

## THE EFFECTIVENESS OF TRANSLATION PRODUCED BY FACEBOOK

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### Abstract

The development of technology, especially social media, is very advanced and fast, from various types of social media that exist today such as YouTube, Tiktok, Instagram, Twitter, Whatsapp, Line, and others, Facebook entered the early generation after Friendster as a popular social media and inundated by a large following. Facebook updates are also contained in the presentation content, namely Translation for Post, where there is a translation that will automatically appear according to the language settings they choose. There are several translations with inaccurate translation quality so that the researcher makes this problem the object of research. The method used is descriptive qualitative, where the researcher conducts an in-depth analysis of the translation produced in the Translation for Post application on Facebook. The researcher continues previous research, namely a comparative study on comparing the quality of translations in the online application. In this study, several problems were found in this study with a moderate level of accuracy, but the acceptance is still well for the target language. Researcher concluded that Translation for Post on Facebook has a better level of translation quality than other online translation applications.

**Keywords:** *Facebook, Translation, Accuracy and Acceptability*

### Introduction

The development of Social Media is very fast, Indonesia is in the top 10 countries with the highest use of social media. The facilities provided by various social media offer easy information from various parts of the world. There are no more obstacles if people from different countries want to make friends or just shop with people in other countries. According to Morrison and Foerster (2011, p. 4) the emergence of this social media began in 1997 and began to be in demand from the 2000s and in 2002 it was released a media friendship named Friendster later in 2003 and the years. Next came other sites such as My Space, Facebook, Twitter and etc. One of the social media that is increasingly improving the quality of its page is Facebook, where on the page there is a Market Place, Job Vacancies, even Games and various other facilities. One of the interesting things, is the Translation for Post facility, where on this page, a social media user will no longer be bothered with translation problems. Translation for Post,

makes it easier for users to translate the source language into the target language, so that users from various countries with various different languages will have no difficulty communicating.

The excellence and sophistication of Translation for Post is undoubtedly, the speed in translating, can be matched with other online translation applications. In this study, the researcher intends to further examine the translation quality results produced by Translation for Post on Facebook. Furthermore, researchers want to know the quality of the translation, namely in terms of accuracy and acceptability produced by this Translation for Post.

In this study, researchers used additional references from previous studies, researchers took references from the results of research conducted by Ika Oktaria in the International Seminar Procedure entitled "Comparison of Translation Quality between Google Translate, SDL Free Translation and Tradukka in the Health Article Entitled Vaginal Birth After Caesarean". The result of his research is a

comparison of the quality of translations produced by online translation machines, namely Google Translate, SDL Translate and Tradukka. Where the level of quality of translation produced by Google Translate is higher than the other two types of MT. However, in terms of accuracy and acceptability, the three translators still have weaknesses in terms of using or selecting the target language or shifting the grammar structure in the source language to the target language. Other related research from Ika Oktaria, in the journal SELJU number 2 Volume 2 with the title "Quality Assessment of online Services in the Health Article Article SDL Free Translation Versus Tradukka" concluded that the translation produced by Tradukka is more accurate than the translation produced by SDL Free. Translation. In his research, he states that not all online translation services have good translation capacity.

The journal by Ahrenberg, Lars (2017, pp. 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 than the HT. More important, it exhibits a much more restricted repertoire 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". The translation of the MT is readable text, but may not reach the translation level of HT. In his research, he emphasized that each MT has a different level of quality from HT because not all grammar structures at the phrase or sentence level are translated perfectly.

C. K. Quah (2006, pp. 57–92) said that "*Machine translation is an important technology socio-politically, commercially and scientifically, despite many*

*misconceptions about its success or lack of it over the decades. The emergence of the Internet as one of the main media of modern communication has turned translation into a bridge that connects speakers of different languages. The endless traffic of communication between different language groups requires translation, but when instant translations are needed, human translators are not able to supply them fast enough. A highly skilled profession like translation using human translators is expensive and also slow, especially when a large number of languages and subject fields are involved. In order to meet the growing translation demand, machine translation systems are seen as a cost-effective".* Machine translation is an alternative result of technological sophistication where machine translation is able to compete in terms of speed of time and costs or costs incurred, exceeding the limits of human capabilities. From this research, it is revealed how a machine translator process translates from the Source Language into the Target Language.

From the reference sources above, the researchers focused more on the quality of the translation produced by MT on an object of research on social media Facebook. The quality of translation is more focused on assessing accuracy, acceptability and readability so that the impact of this quality research will be on the reader.

