

CHAPTER I

INTRODUCTION

This chapter will explain about research context, research focus, research objective, research significance, the definition of key terms, previous research, and a review of related literature.

A. Research Context

Today, people needs about the internet can not be avoided anymore, even the internet has almost become a primary need. It seems that they cannot be separated by computers and the internet. The internet has become very important for people which greatly affects society. There is no distance when they use internet services, people can connect with family, friends, and others even though they are quite far apart. Most of the traditional communication media such as telephone and television have been redefined as internet technology. Newspaper publishing has been reshaped into Websites, Blogging, and Web feeds, and the internet is also activating new forms of human interaction through instant messaging, internet forums, and social networks.

Social networking services are websites that allow individuals to learn about and communicate with other users of social networking¹. Web-based social networking services allow connecting people who have interests and activities, and social networking sites allow users to share ideas, events, etc. within their respective networks.

¹ Levi R. Baker dan Debra L. Oswald, "Shyness and Online Social Networking Services," *Journal of Social and Personal Relationships* 27, no. 7 (November 2010): 875.

Communication in the form of media has now become an important element in globalization and an important language in communication. To communicate with other people, you must master a certain language because different countries have different languages. However, every language has barriers between countries that do not speak the same language. Therefore, most countries make English a global language to bridge people to communicate with others, for example on the social networking site Instagram using English as a medium of communication.

One of the most Social Networking services in the world is Instagram. Instagram launched in 2010 through App Store, after one week Instagram gained 100,000 followers and reached one million users exactly two months and two weeks after. Quite extraordinary as compared to other social media growth such as Twitter and Foursquare which took two years and one year consecutively to reach the same amount of users. According to the company's website, Instagram has over 400 million active monthly users who shared over 40 billion pictures, with an average of 3.5 billion daily likes for >80 million photos shared daily on the site². Users can add peoples as friends and send them messages, and update their personal profiles to notify friends about themselves. Instagram has translated more than 40 languages, including English, Indonesian and other languages.

² Saleem Alhabash dan Mengyan Ma, "A Tale of Four Platforms: Motivations and Uses of Facebook, Twitter, Instagram, and Snapchat Among College Students?," *Social Media + Society* 3, no. 1 (Maret 2017): 2.

Instagram users in Indonesia who do not speak English will have difficulty using Instagram because there are English words, captions, and others on Instagram. Translating the words, captions, and others used on Instagram is not easy because translators need to pay attention to many aspects so that the words on Instagram are clear in Indonesian as the target language, not making these words even more confusing.

A translator translates a scientific text, and also the translator must use scientific language variety. The translation is not a simple matter and translation is not merely an activity of interpreting words by looking for their partners in the target language. Newmark mentions the difference between translation methods and translation procedures. Newmark also writes that while translation methods relate to whole texts, translation procedures are used for sentences and the smaller units of language³.

The categorization of translation procedures given by Jean-Paul Vinay and Jean Darbelnet is very comprehensive⁴. They proposed two general translation methods in the first instance: (1) direct or literal translation consists of three procedures: borrowing, calque, and literal translation, (2) indirect translation consists of four: transposition, modulation, equivalence, and adaptation⁵.

³ Mahmoud Ordudari, "Translation procedures, strategies and methods," 2007.

⁴ Lili Ni, "For 'Translation and Theories,'" *English Language Teaching* 2, no. 2 (2009): 78.

⁵ Zhang Meifang dan Pan Li, "Introducing a Chinese Perspective on Translation Shifts: A Comparative Study of Shift Models by Loh and Vinay & Darbelnet," *The Translator* 15, no. 2 (November 2009): 353.

Based on Vinay and Darbelnet's theory that translation procedures are procedures that describe the translation process using the seven procedures performed by the translator, but do not refer to the process followed by the translator but rather to the final result⁶.

In Vinay and Darbelnet's theory, of course, there are advantages and disadvantages. As for the advantages of this theory, namely that the procedure for translating Vinay and Darbelnet is easy to understand than other translation procedures, examining translations by conducting a comparative analysis between two languages, namely the source language and the target language. Whereas the weakness of this theory is that the Vinay and Darbelnet translation procedures overlap with the concept of methods and strategies that enter the realm of translation as a process, and Vinay and Darbelnet do not differentiate between concept categories that have an impact on the text as a whole and concept categories that affect the units micro text⁷. Therefore the researcher chose to use the theory from Vinay and Darbelnet rather than other theories, from this theory the researcher analyzed the users of the Instagram social networking site and to see how the translation was used by the translator.

