable translation discussion:

Table 5. Example of Acceptable Translation

Data	Source Language	Target Language
Data SL 5 Data TL 5	Sleeping on the train can be this comfortably cute...azkiyya on the train...😍😍😍	*Tidur di kereta bisa se nyaman ini...* *azkiyya di kereta...* 😍😍😍
Data SL 6 Data TL 6	Dear azkiyya, I know that God is trully loving me by sending you here to my life	*Azkiyya tersayang,* *Aku tahu bahwa Tuhan benar-benar mencintaiku dengan mengirimkanmu ke hidupku*
Data SL 38 Data TL 38	The legendary creater of Indomie Goreng's famous flavor has passed away. Thank you for bringing us Indonesians with the joy all these time and the future!	*Kreater legendaris Indomie Goreng rasa terkenal telah meninggal dunia. Terima kasih telah membawa kami orang Indonesia dengan sukacita selama ini dan masa depan!*

"Sleeping on the train can be this comfortably cute...azkiyya on the train" is translated naturally by using words that are familiar to listeners. The word 'comfortably' is translated as comfortable in the target language. Likewise, in a post about the death of the global creator of Indomie, the author expresses his gratitude for the pride of domestic products that have gone worldwide. The resulting translation does not feel strange and can be received with a message that is well conveyed in the target language. The three translations still retain foreign terms into the TL. This makes the translation less natural in the language. There are also 28 data which are the highest percentage included in the less of acceptability, the table is bellow:

Table 6. Example of Less Acceptable Translation

Data	Source Language	Target Language
Data SL 34 Data TL 34	Writing our message of support for #internationalwomensday2021	*Menulis pesan dukungan kami untuk* #hariwomensasional2021
Data SL 37 Data TL 37	Finally, someone writes the mental toll for huggers like me..	*Akhirnya, seseorang menulis mental tol untuk pemeluk seperti saya..*

The resulting translation makes listeners feel foreign, international women's day is translated into international women's day. Women is not translated into the target language so that the resulting translation feels less acceptable in the target language. The second data is also translated literally, making the translation feel stiff and less understandable by the readers. The resulting TL translation becomes less natural and does not see the cultural norms or rules in the TL. Only two data include of not acceptability because sentences that are translated using literal technique and it does not look for equivalents that are in accordance with the rules of the target language, so that they seem foreign to the ears and there is a distortion of meaning in durian montong which is also translated into monthly. The message conveyed finally becomes strange to the listener's ears.

3. Readability

On the level of readability quality, translation for Post has a high level of readability. there are 28 data with a percentage of 70% that is included in the high readability data, as in the example below:

Table 7. Example of High Readability Translation

Data	Source Language	Target Language
Data SL 16 Data TL 16	One fine afternoon with my mom in Paseban four years ago.	*Satu sore yang indah bersama ibu saya di Paseban empat tahun yang lalu.*
Data SL 25 Data TL 25	Check urgent emails, cook rice.	*Periksa email mendesak, masak nasi.*
Data SL 25 Data TL 25	Answer 1 email, fry one fish for him.	*Jawab 1 email, goreng satu ikan untuknya.*
Data SL 31 Data TL 31	I'm lucky I don't have kids, yet.	*Aku beruntung aku belum punya anak.*

From the table data above, Translation for Post translates literally by paying attention to its grammatical aspects and equivalence to TL which makes the target reader easy to understand the text reading. The target reader is not too affected by the quality of the language, they still understand the message conveyed to the language that is supported by images that are also posted by the author. The more concise translation produced by Translation for Post uses more literal techniques, however, the target readers are still able to understand the message conveyed.