### **Methodology**

This research is included in a qualitative descriptive study where the researcher carries out an in-depth analysis to measure the quality of the translation produced by the translation machine on the social media Facebook. According to Barelson (1952, p. 181) content analysis is mentioned as a research technique that is objective, systematic, and is descriptive quantitative about what appears in communication. 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 (Bungin, 2008).

The design of this study refers to the formulation of the problem, namely the quality of translation produced by machine translations on social media Translation for Post on Facebook. The data source of this study is in the form of sentence levels taken from posts from a status of someone who has good English language skills. Objective data was collected using a selective note taking technique (criterion-based selection). While affective data collected through the provision of questionnaires to informants with interviews. To find out and the quality

of the translation, this research uses reading the source text and the output text generated on the translation machine on social media Facebook, comparing the two texts, providing data numbers, analyzing the accuracy, acceptability and readability of the data, assessing the data. that has been analyzed.

**Findings and Discussion**

There are several data found in this study, the data is taken from a status post or from a comment column. Where as the object of the perpetrator who posts their status, they have the ability to speak English properly. The following is an example of the data table found:

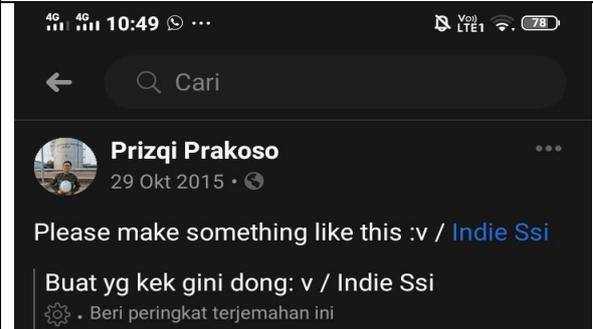
Tabel 1: Data from Source Language into Target Language

Picture	Source Language	Target Language
	<p>I opened my bag. It's empty. Panic attacked. I opened the other side of my bag. There it was, my laptop. #sigh..so silly but still grateful</p> <p>Aku membuka tasku. Ini kosong. Panik diserang. Saya membuka sisi lain dari tas itu. Itu dia, laptopku. #huh.. konyol tapi tetap bersyukur</p> <p>Beri peringkat terjemahan ini</p>	<p>I opened my bag. It's empty. Panic attacked. I opened the other side of my bag. There it was, my laptop. #sign. so silly but still greatfull</p>

Judging from the translation results in the Target Language, Translation for Post translates accurately from a grammar point of view. This can be seen from the past tense form or the use of the past tense in the sentence "Panic attacked" which is then translated to "Panic attacked". grammatically this is correct and correct, but has ambiguous words in the target language. should be translated as "Panic attack". because at that time, the speaker's position felt panic, when he opened his

laptop and he panicked because he did not find his laptop in the bag pocket, while he was relieved that his laptop was in the other bag pocket

Tabel 2: Data from Source Language into Target Language

Picture	Source Language	Target Language
	<p>Please make something like this</p>	<p>Buat yang kek gini dong</p>

It is different with the translation produced in the target language, which has an interesting level of translation in the target language. this is due to the fact that the resulting translation in the target language is translated using a language that is not formal, but in terms of acceptability it

has an acceptable translation. has a translation that is not rigid and easy to grasp the meaning of the speaker in his status. Very informal words like "kek gini dong" are more pleasant to hear, whereas when translated into the formal language it should be "please make something like this".

Tabel 3: Data from Source Language into Target Language

Picture	Source Language	Target Language
	<p>My 3M Besty</p>	<p>Teman terbaikku 3 juta</p>

In the results of the Target Language translation, the 3M word is translated into 3 million, this causes the readability level to feel foreign to the reader. Meanwhile, the author has other meanings contained in

number 3, so the meaning of friendship is not measured in nominal terms, but is more than just material.

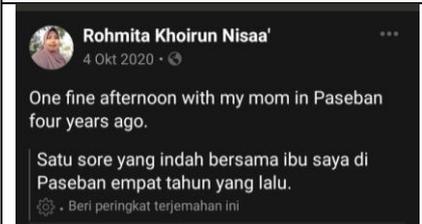
Tabel 4: Data from Source Language into Target Language

Picture	Source Language	Target Language
	<p>I was listening to Paper Umbrella when it suddenly rained</p>	<p>Saya sedang mendengarkan Payung Kertas ketika tiba-tiba Hujan</p>

Meanwhile for the translation in table 4, "Paper Umbrella" is translated literally so as to produce a translation in a rigid target language, because the name of the song does not need to be translated into the target

language. The meaning of the speaker says that when he listens to music related to the rain, it just so happens that the rain suddenly comes.

