

Translation Technique Analysis from “Ria SW” YouTube Channel Using Auto-Translate Feature and Human-Made Translation

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Abstract. This article focuses on finding the translation techniques in the translation, investigating the quality of Indonesian to English translation, and comparing the results of human and machine translation. In its analysis, the article points out that machine translation tends to ignore cultural nuances and linguistic context, which are important for accurate translation, and it also tends to make errors in vocabulary selection and grammar. Machines offer speed and consistency, but the quality of human translation is vastly superior when it comes to understanding cultural backgrounds, mapping words to precise contexts, and adapting original phrases and styles to the target language. Although machine translation is constantly advancing, the quality of human translation remains superior due to its ability to accurately understand and convey the essence of the content while aligning with the relevant cultural and contextual framework. It can be concluded that the results of the auto-translate feature on YouTube, equipped with automatic subtitles, when analyzed based on Molina & Albir's translation techniques, automatic translation tends to rely more on literal translation techniques. This demonstrates that the machine translation we have been using primarily tends to translate word for word. Interestingly, similar observations can be made with human translations.

Keywords: machine translation; human translation; translation techniques

RESEARCH BACKGROUND

According to (Nida, 1969)), translation means transforming the intended message from the source language into a meaningful equivalent target language and evaluating it in terms of meaning and linguistic style. (Catford, 1978) Translation is the transfer of meaning from a source language to a target language. The semantic structure from the source language to the target language must be considered and meaning accurately conveyed. (Newmark, 1988) also claims that translation consists of conveying the meaning of a text in another language according to the original author's message. Astiningsih, and Nugroho. (2024) The quality of human translations is more natural and understandable because human translators focus on interpreting the original content and have a deep understanding of regional languages, idioms, and unique inflections. (Laksana, 2018). Machine translation is a field of computational linguistics that studies the use of computer software to translate text or audio from one source language to another. Iriawan, and Nugroho. (2023). According to (Hatim, 2004), in this case, the translation is done using machine translation in the YouTube application, which provides automatic translation with source texts in different languages if necessary.

RESEARCH METHOD

This method will extract data from one of the videos titled 'The largest bazaar in Istanbul' from the YouTube channel Ria SW, which has been translated by the channel owner Ria SW, and the auto-translate feature on YouTube from Indonesian to English. (Isnaini and Nugroho 2022). The reference for this research will rely on the translation classification techniques used in previous studies. By

referring to the existing classification techniques of translation, Basari, and Nugroho. (2017). this research will observe the various translation techniques in both sets of translated data. The researcher is interested in conducting this study to assess the quality of translation based on the translation techniques described above. (Shafira and Nugroho, 2023). Pangaksmi, and Nugroho, (2023). The aim is to compare the differences in translations generated by humans and machines to determine which translator produces better results.

The way the researcher collects the data ¹the researcher opens the YouTube application. ²the researcher searches for the channel Ria sw. ³ the researcher found one of the videos in the platform channel Ria SW titled 'The largest bazaar in Istanbul'. ⁴ write the dialog in the Indonesian language. ⁵The researcher translates the content provided by the account owner into English. ⁶write the text translated to English. ⁷ The researcher changes to the auto-translated feature on YouTube. ⁸ The researcher writes the text. ⁹ Create a table from the three texts that have been collected. ¹⁰ The researcher analyzes the data by using the translation technique by Molina & Albir.

RESULTS AND DISCUSSION

In this section, the author will discuss the data from one video titled 'The largest bazaar in Istanbul' obtained from the YouTube channel Ria SW in two different languages. Nababan, Nuraeni, and Sumardiono. (2012). The collected data consists of the source language in Indonesian and the translated versions in English, both translated by the account owner and auto-translated on YouTube. The author will analyze this data using 18 translation techniques according to Molina & Albir. There are : ¹adaptation, the technique of replacing cultural elements with similar natural-cultural ones this does not necessarily need to convert the entire text into a literal translation. ²amplification translation technique that explains or paraphrases implicit information. ³Borrowing is a translation technique in which the translator borrows words or expressions from the source language. Borrowing can be pure borrowing or naturalized borrowing. ⁴Calque is a translation technology that translates words and phrases from a source language into a target language verbatim, both lexically and structurally. ⁵ Compensation is a translation technique in which information or other stylistic effects are inserted elsewhere in the target language because they are not placed in the same position as in the source language. ⁶ Description is a translation technique that replaces a term with a description of its form or function. ⁷ Discursive Creation is a translation technique that uses temporary equivalents that are out of context or unpredictable ⁸ Established equivalence is the use of a commonly used term, found in a dictionary or generally accepted in the target language, as equivalent to a term in the source language. ⁹ Generalization is a translation technique that involves using more common or neutral terms in the target language. ¹⁰ Language enrichment is a translation technique that adds linguistic elements to translate longer or more complex. ¹¹ Language compression is a translation technology that synthesizes existing language elements into a simpler form that is easier to understand. ¹² Literal translation is the art of translating words or phrases word-for-word while maintaining a close correspondence with the original language. ¹³ Modulation is a translation technique in which the translator changes perspective, focus, or cognitive categories concerning the source language. This can be done both in structural and lexical form. ¹⁴ Reification is a translation technique that uses more specific terms. ¹⁵ Reduction is a translation technique in which information is implied because the components of meaning are already present in the target language. ¹⁶ Substitution language or paralinguistic elements is a translation method that replaces linguistic elements with paralinguistic elements (intonation, gestures) and vice versa. ¹⁷ Transposition is a translation technique that replaces or moves grammatical categories. This method is synonymous with the category shift method. ¹⁸ Variation is a

