

# HUMAN TRANSLATION VERSUS MACHINE TRANSLATION OF INSTAGRAM'S CAPTIONS

Who is the best?

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## Abstract

Human translation is different from machine translation. Human translation is judged has better translation than the machine translation. The aim of this paper is to know the difference of human translation compared to machine translation moreover the type of texts to be compared is using formal and non-formal language. The difference is measured by the quality of human translation which is taken from students' translation. The data used in this paper is captions which are written in the Instagram. The captions in Instagram are selected by two topics that cover News item and entertainment since these topics are used in different style of language. The selected captions are translated by university students who have learnt Translation course and by machine which is provided by Instagram itself. The result of those translations is measured by quality assessment by Nababan. The result shows that there are differences in human translation and machine translation. Machine translation has good result in translate formal language, then the human translation is good in both formal and non-formal language. It is the evidence that human translation is better than machine translation since human translation is based on some factors in translation

**Keywords:** Human Translation, Machine Translation, Instagram's caption, quality assessment

## Introduction

People usually do some activities while waiting in line or while spent their leisure time. They can read a book, magazine, newspaper, talk with someone else, or even watch television. Nowadays people usually prefer to have fun with their selves than to have chat with other people or read a book. Checking their cellphone sometimes admitted as the way to have fun. They can find anything by using cellphone. By using cellphone, they can get their daily needs, do their business, keep in touch with their family or colleague, and find any kinds of information. Even they can feel travel around the world by looking other's photo.

When people spend their leisure by opening their cell phone, usually they prefer to open their social media. In social media, they can interact with others, adopt innovation, and spread it. There are a lot of social media which still exists in society, such as facebook, twitter, Instagram, pinterst,

etc. According to Hu (2013) Instagram is a new form of communication, where people are able to share their updates by taking photos and adding some texts as caption to support the detail of the photos. User shares the beautifulness of their surrounding and adding some texts as caption to show others that they have visited this place or to promote this place. The lack of using international language make some people use their mother language to write the caption. People who saw the picture which has published feel confused since they want to visit the place but they did not know what the caption talked about.

As the user who uses Instagram are growing faster and became more global around the world, it can be assumed that Instagram update the application to satisfy the user. In June 2016, Dailymail recorded that Instagram announced the new update of this application. Since the user not only came from United States, Instagram added new

fitur where user can translate the text which is written in bio, captions, and comment into their language. Instagram try to help people to spread and share everything and minimize the lack of language.

Translation tool which is provided by Instagram sometimes can help user to understand the difference of language, but sometimes translation tool result the messy language which is unreadability.

There are some journals and article which is discuss about machine translation. Federico (2014) analyze the translation error made by google translate. The language which is used is Chinese, Arabic, and Rusian. He found that there are google translate sometimes made error in translating the language.

Fitri (2014) also had analyzed the machine translation in Instagram in the quality perspective. In this journal, she analyzed the caption which is used both languages between English and Indonesian languages. Then she compared between human translation and machine translation. This article has not comparing the formal language and also non formal language in the caption yet.

Referring the trend of Instagram nowadays, the machine translation which is provided by Instagram, the using of formal and non formal language, this paper is aimed to explore the differences of human translation and machine translation in the formal and non-formal language.

### **Methodology**

This paper used qualitative research design in the form of a case study. Gall et al (2003) indicated that a research design that focused on the certain phenomenon was called as a case study. The subjects of the research are students of the fourth semester who has learnt translation since previous semester as human translator, and the translation tool which is provided by Instagram as the machine translation. This tool can translate the native language into language that programmed in the phone.

The instruments of data collection were the caption of the Instagram in source language, human translation version, and machine translation version. The data collection procedures were as follow.

1. Choosing the caption which is used formal language and target language.
2. Translating by using human translation and machine translation.
3. Comparing between source language and two target language version.

The data analysis techniques handed in several steps. The first step was choosing the caption of Instagram using formal language and non formal language. The second step was conducting the translation by students of fourth semester. The third step was rewriting the translation which is resulted by the machine translation of Instagram. The last step was comparing the source language and target language.

This article was conducting simple procedure. The procedure were choosing the caption of Instagram, translating by human translation and human translation, comparing the source language and target language, analyzing the result of comparing, finding the quality of the two translation version, and making the research conclusion.

### **Findings and Discussion**

Translation tool provided by Instagram helps people to understand the caption in the Instagram even they used different language. The translation tool can translate the language in the caption which used different language into the language which is installed in the cellphone. For example the phone was installed in English language as default language. When people open the Instagram application, the translation tool set to translate from any different language into English. The translation tool as the machine translation in Instagram is able to translate the written text not only in caption, but also in comment.



Figure 1. Screenshoot of Instagram in Japanese language as the original language and in English language as the translated version.