Tabel 5: Data from Source Language into Target Language

Picture	Source Language	Target Language
	<p><i>One fine afternoon with my mom in Paseban four years ago</i></p>	<p>Satu sore yang indah bersama ibu saya di Paseban empat tahun yang lalu</p>

Fine in the target language is translated into beautiful, this causes the resulting target language to be more acceptable. the word fine has a very broad definition, but Translator for Post translates

it smoothly into the target language. however, how perfect the word one is translated into something, so as to produce a flexible and not rigid translation in the target language.

Tabel 6: Data from Source Language into Target Language

Picture	Source Language	Target Language
	<p>X: Have you ever refused taking a picture with famous people?              Y: Yes, I...errr...WE have!!!              X: Who is it?              Y: CHERRYBELLE              X: Pernahkah kamu menolak berfoto dengan orang-orang terkenal?              Y: Ya, aku.. errr... KITA punya!!!              X: Siapa itu?              Y: CHERRYBELLE</p>	<p>X: Pernahkah kamu menolak berfoto dengan orang-orang terkenal?              Y: Ya, aku...errr...KITA punya!!!              X: Siapa itu?              Y: CHERRYBELLE</p>

The word WE have is translated literally into the target language as KITA, which should be easier to hear and receive if translated into KITA ever. Translator for

Post translates from a grammar point of view regardless of its acceptability, so that the translation results in the target language become stiff and less acceptable.

Tabel 7: Data from Source Language into Target Language

Picture	Source Language	Target Language
	<p>What "nanonano" farewell meetings. Thank you all "little" fellas. See you around</p>	<p>Pertemuan perpisahan "nanonano" apa. Terima kasih semua teman "kecil".. Sampai jumpa di sekitar</p>

Moreover Translation for Post translates grammatically into the target language, this can be seen from the See you around translation to see you around, which makes the target language a bit stiff and less

acceptable. the translation that should have been produced by you is enough without adding the surrounding words or it can also be translated to see you later so that it feels more acceptable in the target language.

Tabel 8: Data from Source Language into Target Language

Picture	Source Language	Target Language
	<p>This kind of atmoshere makes me reminiscane of the old times..cloudy evening, the sounds of chattering &amp; glass, forks, and instrumentalmusic, me and the whole family eating and laughing, sometomes I have a sneak a peek outside the window..          Are you looking at me?</p>	<p>Suasana seperti ini yg membuat saya mengingatkan masa lalu.. Malam yang mendung, suara berceletoh &amp; kaca, garpu dan piring yang saling bertabrakan; musik instrumental, saya dan seluruh keluarga saya menyelinap mengintip di luar jendela.          Apakah kamu melihat kami?</p>

At the level of the phrase sneak a peak is translated into the target language to be sneak peek, which should mean the translation just slipped without any words

peeping. from the resulting translation, there are additional words that make the translation feel redundant and awkward.

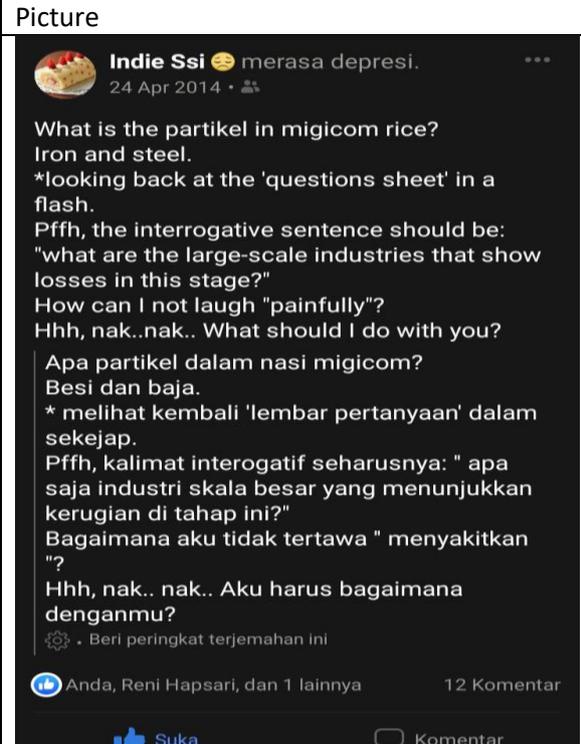
Tabel 9: Data from Source Language into Target Language