translation technique that replaces linguistic or paralinguistic elements (intonation, gestures) that affect aspects of linguistics. Meilany, and Nugroho, (2024).

Analysis Translation technique

Table 1 Analysis

No.	Indonesia text in Youtube	English Translation auto translate in youtube	English Translation translated by Ria Sw
1.	yang aku suka ya ketika berkunjung ke negara baru, makanannya tuh baru semua. baru buat lidah Aku baru buat mata aku termasuk Street foodnya ini kita explore Street Food	What I like (Lit) is that when I visit (Lit) a new country, the food is new, everything is new to my taste buds, I'm new to my eyes, including the street food. Let's explore (Lit)	What I enjoy (variation) when visiting (variation) a new country... All the food is new. It's new for my tongue... New for my eyes... Including the street food~! We're going to explore the street food,OK? (EE)
2.	kokorek ini street food yang nge-hits banget di tahun 50-an 60-an jadi ketika tahun segituan gitu ya ada kata yang nge-hits gitu	Kokoreç was a famous street food in the 50s and 60s. (EE) During this time, there was a famous term (EE)	Kokoreç was a famous street food in the 50s and 60s. (EE) During this time, there was a famous term... (EE)
3.	jadi ini kan dari tahun 68 Cuma sekarang udah pindah ke anaknya anakku sekolah kedokteran apa namanya bedah gitu terus begitu ayahnya meninggal anaknya mimpi berkali-kali dia ingat gitu wasiat bapaknya	So This is from 68, now it I've moved to child, (Lit) son;s medical school, what's the name of surger? Then when his father died, his son had dreams many times. (Lit) He remembered his father's will (Lit)	So, this is from 1968, right... Now it is own by their child, (EE) Who is studying medicine. What do you call it? Surgery... (EE) When the father passed away, The child had a lot of dreams... (EE) He remembered the father's wishes~ (adaptation)
4.	bumbu Wah aku dapat kacang kenarinya enak sekali tadi juga ada kacang kenari yang dijual di abang-abang yang digobakan kita ke sana lagi ya	Wow, I got the walnuts (reduction), they were really delicious. (Lit) There were also walnuts sold at the brothers (Lit), which we are trying to go there again yes (Lit)	Wow, I got some walnuts. It's so good (variation) There were also some chestnuts that were sold on the street. Let's go. We're going to go there again~ Let's go. (EE)