The data used in this paper was the caption used formal language and non-formal language. The caption used formal language usually shared by official account of newspaper, national geographic channel, etc. This paper was used one of the posts shared by official account of tempo. Tempo is one of the newspapers which is exist in Indonesia. It is not only in the form of paper based newspaper, but also electronic newspaper. In the millennial era, this

newspaper also spread their news in the Instagram which shared in the photo and the news written in the caption side.

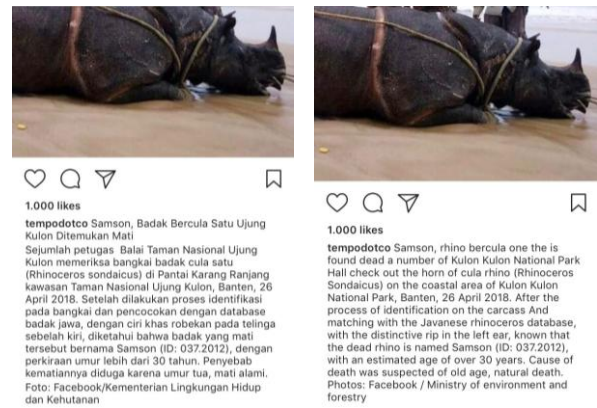


Figure 2. One posting in Tempo account, account which is used formal language and the translation version.

The caption in this posting was translated by four semester students. The two translated version then compared with the original one to be analyzed. The comparison as followed.

Table 1. Comparison the formal language between source language and target language in two version

Source Language	TL Human Translation	TL Machine Translation
<p><b>Tempodotco</b>            Samson, Badak Bercula Satu Ujung Kulon Ditemukan Mati. Sejumlah petugas Balai Taman Nasional Ujung Kulon memeriksa bangkai badak cula satu (Rhinoceros sondaicus) di Pantai Karang Ranjang kawasan Taman Nasional Ujung Kulon, Banten, 26 April 2018. Setelah dilakukan proses identifikasi pada bangkai dan pencocokan dengan database badak jawa, dengan ciri khas robekan pada telinga sebelah kiri, diketahui bahwa badak yang mati tersebut bernama Samson (ID:037.2012), dengan perkiraan umur lebih dari 30 tahun. Penyebab kematiannya diduga karena umur tua, mati alami.            Foto: Facebook/Kementerian Lingkungan Hidup dan Kehutanan</p>	<p><b>Tempodotco</b>            Samson, one horned Rhinoceros is found dead. Some officers in the Ujung Kulon National park investigate the carrion of Rhinoceros sondaicus in Karang Panjang seashore Ujung Kulon National Park, Banten on April 26<sup>th</sup> 2018.            After carried out the identification process on the carrion and matched with the Javan Rhinos' database, with characteristic of the tear in the ear, we know that the dead Rhinos is named Samson (ID: 037.2012) with an estimated age of over 30 years old. The cause of his death was allegedly old age and natural death.</p>	<p><b>Tempodotco</b>            Samson Rhino bercula one the is found dead a number of Kulon National Park Hal check out the horn of cula Rhino (Rhinoceros Sondaicus) on the coastal area of Kulon Kulon National Park , Bante, 26 April 2018. After the process of identification on the carcass and matching with the Javannese rhinoceros database, with the distinctive rip in the left ear, known that the dead rhino is named Samson (ID:037.2012), with an estimated age of over 30 years. Cause of death was suspected of old age, natural death.</p>

There are some differences that is made in the both translated version. in the SL, it is written ‘Samson, badak bercula satu ditemukan mati’. In the human translation it is translated into ‘Samson, one horned Rhinoceros is found dead’, while the machine translation it is translated into ‘Samson, Rhino bercula one them is found dead’. The term *badak bercula satu*’ is a kind of rhino which is alive in Indonesia. This term can be translated well into English by human translation as the ‘one horn rhinoceros’ since this word has special term in English. While machine translation cannot translate this word since this word translated into ‘Rhino bercula one’. There is no vocabulary that is saved in the machine translation. Therefore the translation of the machine translation cannot make appropriate translation in English Language for ‘badak bercula satu’. This machine cannot transfer the meaning, cannot be read, and also inappropriate in the grammatical rules of the English language.

In the other hand the translated version of machine translation made more effective language than human translation. In the last sentence of the caption ‘Penyebab kematiannya diduga karena umur tua, mati alami.’ It is translated into ‘The cause of his death was allegedly old age and natural death’ as the human translation and ‘Cause of death was suspected of old age, natural death’ as the machine translation. The machine translation did not translate and added the pronoun since in the source language there is no pronoun. The human translation added pronoun to make the translation is more readable and make the translation version looks like not translated text or looks original text.