Vinay and Darbelnet's theory of translation procedures is so relatively easy to understand, that there is no need to rephrase it. For example, notification which is translated into notifikasi is an example of borrowing procedures because the SL is transferred directly to the TL. The next example is password

⁶ Ozi Hadithya, "Translation Procedures Used In Translating Computer Terms From English Into Bahasa Indonesia" 3 (2014).

⁷ Donald J. Nababan, "Metode, Strategi, dan Teknik Penerjemahan: Sebuah Tinjauan Mendalam" 3 (2007): 49–50.

which is translated into kata sandi is an example of transposition procedures because of the word in SL and turning it into a phrase in TL.

There are some ways to do the translation on Instagram, including translation methods and translation procedures. Translation methods relate to whole texts, translation methods are grouped into two major groups, namely the first four methods are more emphasized on the source language, consisting of word-for-word translation, literal translation, faithful translation, and semantic translation and the second four methods are more emphasized on the target language, namely Adaptation, Free translation, Idiomatic translation, and Communicative translation. The examples of translation methods with the Word-for-word method include: ST: “Work hard. Dream hard”, TT: “Kerja keras. Mimpi besar”⁸. Based on the translation results, the resulting sentence source text is without adding or omitting words because it uses word-for-word translation and does not need to make changes to the target text.. While translation procedures use the translation for sentences and the smaller units of language, translation procedures consist of seven procedures namely Borrowing, Calque, Literal translation, Transposition, Modulation, Equivalence, and Adaptation. The following is an example of translation procedures, namely ST : “Would you like you, if you met you?”, TT :“Akankah kamu menyukaimu jika kamu bertemu denganmu?”⁹. This example is an example of modulation because this example has the implied meaning of self-reflection. If "You" already feel good then you deserve to be called a good person. So the researcher more interesting use translation procedures because

⁸ Ach Ubaiedillah, Mahasiswa UNISMA, *Wawancara Online/Daring*, 2 Februari 2021.

⁹ Kamilatus Ziyadah, Mahasiswi IAIN Madura, *Wawancara Online/Daring*, 1 Februari 2021.

the process of translation in the Instagram researcher use for sentences and the smaller units of language not using whole text. But more using translation procedures because in the process of translation adding structural or lexical elements so it is easier to understand.

Today's phenomenon, electronically becoming a need for every human not only as the form of following the era will be pure but as the media in keeping and facilitate communication between others as a tool in conveying information against the vast community, so it is not surprising if someone uses media like Twitter, Instagram, and others. Currently, not a few people use Instagram as a media to deliver information, no exception in translating phrases, caption, video, and words that are in the form of English to Indonesian on Instagram. Many ways to make it easier in translating these words like borrowing, calque, literal translation, transposition, modulation, equivalent, and adaptation.

The research results from Sujianti, Simbolon, and Luardini in their journals stated that according to Vinay and Darbelnet, there are five of the seven procedures applied to translate words and phrases on Instagram from English to Indonesian, namely 1) Literal translation with the occurrence of 42 out of 86 or 48.8%, 2) borrowing with the occurrence of 22 out of 86 or 25.6%, 3) transposition with the occurrence of 19 out of 86 or 22.1%, 4) adaptation with the occurrence of 2 out of 86 or 2.3 %, 5) the equivalent with the occurrence of out 1 of 86 or 1.2%. The most dominant translation procedure used in Instagram mobile application from English to Indonesian version is

Literal translation. Meanwhile, there were no data found being translated from English to Indonesian using calque and modulation¹⁰.

Translating captions and words at this time certainly adjusts to the situation and conditions of Instagram users. Based on the results of temporary observations made by researchers, it shows that the use of translation procedures; first, there is the desire to find out about the purpose of a caption such as an image or photo. Second, the desire to know the meaning and sense of words such as quotes words, pearl words, motivational words, and others. Third, as an experiment to simply increase knowledge in the field of translation procedures using Instagram as a media.