5.	street food berikutnya ada di area dekat Pelabuhan eminonu tadinya kan aku mau naik bus Ya tapi lama banget datangnya jadi aku naik taksi 18 menit untuk Akhirnya bisa sampai di lokasi ini banyak banget Street foodnya	The next street food <u>is in the area</u> near Eminonu Harbor (Lit), right? I <u>wanted</u> to take the bus, but it took to a long time to arrive, (Lit) so I took a taxi for 18 minutes. Finally, I got to <u>this location</u> . (Lit) There's a <u>lot of</u> street food here. (EE)	Let's go. The next street food is near the <u>harbor</u> Eminönü. (EE) I <u>was going</u> to take the bus. But it took too long for the bus to come. (EE) So, I took a taxi and it took 18 minutes. To finally get <u>to the location</u> (EE) There are <u>so much</u> street food here. (EE)
6.	aku ke sininya hari Sabtu makanya ramai banget tapi menyenangkan sekarang aku mau coba jagung bakar kita kan juga ada ya jagung bakar seperti ini seriusan aku beli Karena untuk kejawab rasa penasaran pengen tahu bedanya tuh apa sih	I <u>went here</u> on Saturday so it was really busy (Lit) but it was <u>fun</u> . (EE) now I <u>want to</u> try grilled corn. (Lit) we <u>also have</u> grilled corn like this, seriously (EE) I bought it because <u>to answer</u> my curiosity I want to know what's the difference. (Lit)	I <u>came here</u> on a Saturday. That's why it's so crowded. (EE) But it was <u>fun!</u> (EE) Now, I'm <u>going to</u> try grilled corn. (EE) We also <u>have</u> grilled corn. Seriously, (EE) I only bought <u>it out of</u> curiosity. I want to know what the difference is. (EE)
7.	lokma lokma terbuat dari adonan kadang dengan berbagai macam keju yang digulung jadi bola-bola kecil digoreng sampai warnanya coklat keemasan setelah itu direndam dalam sirup	Lokma is <u>made from</u> dough. (EE) sometimes with <u>various kind</u> od cheese, rolled into small balls. (Lit) fried until golden brown. Then <u>soaked in</u> syrup. (EE)	Lokma is <u>made from</u> dough. (EE) Sometimes it's <u>rolled</u> , with different kinds of cheese, into small balls. (EE) It's fried until golden brown. Then it's <u>marinated</u> in syrup. (Lit)
8.	aku jalan-jalan di sekitarnya karena ini areanya dekat tepi pelabuhan jadi aku bisa sekalian menikmati pemandangan kapal yang sedang berlayar	I went back for a walk around. <u>the are because</u> this are is near the edge of the harbour. (Lit) so I <u>can enjoy</u> the view of the ships sailing (Lit)	I went for a walk around the place. <u>Since the</u> area is near the edge of the harbor. (EE) I <u>was able to</u> enjoy the view of the sailing ships. It's so beautiful. (EE)
9.	street food berikutnya ada di area basic tas ada street food apa sih di sini ini ada namanya kumpir kumpir ini Kentang panggang kentangnya dipanggang di oven	The next street food is in the <u>basic bag</u> area, what kind of street food is there? (Lit) It's called kumpir, kumpir <u>baked potato</u> the potato are baked in a special oven (Lit)	The <u>next street</u> food is in the Beşiktaş area (Lit). What kind of street food are there <u>here?</u> (Lit) They have something called kumpir here. Kumpir is <u>baked potato</u> . The potato is baked in a special oven (Lit)

10.	ini ada toko souvenir buat oleh-oleh tapi nanti kita lihat sini ya sekarang kita makan Midye	There's a <u>souvenir</u> shop for souvenirs.(EE) but latter we'll see here, now we'll eat <u>Midia</u> (Lit)	they have a shop to buy <u>souvenirs</u> . (EE) But, let's look at it later. Right now, we're <u>going to eat midye</u> (adaptation)
11.	sebelum balik ke hotel aku melipir ke toko souvenir yang di sebelah midya itu loh mereka jual notebook udah pasti juga ada pajangan banyak sih pilihannya	Before <u>going back</u> to the hotel, (Lit) I went souvenir shop <u>next to the media</u> they sell notebooks, (Lit) of course there are <u>lots of display too</u> . (Lit)	Before <u>returning</u> to the hotel, (adaptation) I stopped by the souvenir <u>shop that was near the place</u> I had midye. (EE) They sell notebooks and of course, decorations... <u>There are plenty of options</u> . (adaptation)
12.	aku mendadak sakit asli gak pernah selama syuting aku tuh Sakitnya sampai tepar kayak gini mungkin karena sebelumnyaada ngejar deadline	I <u>suddenly got sick</u> (EE). I've never been in pain during <u>filming</u> . (Lit) I was so sick that I collapsed like this, maybe because <u>I had to meet a deadline before</u> . (Lit)	I <u>suddenly got sick</u> (EE). For real. It has never happened that I got so sick during a <u>shoot</u> . (adaptation) Maybe it was because I stayed up late <u>trying to meet a deadline the night before</u> . (adaptation)

Example Translation Technique:

Table 2 Translation Technique by Molina & Albir

Adaptation	As white as snow (Eng) = Seputih kapas (Ind)
Amplification	Ramadhan (Eng) = Bulan Puasa kaum muslim (Ind)
Borrowing	Pure = Mixer (Eng) –Mixer (Ind) Naturalized = Mixer (Eng) –Mikser (Ind)
Calque	Directorate General (Eng) Direktorat Jendral (Ing)
Compensation	A pair of scissors (Eng) sebuah gunting (Ind)
Description	Panettone (Eng) kue tradisional Italia yang dimakan pada saat Tahun Baru (Ind)
Discursive Creation	Sand of time (Eng) – Deru debu (Ind)
Established Equivalent	Ambiguity (Eng) – Ambigu (Ind)
Generalization	penthouse (Eng) – tempat tinggal (Ind)
Linguistic Amplification	No way (BSu) <i>De ninguna de las maneras</i> (Spain) (BSa)