Same like the discussion of accuracy and acceptability, it is not much different from the quality of readability, where the translation produced by Translation for post has only 12 data with a moderate readability rating. The following is a discussion of moderate readability quality:

Table 8. Example of Medium Readability Translation

Data	Source Language	Target Language
Data SL 16 Data TL 16	Sweet memories for us but smelly memories for some people 🤣🤣😁	*Kenangan manis untuk kita tapi kenangan bau untuk beberapa orang* 🤣🤣🤣
Data SL 25 Data TL 25	Finally, someone writes the mental toll for huggers like me..	*Akhirnya, seseorang menulis mental tol untuk pemeluk seperti saya..*

Overall text has a moderate level of readability. This can be seen from the translation produced by Translation for Post on the sentence "Sweet memories for us but smelly memories for some people" to "Sweet memories for us but smelly memories for some people", making readers have to repeat reading to understand the message conveyed. into BS. Memories of the smell here can finally be understood, with the help of the image that was also posted by the author, namely a memory of eating durian montong, which some people may not like because the smell is too piercing. The author reposts photos of memories of eating durian montong with her husband. For SL data, the 25 mental words toll are not translated into the target language, so that the reader is not able to capture the content of the message conveyed by the author. The author is very happy, there is a book that contains a discussion of individual personal psychology which the author happens to really need, so the author feels happy with the book.

B. Discussion

This second sub-section will present several discussions that will discuss in more detail the impact of the quality of the resulting translation.

Diagram 1. Accuracy

From the diagram above, it can be concluded that the quality of the translation produced by Translation for Post has a higher level of less accuracy than the level of accuracy. This is because the translation engine in Translation for Post has the capacity and quality in word processing, phrases and sentences that are not adapted to the target language. With the memory storage capacity owned by the Facebook Company, it would be even better if you added some more vocabulary or equivalents to the target language.

Diagram 2. Acceptability

On the quality of translation in terms of acceptance, the processed data shows that the level of acceptance is dominated by less acceptable with a percentage of 70% compared to the level of acceptance. In the example above, translating the source language into the target language does not meet the grammatical rules or the equivalent that fits the reader's ears, resulting in a higher level of unacceptability. The message he conveys is also less flexible and sounds foreign to the ear.

Diagram 3. Readability
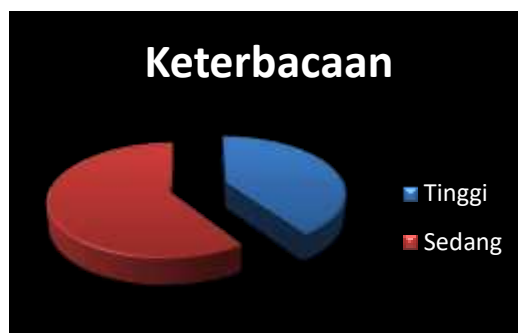
The readability level of the translation quality produced in Translation for Post has a high quality in the assessment of the target reader. Most of them admitted that they were able to capture the message with the help of the image which was also posted by the author. Meanwhile, for the moderate level of readability with a percentage of 30% claiming that it is difficult to understand the message conveyed by the Translation for Post. The placement of the predicate or subject of the object is not adjusted to the language level of the target language, so in one complete sentence it confuses the reader.

CONCLUSION

In terms of accuracy, Translation for Post has an accuracy rate of only 47.5% compared to a higher less accurate rate. So that this machine translation, we should look at it first before we conclude the message. As for inaccurate data, there is only one data entered into inaccurate data, this is because this machine translation only uses literal translation techniques or word for word, so the message conveyed feels stiff and has a distorted meaning.

The quality of translation at the level of acceptability has a greater percentage for data that is less acceptable, which is 70% of the total data collected. Meanwhile, for acceptable data, 25% for acceptable data. Two more data are included in the unacceptable data, this is because Translation for Post has limitations in finding the equivalent of words in the target language, especially in translating poetry. Equivalent words in poetry are not easy, sometimes a translator must also explore the background of the content of the poem first before translating it.

Unlike the case with accuracy and acceptability, the readability level of Translation for Post has a high level of readability compared to the two translation quality criteria above. 70% of the data goes into high translation, while the remaining 30% goes into medium readability. The readers were initially unable to capture the content of the message conveyed, but all in the end were able to catch the message because the author also included a post in the form of an image. So that with the addition of images as supporting media, the message conveyed can be read clearly by the reader.

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