The use of Instagram provides many benefits for each user, apart from being a medium of information as well as a medium that can be used to translate various things such as captions, words, and others. Therefore, the researcher is interested to research “an analysis of translation procedures used in the English version of Instagram social networking website”.

B. Research Focus

The research focus is a situation that comes from the relationship between two or more factors that results in a confusing situation or raises a question mark, is tentative, situational according to the actual phenomenon, and also requires solutions or efforts to answer it¹¹. So, the research problem is a question that needs an answer and it has a purpose as a statement in the study or discussion.

¹⁰ Putri Eka Sujianti, Merylyn Simbolon, dan Maria Arina Luardini, “An Analysis of English-Indonesian Translation Procedures Used in Instagram Mobile Application” 4, no. 1 (2020): 1–5.

¹¹ *Pedoman Penulisan Karya Ilmiah*, Revisi (Pamekasan: STAIN Pamekasan, 2015), 18.

Based on the topic of the problem, the researcher has some questions to be answered and it can be a statement in the study or discussion. The problems are:

1. What is the situation for the user of Instagram to translates English to Indonesian?
2. What are the translation procedures Instagram users used to translate English to Indonesian?

C. Research Objective

According to John W. Creswell, a research objective is a statement of intended use in qualitative research that specifies goals that investigator plans to achieve the study¹². Based on the descriptive problem in the research context, the researcher has some objectives of this study, there are:

1. To find the situation for the Instagram users to translates English to Indonesian.
2. To find and analyze the translation procedures Instagram users used to translate English to Indonesian.

D. Research Significance

The significance of the study in research is to explain how important research is. The significance of the study in this study is divided into two aspects. They are a theoretical aspect and a practical aspect. Theoretically, this research can be used for the readers and especially for the students of the English Department to expand their knowledge about translation especially

¹² John W. Creswell, *Educational Research Planning, Conducting and Evaluating Quantitative and Qualitative Research* (University of Nebraska-Lincoln: PEARSON, 2012), 11.

translation procedures by using Vinay and Dalbernet's theory. And practically, this research can be used by translators in practicing the translation and also as the reference in Foreign Language Teaching.

E. Definition of Key Terms

The definition of a key term is needed to avoid the differences in understanding or unclearly meaning. The formulation of term definitions emphasizes the meaning given by the author and without being explained according to the origin of the reference¹³.

There are some definitions of the terms, which are used to avoid misunderstanding between the researcher and the reader. Here are definitions of key terms:

1. Translation is a process of transferring a text from one language to another language.
2. Translation procedures are technical of translating sentences and smaller language units such as words, phrases, and others.
3. Instagram is one social networking website that is being liked by many people.
4. Situation the user of Instagram is a state or event where Instagram users translate one of the words that find on Instagram from English to Instagram.

¹³ *Pedoman Penulisan Karya Ilmiah*, 2015, 12.

F. Previous Research

Previous studies serve to determine the position of the research, namely the similarities and differences with previous research¹⁴. So to avoid similarities in this study, the researcher explains and presents the similarities and differences with previous studies. There are some similarities and differences with previous studies.

Previous research results about translation procedures showed that the research Muhammad Reza entitled *An Analysis Of Translation Procedures In Translated Thesis Abstracts Of Students Of Faculty Of Social And Political Sciences*. The result of this research, the most dominant procedure used in translated thesis abstracts of Social and Political Sciences faculty is literal with 44 occurrences (68,75%), followed by equivalence with 8 occurrences (12,5%), borrowing with 7 occurrences (10,93%), modulation with 3 occurrences (4,68%), transposition with 1 occurrence (1,56%) and calque with 1 occurrence (1,56%)¹⁵.

The similarity of the research above with researchers is that they both discuss translation procedures and aim to find translation procedures used by translators. The difference is that the research above was carried out in the thesis abstract of the Faculty of Social and Political Sciences (FISIP) to find which procedure was the most dominant, while the researchers conducted

¹⁴ *Pedoman Penulisan Karya Ilmiah*, Revisi (Pamekasan: Institut Agama Islam Negeri Madura, 2020), 20.

