

INSTAGRAM TRANSLATE AND HUMAN TRANSLATION IN THE ENGLISH CAPTIONS OF JOKOWI'S ACCOUNT: AN ANALYSIS OF KOPONEN'S ERROR CATEGORY

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Abstract

Translation technology has developed so rapidly that it might replace human translation in the near future. Artificial intelligence-based translation machines increasingly resemble humans in doing translation jobs. Instagram Translate (IG Translate), for example, has shown a growing improvement in translating photo captions posted by users. Many studies have been carried out to look into IG Translate performance in various language pairs. In 2016 Instagram started providing a translation feature for its users to translate the photo captions posted by users. There is a possibility that the translations might contain errors, which are worth studying to measure the IG Translate translation performance. This study seeks to investigate Koponen's translation errors category done by IG Translate in translating the photo captions in Jokowi's official Instagram account. The questions remain, however, whether the IG Translate performs better than a professional human translator. This research is designed to measure the translation performance by IG Translate and human translator by finding the errors possibly and to analyze the translation strategies applied by the machine and the human. The translation error analysis is expected to see the translation strategies are to find out whether the machine and the human apply different or the same strategies. The sample of the photo captions used for the analysis is from Jokowi's official Instagram account starting from March 2020 to September 2020. This range is chosen because it represents the beginning of the Covid-19 pandemic and the way the government in the process of overcoming the pandemic. The research is expected to give a theoretical benefit by enriching translation research repertoire as well as a practical benefit for IG Translate developer to improve its algorithm and for social media users to input their photo captions in a way that can be translated well by the machine.

Keywords: *Translation Performance, Koponen, IG Translate, Human Translation, Machine Translation*

Introduction

Language as a means of communication plays an important role in delivering messages. A language is also a prominent tool in communication. Without language, communication between human beings could not be done easily or could not be done at all. People use language in many fields such as religion, education, technology, etc.

In this modern era, the use of technology gives significant helps for its users, including in language matters. The fact that technology is consumed by a lot of people makes it inseparable from the use of social media, nonetheless. Through technology, the users can provide and

receive messages through their own social media account.

Social media have their revelatory role in delivering messages. In social media, people (users) can create and follow more than one accounts. Hence the messages can be found in many accounts, whether official or non-official ones. There are many politicians, artists, educators, as well as economists who share messages through their social media. One of the most popular social media is Instagram. Instagram provides its one core feature, which is to share pictures, besides videos, captions, likes, comments, Instagram Live, and Instagram Story.

As the user who uses Instagram are growing faster and became more global

around the world, it can be assumed that Instagram updates 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 the United States, Instagram added new features where users can translate the text which is written in bio, captions, and comment into their language. Instagram tries to help people to spread and share everything and minimize the lack of language.

Instagram is one of the social media which has global users. The Instagram users right now are more than 100 million people around the world. It makes the translation feature of Instagram Translate (IgT) very useful and sometimes can help users to understand the difference of language, but sometimes translation tool result from the messy language which is unreadable. Certainly, among other languages around the world, the Bahasa Indonesia is one to be translated.

This research paper discusses an official account which is owned by the President of Indonesia, Joko Widodo or as known as Jokowi. This account, which has more than 35 million followers, uploads posts containing his social and work life. Jokowi's Instagram account is chosen due to the fact that he is the President in Indonesia and right now in Indonesia has a pandemic so with this paper we want to want to see Jokowi's actions in overcoming the Covid-19 pandemic that has attacked Indonesia through caption in his Instagram.

This researcher paper focuses on the translation result done by IgT. In other words, translation is a process of replacing source text with target text by substituting the language demanded without changing the intended messages. In order to analyze the translation result, the researcher would like to compare IgT to the manual translation which is done by human translation. The manual translation is done by a professional and certified translator who is part of JLTC, Yogyakarta. In this researcher has its focus on both translation

result, the categorization of translation mistakes or errors is needed.

As for the researcher decides to conduct this research, it is expected that this paper would help the readers to see the different performances of human translator and Instagram Translate in delivering a message from Indonesian to English captions. The researcher also anticipates for the Instagram Translate and also human translator to develop their translation in accordance with the errors found by the researcher.

Methodology

This study takes the translation of Instagram Translate and professional translator. It focuses on the texts which are captions translated by Instagram Translate and human who is a professional translator. The researcher aims to find out the mistakes or errors in translating the captions, by finding the errors, the researcher is able to compare the performance of IgT and HT. therefore, the focus was on the target text which was English. The data collected as the object of the study were captions. They consisted of words, phrases, and sentences taken from an official and certified account of @jokowi captions on Instagram. The data were then translated by Instagram Translate and a professional translator.

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 the source language and two target language versions.

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 the fourth semester. The third step was rewriting the translation which is resulted from the machine translation of Instagram. The last step was comparing the source language and target language.

This researcher paper was conducting a simple procedure. The procedure was 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 Instagram even they used a different language. The translation tool can translate the language in the caption which used a different language into the language which is installed in the cellphone. When people open the Instagram application, the translation tool is set to translate from any different language into English.