Linguistic Compression	Yes, I went home alone
Literal Translation	Yang aku suka (Eng) What I like (Ind)
Modulation	Nobody doesn't like it (Eng) Semua orang menyukainya (Ind)
Particularization	Air Transportation (Eng) – Pesawat (Ind)
Reduction	Sby the president of Republic of Indonesia (Eng) – SBY (Ind)
Substitution	Put your hand on your heart (A) – Thank you (E)
Transposition	Adept (Eng) – Sangat Trampil(Ind)
Variation	We enjoy the food (Eng) Kita santap sarapan itu (Ind)

After analyzing the data with the analysis table of translation techniques based on the example in the table above, it can be calculated as follows.

Table 3 Calculated Data.

Translation Technique	English Translation auto translate in You-tube		English Translation translated by Ria SW	
	Quantity	Percentage	Quantity	Percentage
Literal Translation	26	72,2%	4	11,11%
Establish Equivalent	9	25%	23	63,9%
Reduction	1	2,78%		
Adaptation			6	16,6%
Variation			3	8,3%
TOTAL	36	100%	36	100%

1. Literal Translation

The researcher found 30 data that are categorized into the Literal Translation technique. They can be found in data 1, 2, 4, 5, 6,7,8,9,10,11,12. A literal translation closely resembles the exact words and

syntax of the original language, translating a document word for word. For example, in datum 1 source language “Yang aku suka” was translated with auto translate by YouTube to be “What I like” That includes the Literal translation because the position of the word is the same, which also happened in human translation, source language “setelah itu direndam dalam sirup” translated to be “Then it’s marinated in syrup”

2. Establish Equivalent

The researcher found 32 data that are categorized into the Establish Equivalent technique. They can be found in data 1,2,3,4,5,6,7,8,10,11,12. Establish equivalent technique refers to a translation approach in which the translator looks for and uses phrases or expressions in the target language that have the same impact and meaning as those in the source language. For example, in datum 2 the source language “kokorek ini street food yang nge-hits banget” was translated by auto translate YouTube as “Kokoreç was a famous street food”. the word “Hits” from SL is translated to “Famous” because it has the same impact or meaning in the TL.

3. Reduction

The researcher found 1 data that are categorized into the Reduction technique. They can be found in data number 4. A reduction translation methodology is a strategy in which the original text's substance is condensed or simplified while retaining its key ideas and meaning. For example, in datum number 4 the source language is “bumbu Wah aku dapat kacang kenarinya enak sekali” translated to be “I got the walnuts”, it can include the Reduction because, from the long text source language translated more simply but still maintaining its meaning accordingly, which is that she gets walnuts.

4. Adaptation

The researcher found 6 data that are categorized into the Adaptation technique. They can be found in data number 3,10,11,12. Adaptation technique in translation involves modifying the original text to suit the linguistic, cultural, and contextual norms of the target audience or market. For example, in datum 11, the source language “ada pajangan banyak sih pilihannya” translated to be “There are plenty of options.” By human translation, because The English translation of the sentence "ada pajangan banyak sih pilihannya" is "There are plenty of choices to ensure readability and naturalness for English-speaking readers, this adaptation entails transforming the original statement into a format that is more in line with the standard English structure and style.

5. Variation

The researcher found 2 data that are categorized into the Variation technique. They can be found in data number 1. Using diverse expressions, words, or structures in the target language to convey the variety of meanings found in the original text is known as variation technique in translation. For example in datum 1, source language “yang aku suka” translated by human translate to be “What I enjoy” because the translation "yang aku suka" to "what I enjoy" demonstrates the use of an equivalent statement in the target language with a subtle difference, hence it falls under the category of variation technique.

CONCLUSION

From the above data, it can be concluded that the results of the auto-translate feature on YouTube, (Nababan, Nuraeni, and Sumardiono 2012) equipped with automatic subtitles, when analyzed based on Molina & Albir's translation techniques with results Adaptation 11,12%, Established Equivalent 44,45%, Literal Translation 40,23%, Reduction 1,4%, and Variation 2,8%, indicate that automatic translation tends to rely more on literal translation techniques. Meanwhile, translations done by the

channel owner, Ria SW, predominantly use the Established Equivalent technique. Nugroho, (2010). This demonstrates that the machine translation we have been using primarily translates word for word. Although it is acknowledged that machine translation provides quick results, it tends to lack the ability to adapt to cultural nuances and the latest linguistic trends. (Larassati, Setyaningsih, dan Nugroho, 2019). Similar observations can be made with human translations. While they may yield satisfactory results and can adjust to cultural and linguistic advancements, the downside is that human-based translations might take a bit more time to produce results.

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