¹⁵ Muhammad Reza, "An Analysis Of Translation Procedures In Translated Thesis Abstracts Of Students Of Faculty Of Social And Political Sciences" (Skripsi Sarjana, Medan, University of Sumatera Utara, 2018).

research on Instagram social networking, to determine the situation of Instagram users in translating English to Indonesian on Instagram.

Muhammad Hanif did research entitled *An Analysis Of English-Indonesia Translation Procedure Applied In Dialogues Of The Kite Runner By Berliani Nugrahani's*. The researcher conducted translation research which focused on the types of procedures used in translating dialogue in the novel *The Kite Runner*. The researcher also describes the types of translation procedures and the dominant translation procedures applied by the translators in the dialogue in the novel *The Kite Runner*. The translator applied the procedures of direct and oblique translation in translating the novel dialogue of *The Kite Runner*. Types of direct translation are borrowing, calque, and literal translation. Whereas the procedure of oblique translation is transportation, modulation, equivalence, and adaptation. Modulation is dominantly applied by the translator in translating the novel dialogue of *The Kite Runner* because modulation has 81 cases (46.29%). It is the highest position in the translation procedure and Modulation makes the translations to be natural, short solid, and clear. It makes it easier for the reader to understand the translations¹⁶.

The similarity of the above research with researchers is that they both examine translation procedures. The difference is that the above research was carried out in the dialogue in *The kite Runner* novel, to describe the types of translation procedures and the dominant translation procedures applied by the translators in the dialogue in *The Kite Runner* novel, while the researchers

¹⁶ Muhammad Hanif, "An Analysis Of English – Indonesia Translation Procedure Applied In Dialogues Of The Kite Runner By Berliani Nugrahani's" (Yogyakarta, Universitas Negeri Yogyakarta, 2017).

conducted research on Instagram social networking, to determine the situation Instagram users in translating English to Indonesian on Instagram and to analyze the translation procedures that Instagram users use to translate from English to Indonesian on Instagram.

G. Review of Related Literature

The researcher presents a brief review of related literature related to some problems of this research. The review deals with translation, translation procedures and Instagram.

1. Translation

a. Definition of Translation

The translation is rendering the meaning of a text into another language in the way that the author intended the text. Translating should be simple because someone must be able to say something as well in one language as in another. It may seem complicated to translate a text using another language, in many types of texts such as legal, administrative, etc. the temptation is to transfer as many SL (Source Language) to TL (Target Language) as possible. However, it differs from what Mounin wrote, that the translation cannot simply reproduce, or be the original. And since this is so, the first business of the translator is to translate¹⁷.

¹⁷ Peter Newmark, *A Textbook of Translation* (New York: Prentke Hall International, 1988), 5.

The translation is the expression in another language (or target language) of what has been expressed in another, like source language (SL), preserving semantic and stylistic equivalences¹⁸. Theoretically, many opinions say that translation requires mastery of the source language (SL) so that there is no deviation in understanding the source text (ST). Besides, the translator must also master the target language well as a medium of communication to be used in delivering the translated or conveyed the message¹⁹.

Many definitions of translation have been put forward by experts, one of which is the definition of translation put forward by Nida and Taber. According to Nida and Taber, translating consists of reproducing in the receptor language the closest natural equivalent of the source language message, first in terms of meaning and secondly in terms of style²⁰. It means that a perfect translation is one that can create the effect of the original text or must maintain a message and style, not structure or word form.

b. Types of Translation

According to Roman Jakobson in Mosleh Habibullah, he distinguishes three types of translation²¹. They are:

¹⁸ Roger T. Bell, *Translation and Translating: Theory and Practice* (New York: Longman, 1991), 5.

¹⁹ Havid Ardi, *Pengantar Penerjemahan (Introduction to Translation)* (Padang: Sukabina Press, 2015), 8.

²⁰ Ardi, 11.

²¹ Mosleh Habibullah, *Theory of Translation and Exercise*, ed. oleh Robiatul Adawiyah (Surabaya: Pena Salsabila, 2013), 13.

1) Intralingual Translation or Rewording

Jakobson's definition of intralingual translation partly lies in its other name, rewording, and partly in the more explicit explanation offered by Jakobson: an interpretation of verbal signs using other signs of the same language. In practice, many kinds of intralingual translation; numerous varieties of an expert to layman communication, easy-readers for children, subtitling for the deaf, summaries, some kinds of news reporting, new translations of classics, etc²².