Picture	Source Language	Target Language
	<p>It's nice when we meet up with old freinds and see how much we've grown</p>	<p>Senangnya ketika bertemu dengan teman lama dan melihat sebera besar pertumbuhan kita</p>

The plural form of the sentence in the source language is not translated accurately into the target language. the word friends is only interpreted in the target language to be friends, but this does not reduce the acceptability of the target language. while sentences that feel stiff are found in how much we've grown which is translated into

the size of our growth. The meaning of the speaker in conveying his status is that the speaker wants to convey the feeling of being happy to meet his old friend again and be aware of developments in their life. so it is not merely interpreted as limited to physical growth alone but in other developments, namely in the progress they experience as long as they never meet one another

Tabel 10: Data from Source Language into Target Language

Picture	Source Language	Target Language
 <p>Indie Ssi 🙄 merasa depresi. 24 Apr 2014</p> <p>What is the partikel in migicom rice?        Iron and steel.        *looking back at the 'questions sheet' in a flash.        Pffh, the interrogative sentence should be: "what are the large-scale industries that show losses in this stage?"        How can I not laugh "painfully"?        Hhh, nak..nak.. What should I do with you?</p> <p>Apa partikel dalam nasi migicom?        Besi dan baja.        * melihat kembali 'lembar pertanyaan' dalam sekejap.        Pffh, kalimat interogatif seharusnya: " apa saja industri skala besar yang menunjukkan kerugian di tahap ini?"        Bagaimana aku tidak tertawa " menyakitkan "?        Hhh, nak.. nak.. Aku harus bagaimana denganmu?</p> <p>Beri peringkat terjemahan ini</p> <p>Anda, Reni Hapsari, dan 1 lainnya 12 Komentar</p> <p>Suka Komentar</p>	<p>What is the partikel in migicom rice?        "looking back at the questions sheet in a flash        Pffh, the interrogative sentence should be "what are the large-scale industries that show losses in this stage?"        How can I not laugh "painfully"?        Hhh, nak..nak.. What should I do with you?</p>	<p>Apa partikel dalam nasi migicom?"melihat kembali 'lembar pertanyaan dalam sekejap.        Pffh, kalimat interogatif seharusnya "apa saja industri skala besar yang menunjukkan kerugian di tahap ini?"        Bagaimana aku tidak tertawa"menyakitkan"?        Hhh, nak...nak...Aku harus bagaimana denganmu?</p>

Speakers of posting this status are intended for their students, speakers are checking the results and conducting assessments of their students. speakers feel laughing themselves at the results done by their students. the speaker said the sentence form should be better. From a grammatical point of view, there are several errors in the demonstrative pronouns, because the sentence above is in the plural form, the word that should be changed to those. the

interrogative word is also not interpreted as a question word in sasran language.

From the results of the above analysis, Translation for Post translates sentence levels from the source language into the target language accurately, even though some sentences are translated without looking from the plural or singular side. From a grammar level, Translaton for Post has translated it very precisely, but unfortunately there are some translations in

the target language that still feel stiff and awkward, resulting in an unacceptable translation. While there are also translations in the target language that are added, for example at the level of the phrase *sneak a peak* becomes a *sneak peek*. Although the target language is less accurate, it makes the translation unambiguous because there is clarity in the target language. While for the level of a title or location name which tends to be the proper name, Translation for Post sometimes translates it sometimes not translated, so there is a translation that feels stiff in the target language.

It can be concluded from the results of the analysis above, the level of accuracy generated by Translation for Post has a very accurate level when compared to the translation results produced by other online translation applications. Meanwhile, the acceptance level generated by this application has a sufficient level of acceptance, this is due to the element of adding words in the target language which makes the translation feel stiff and unacceptable.

### Conclusions

From the results of the above research, it can be concluded that the translation produced in Translation for Post has a high level of accuracy and is better than other online translation applications. Meanwhile, for the level of acceptance generated, this application has a moderate or sufficient level. The language produced in the target language is sometimes over-translated by this machine translation, resulting in a translation that is less than acceptable in the target language.

However, from the results of the analysis above, the quality produced by Translation for Post is quite decent and good to be recognized for its quality, compared to other online translation applications. In terms of machine translation grammar is quite helpful for users in understanding the translation.

Further, it can be concluded that the machine translation on Translation for Post has a fairly high translation quality although there are some other translations which are lacking. Facebook as a social media that is constantly trying to improve its system makes Facebook continue to spread its wings. Innovations that continue to be developed, one of which is being able to buy the largest shares from WhatsApp and Instagram, making Facebook an alternative media that continues to be loved by its lovers.

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