The other comparison is taken from ‘Setelah dilakukan proses identifikasi pada bangkai dan pencocokan dengan database badak jawa, dengan ciri khas robekan pada

telinga sebelah kiri, diketahui bahwa badak yang mati tersebut bernama Samson (ID: 037.2012), dengan perkiraan umur lebih dari 30 tahun’. The results of both of the translations are almost same. If the source language is using good grammatical and ordinary vocabulary, both human translation and machine translation are able to translate those words. Moreover the machine translation which prefers to use effective language can produced better translation than the students’ translation.

The non formal language that is used in this data was taken from one celebrity in Indonesia, Zaskia Adya Mecca. She usually posts and shares the picture with caption which is written in the non-formal language even using slang language.



Figure 3. One posting in Zaskia Adya Mecca’s account, account which is used non-formal language and the translation version.

The caption which is written as the caption in the zaskia’s Instagram was used non-formal language. This caption also translated and compared with human translation and machine translation. The comparison as followed.

Table 2. Comparison the non-formal language between source language and target language in two version

SL	TL Human Translation	TL Machine Translation
<p><b>Zaskiadyamecca</b> Si kakak baru yang mendadak banyak cari perhatian 😊😊 dari jadi suka merangkak di rumah sambil bilang “aba baby, aba baby ..”, tiap adenyang-asi dia ikutan minta (ga diminum tapi di pegang doang aja gitu .. adenyang nyusu di kanan , dia megangin yang kiri □□♀□) dan masih banyak strategi cari perhatian dia yang lucu2 dan gemesin banget 🐱🐱 repot pasti , tp alhamdulillah saya enjoy banget ngejalanannya .. apalagi kalo inget masa2 begini paling lama cuma 2 taun abis itu da pada gak gelendotan lagi 😊😊 waktuuu, pelan2 aja yaa bergulirnyaa 🐱🐱            Outfit from <a href="#">#meccanism</a> facebook: zaskiamecca official</p>	<p><b>Zaskiadyamecca</b> the new brother which is looking for attention from being crawling at home and saying “aba baby, aba baby ...” everytime his brother suckling he ask too (not tdrink but only hold. His brother is suckling in the right, he hold on the left one) and there is so much strategy from him to find attention in cutes way and very rustling. Definitely hassle but alhamdulillah I still enjoy to do it.. Especially when I remember this time at most only 2 years after that they are not stick on me again. timessssss be slowly please...</p>	<p><b>Zaskiadymecca</b> the new brother who suddenly finds attention from so likes to crawl at home and say “on baby, tell baby...”..” every idea ng he’s asked for (not drunk but in just like that.. Idea Nyusu oo the right, he megangin the left) and there is still a lot of strategy looking for him who luc2 and gemesin.. Brother for sure, tp alhamdulillah I enjoy so.. Let alone remember this time at least 2 years after that da on gak gelendotan again waktuu, slow aja ya bergulirnya. Outfit from #meccanism</p>

There are some differences that can be found in this comparison. Overall the translation version of the human translation is much better than the machine translation. It can be found for example in the ‘tiap adenyang ng-asi dia ikutan minta (ga diminum tapi di pegang doang aja gitu .. adenyang nyusu di kanan , dia megangin yang kiri □□♀□)’ as the source language. It can be found lots of non formal language, even used conversation language and lang language. The human translation translated it into ‘everytime his brother suckling he ask too (not drink but only hold. His brother is suckling in the right, he hold on the left one)’. This translation can delivered the meaning, produced the translation as grammatical rules in English language, and made the translation with high readability. It is because students as the human translator are familiar with the conversation language that used in this account. They knew what the caption is talked about. Whereas the machine translation produced it into ‘every idea ng he’s asked for (not drunk but in just like that.. Idea Nyusu oo the right, he megangin the left)’. This translation have no

meaning even make the reader became more confused when read the translation version.

In the non-formal language which is used to write in caption cannot be translated well by machine translation since the lack of the vocabulary that is stored in the programs. The uncommon language, uncommon abbreviation, and slang language which is used in the caption made machine translation translate it awkwardly, even it cannot translated the source language and only copy it into translated version.

### Conclusions

This paper is aimed to explore the differences between the human translation and machine translation in translating formal and non-formal language. The findings showed that there are some differences between those translations. Human translation is better in translating special term and has more vocabulary in storage than the machine translation. It make the human translation able to translate difficult words and produce readability and as grammatical rules than the machine translation. however if the source language used common words and formal language,

machine translation can produce better translation than human translation since the machine translation able to produce effective language. In translating non-formal language, the machine translation cannot translate since the lack of vocabulary in the storage. It make human translation produced the better translation than the machine translation.

The human translation produced translation with high level of accuracy, acceptability, and readability both formal and non formal language. While machine translation produce translation with low level of accuracy , acceptability and readability even they did not translate it in non-formal language. The exception occur since machine translation can produce better than human translation id the source language has good grammar and using ordinary vocabulary. It is because of students' ability and knowledge in translating text. Machine translation is influenced by grammatical and term base which is input by the programmer in the application.

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