2) Interlingual Translation or Translation Proper

Jakobson argues that Interlingual translation or translation proper is an interpretation of verbal signs using some other language. However, Tymoczko also argues that Interlingual translation or translation proper is naturally enough also by translation scholars are seen as the classic, prototypical kind of translation and many scholars even want to limit research to very restricted definitions of translation proper²³.

3) Intersemiotic Translation or Translation

Roman Jakobson defined intersemiotic translation as "an interpretation of verbal signs using signs of nonverbal sign systems." To emphasize the idea of transformation, he chose a terminological

²² Karen Korning Zethsen, "Intralingual Translation: An Attempt at Description," *Meta* 54, no. 4 (1 Februari 2010): 800.

²³ Karen Korning Zethsen, "Beyond Translation Proper—Extending the Field of Translation Studies," *TTR* 20, no. 1 (28 Juli 2008): 283.

alternative, the synonym “transmutation”²⁴. The example of intersemiotic translation or translation, such as music, film or painting, etc.

Catford divides translation into three distinct types, that are:

1) Full Translation vs Partical Translation

This distinction referring to the extent in a syntagmatic sense.

A full translation of the entire text is submitted to the translation process that is, every part of the SL text is replaced by TL text material and a partial translation, some part or parts of the SL text are left untranslated, they are simply transferred and incorporated in the TL text²⁵.

2) Total Translation vs Restricted Translation

This distinction relates to the levels of language involved in translation. A total translation that is, translation in which all levels of the SL text are replaced by TL material and the restricted translation is the placement of SL textual material by equivalent TL textual material, at only one level, that is translation performed only at only one of the two levels of grammar and lexis²⁶.

3) Rank of Translation

The rank of Translation is the rank in a grammatical (phonological) hierarchy at which translation equivalence is

²⁴ Nicola Dusi, “Intersemiotic Translation: Theories, Problems, Analysis,” *Semiotica* 2015, no. 206 (1 August 2015): 182.

²⁵ Catford J.C, *A Linguistic Theory of Translation* (London: Longman, 1965), 21.

²⁶ J.C, 22.

established. This rank translation can be in the form of a word to word translation, a group to group translation, sentence to sentence translation, paragraph to paragraph translation, and discourse to discourse translation²⁷.

c. Methods of Translation

According to Newmark, the methods of translation is divided into two parts, namely:

1) Source Language (SL) Emphasis

a) Word for Word Translation

This word-for-word translation tends to put the target language words below the source language word without considering the structure of the target language. The main purpose of using word-for-word translation is either to understand the mechanics of the source language or to construe a difficult text as a pre-translation process²⁸.

b) Literal Translation

In literal translation, the translator tries to transfer the source language grammatical constructions to the nearest TL equivalents²⁹. Newmark argues, that the SL grammatical constructions are converted to their nearest TL equivalents, but the lexical words are again translated singly, out of context. As

²⁷ Habibullah, *Theory of Translation and Exercise*, 12–13.

²⁸ Newmark, *A Textbook of Translation*, 46.

²⁹ Habibullah, *Theory of Translation and Exercise*, 16.

a pre-translation process, this indicates the problem to be solved³⁰.

c) Faithful Translation

Newmark stated that a faithful translation attempts to reproduce the precise contextual meaning of the original within the constraints of the TL grammatical structures³¹.

d) Semantic Translation

A semantic translation is more flexible than with faithful translation. Semantic translation more account of the aesthetic value (that is, the beautiful and natural sounds of the SL text, compromising on 'meaning' where appropriate so that no assonance, word-play, or repetition jars in the finished version³².

2) Target Language (TL) Emphasis

a) Adaptation

Adaptation occurs when something specific to one language culture is expressed appropriately to another language culture. The adaptation method is the freest form of translation. It is also the nearest to the target language³³. It is used mainly for plays (comedies and poetry; the themes, characters, plots are usually preserved, the SL culture converted to the TL culture, and the text rewritten³⁴.

³⁰ Newmark, *A Textbook of Translation*, 46.

³¹ Newmark, 46.