Table 1:
 Analysis Results

No. of Data	Source Text	No. of Data	Target Text IG Translate	No. of Data	Target Text Human Translate	Types of Errors
1/ST/020 320	Selamat siang. Kita sudah <u>menelusuri</u> informasi minggu lalu yang menyebutkan bahwa terdapat seorang warga negara Jepang yang positif mengidap korona di Malaysia dan sebelumnya melakukan perjalanan ke Indonesia.	1/TTIGT/ 020320	Good afternoon. We've been <u>browsing</u> last week's information that there is a positive Japanese citizen who has corona in Malaysia and has previously traveled to Indonesia.	1/TTHT/ 110321	Good afternoon. We are <u>investigating</u> the information mentioning that a Japanese citizen who <u>had previously</u> visited Indonesia tested positive for the coronavirus in Malaysia.	IG: Omitted concept-verb HT: -
	Tim dari Indonesia <u>langsung menelusuri</u> alur perjalanan orang tersebut selama di sini: ke mana saja, bertemu ke mana, bertemu dengan siapa.		Teams from Indonesia <u>directly browse</u> through the journey of the person while here: everywhere, where to go, meet with whom.		An Indonesian team <u>immediately conducted contact tracing</u> to find out: places the person visited in Indonesia, people the person met.	IG: Omitted concept-adverb HT: -
	Hasilnya, tim dari Indonesia menemukan dua orang yang telah berhubungan dengan warga negara Jepang tersebut, seorang ibu berusia 64 tahun dan putrinya yang berusia 31 tahun, positif terinfeksi virus korona.		As a result, Indonesia's team found two people who have been in contact with the Japanese citizen, a 64-year-old mother, and her 31-year-old daughter, positively infected with the corona virus.		The team has discovered that there are two close contacts of the person: a 64 year-old mother and her 31 year-old daughter, both testing positive for the coronavirus.	IG: Substituted concept HT: Explicitated concept
	Keduanya saat ini sudah dalam <u>perawatan</u> dan penanganan sesuai dengan standar yang berlaku secara internasional.		Both are currently <u>under maintenance</u> and handling in accordance with internationally applicable standards.		They are currently <u>under treatment</u> for the virus as per international standards	IG: Omitted concept HT: Untranslated concept
	Perlu saya sampaikan bahwa sejak awal pemerintah benar-benar serius dalam menghadapi kasus ini.		<u>Need I say</u> that from the beginning the government is really serious about dealing with this case.		<u>I would like to say</u> that since the beginning, the government is truly committed to properly handling the case.	IG:- HT: -
	Kita telah mempersiapkan lebih dari 100 rumah sakit di		We have prepared more than 100 hospitals in the		We have readied more than 100 hospitals throughout the	IG: - HT: -

No. of Data	Source Text	No. of Data	Target Text IG Translate	No. of Data	Target Text Human Translate	Types of Errors
	dalam negeri, yang dilengkapi dengan ruang isolasi yang baik, dengan peralatan yang memadai sesuai dengan standar internasional.		country, equipped with good isolation rooms, with adequate equipment in accordance with international standards.		country, supplied with isolation rooms and proper equipment as per international standards.	
	<u>Saya juga mengimbau kepada seluruh rakyat untuk senantiasa menjaga tubuh agar tetap fit, rajin mencuci tangan,</u> dan menghindari kontak-kontak yang tidak perlu.		<u>I also appeal to all people to keep the body fit, diligent in washing hands,</u> avoiding unnecessary contacts.		<u>I would also like to remind everyone to always stay healthy, wash your hands,</u> and avoid unnecessary social contacts.	IG: Mistranslated concept HT: -

From the table that is taken from the caption Instagram account of @jokowi there are some differences that are made in the both translated version in the machine translation and human translate. In the first sentence, there are some differences in grammar and also vocabulary, in machine translation, it mentions that “we’ve been” and from human translation mention “we are”. Another difference is in vocabulary which is in (ST) word “menelusuri” machine translation said browsing and in human translation is investigating.

In the second sentence, the differences are also about the grammar and vocabulary and the machine translation is more short and effective but in human translation is more clear and readable.

The difference of the next sentence is that the machine translation is shorter and understandable because the word is easy too than the human translation. In the fourth sentence, the difference is in word form (ST) ‘sudah dalam perawatan’ translated in machine translation into ‘under maintenance and from human translation into ‘under treatment’. In the fifth sentence, the difference lies in the grammar which in (ST) is ‘perlu saya sampaikan’ translated by machine and human translation into ‘need I say’ and ‘I would like to say’. In the sixth sentence, the difference is only on the machine translation have easier to understand but not readability than human translation. And the last sentence the differences is on the grammar in ‘Saya juga

mengimbau kepada seluruh rakyat’ in machine translate into ‘I also appeal to all people’ and human translation translated into ‘I would also like to remind everyone. And for the word ‘menjaga tubuh agar tetap fit, rajin mencuci tangan’ in machine translation translated into ‘keep the body fit, diligent in washing hands’ and for human translation translated into ‘stay healthy, wash your hands’.

This term can be translated well into English by human translation as the everyday language and while machine translation cannot translate that word since that word is translated into the right language. There is no vocabulary that is saved in the machine translation. Therefore the translation of the machine translation cannot make an appropriate translation in the English for ‘memborong kebutuhan sehari-hari’. This machine cannot transfer the meaning, cannot be read, and also inappropriate in the grammatical rules of the English language.

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. This translation can deliver the meaning and produce the translation in the English language, and make the translation highly readable. It is because students as human translators are familiar with the conversation language that is used in this account. They knew what the caption is talked about. Whereas the machine

translation produced it into a single meaning that makes the reader became more confused when reading the translation version.

Conclusions

This paper is aimed to explore the differences between human translation and machine translation in translating caption Instagram account. The findings showed that there are some differences between those translations. Human translation is better in translating special terms and has more vocabulary and grammatical in storage than machine translation. It makes humans able to translate difficult words and produce readable and grammatically correct translations 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.

The human translation produced translation with a high level of accuracy, acceptability, and readability both formal and non-formal language. While machine translation produces translation with a low level of accuracy, acceptability and readability even they did not translate it in non-formal language. The exception occurs since machine translation can produce better than human translation if 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 termbase which is input by the programmer in the application.

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