³² Newmark, 46.

³³ Habibullah, *Theory of Translation and Exercise*, 18.

³⁴ Newmark, *A Textbook of Translation*, 46.

b) Free Translation

A free translation is a translation that is used to convey the desired meaning of the source text regardless of syntax, style, and others. This method is suitable when the translation is difficult for the reader to understand or accept.

c) Idiomatic Translation

The idiomatic translation is a translation that needs to know the meaning of the source language before transferring the meaning to another language. This idiomatic translation uses the natural language of the receptor language and this translation does not sound like a translation because it sounds like the original written by the receptor language.

d) Communicative Translation

According to Newmark that, Communicative translation attempts to render the exact contextual meaning of the original in such a way that both content or language are readily acceptable and comprehensible to the readership³⁵.

2. Translation Procedures

The translation procedure is a translation method that aims to transfer elements of meaning from the source text (ST) to the target text (TT). The theory proposed by Vinay and Darbelnet is used to identify and describe which procedure is adopted by the translator to establish the

³⁵ Newmark, 47.

closest translation equivalent³⁶. According to Newmark that, translation procedures or translation techniques are used for sentences and smaller units of language, while the translation method is related to the whole text³⁷. Translation procedures used to transfer the meaning of a text in one language into a text in another language. Vinay and Darbelnet stated that there are seven translation procedures, that are:

a. Borrowing

According to Jean-Paul Vinay and Jean Darbelnet, borrowing is the simplest of all translation methods by which an SL word is transferred directly to a TL word to fill in a semantic gap in the TL³⁸. There is much borrowing of terms in some technical fields, (e.g. computer, internet, from SL to TL). This is usually used in terms of new technical or unknown concepts, to overcome a gap, usually a metalinguistic one. It refers to a word taken from the source language and used in the target language in its naturalized form to conform to the grammar rules or pronunciation of the target language. Haugen argued that some possibilities may occur in these procedures³⁹.

1) Pure loanwords, is borrowing with no change in form and meaning.

The example:

Email → email Program → program

³⁶ Roswani Siregar, "Translation Ideology in the Translation Process of Stephen R. Covey's *The 8th Habit* into Indonesian," *International Journal of Comparative Literature and Translation Studies* 3, no. 4 (3 November 2015): 55.

³⁷ Salum Japhari, "Translation of the Book Titled 'Authentication of Hadith: Redefining the Criteria' From English Into Swahili: An Analysis of Translation Procedures," *SSRN Electronic Journal*, 2019, 130.

³⁸ Meifang dan Li, "Introducing a Chinese Perspective on Translation Shifts," 354.

³⁹ Habibullah, *Theory of Translation and Exercise*, 38.

c. Literal Translation

The literal translation is the replacement of source language (SL) syntactic structure by target language (TL) structure in terms of number and type of lexical item and also synonymous in terms of content⁴³. Literal Translation where the text in SL is translated word by word into TL by adopting TL structures. Vinay and Darbelnet describe literal translation as being the most common translation procedure used between two languages from the same family and culture⁴⁴. The example of literal translation:

Network → jaringan Honey moon → bulan madu

d. Transposition

According to Vinay and Darbelnet that, transposition involves replacing a one-word class with another without changing the meaning of the message⁴⁵. This is a change of one part of speech for another that occurs in translation from SL to TL without changing the sense⁴⁶, (e.g. singular to plural, position of adjective, changing the word class or part of speech). The example of transposition:

Keyword → kata kunci (phrase)

⁴³ Bell, *Translation and Translating: Theory and Practice*, 70.

⁴⁴ Japhari, "Translation of the Book Titled 'Authentication of Hadith,'" 131.

⁴⁵ Meifang dan Li, "Introducing a Chinese Perspective on Translation Shifts," 354.

⁴⁶ Jeremy Munday, *Introducing translation studies : theories and applications*, 5 ed. (New Jersey: Routledge, 2016), 90.

e. Modulation

Modulation is a procedure of translation that occurs when there is a change of perspective accompanied by a lexical change in the target language (TL)⁴⁷. Vinay and Darbelnet argues that modulation is a variation of the form of the message, obtained by a change in the point of view of the SL⁴⁸. In modulation, there are two types of modulation that are free or optional modulation and fixed or obligatory modulation. Free or optional modulations are single instances, not yet fixed and sanctioned by usage, offering a unique solution that is necessary rather than optional, while fixed or obligatory modulations are employed taking into account the frequency of use, the overall acceptance, and the confirmation provided by a dictionary or grammar of the preferred expression⁴⁹. The example of modulation:

Time is money (SL) → Waktu itu sangat berharga (TL)

f. Equivalent

According to Jean-Paul Vinay and Jean Darbelnet, equivalence is the ideal method when the translator has to deal with proverbs, idioms, nominal or adjectival phrases, and the onomatopoeia of animal sounds⁵⁰. This term does not change the two languages between source language (SL) and target language (TL) or does not harm each other. Equivalent, also known as reformulation, produces an equivalent text

⁴⁷ Habibullah, *Theory of Translation and Exercise*, 41.

⁴⁸ Meifang dan Li, "Introducing a Chinese Perspective on Translation Shifts," 354.

⁴⁹ Japhari, "Translation of the Book Titled 'Authentication of Hadith,'" 131.

⁵⁰ Japhari, 131.

in the target language by using completely different stylistic and structural methods⁵¹. The example of equivalent:

“Ouch!” (English) → Aduh or Aw (Indonesian)

Miaou (English) → Meong (Indonesian)

g. Adaptation

Adaptation is the freest form of translation, and is used mainly for plays (comedies) and poetry; the themes, characters, plots are usually preserved, the SL culture is converted to the TL culture and the text is rewritten⁵². Therefore, the translator have to create a new situation that can be considered as being equivalent. The example of adaptation:

Take a bath → mandi

3. Instagram

a. Definition of Instagram

Instagram launched in 2010 through App Store. After one week, Instagram gained 100,000 followers and reached one million users exactly two months and two weeks after⁵³. The development of Instagram is quite extraordinary compared to other social media such as Twitter, Facebook, and others. Instagram has become popular all over the world dan Instagram has a million users, at of September 2014, Instagram has 200 million monthly users with 65% of those users

⁵¹ Waliński, “Translation Procedures,” 62.

⁵² Ordudari, “Translation procedures, strategies and methods.”

⁵³ Zulkifli Abd. Latiff dan Nur Ayuni Safira Safiee, “New Business Set Up for Branding Strategies on Social Media – Instagram,” *Procedia Computer Science* 72 (2015): 14.

outside of the United States, with over 20 billion photos shared, an average of 1.6 billion likes each day, and an average of 60 million photos posted per day⁵⁴.

According to the company's website, Instagram has over 400 million active monthly users who shared over 40 billion pictures, with an average of 3.5 billion daily likes for >80 million photos shared daily on the site. More than half of young adults (18–29 years old) report using Instagram, thus making them the largest group of Instagram users⁵⁵.

Instagram is a relatively new social media mobile application and site, and the app continues to update. Instagram also includes a unique social networking site because it allows users to create their own identity from scratch, provides photo support, and can make videos according to the version they like. Instagram is used primarily for photo and video sharing. Someone creates a photo or video post, and other people can "like" the post.

b. Steps to Register Instagram

There are several steps to register on Instagram, as follows:

- a) To register on Instagram the first thing to do is download the Instagram application which can be obtained for free from the App Store or Google Play Store.
- b) After downloading then tap the application to install.

⁵⁴ Tim Highfield dan Tama Leaver, "A Methodology for Mapping Instagram Hashtags," *First Monday*, 26 Desember 2014, 10.

⁵⁵ Alhabash dan Ma, "A Tale of Four Platforms," 2.

- c) In the next step, click the list option with Email or Phone Number. then enter Email or Phone Number in the fields provided.
- d) After finishing entering the Email or Phone Number then click next. Apart from using an Email and Phone Number, another option for registering on Instagram is to enter with Facebook. with this option, automatically registered directly on Instagram with a Facebook account.

4. Situation of The Instagram User

On Instagram, of course, there are users, the word "user" means the person who uses it. So, an Instagram user is someone who uses Instagram social media. There are many people who use Instagram social media and even millions of people today, with Instagram someone can do several activities such as translating words, sentences, and others.

According to KBI, a situation is a state or event⁵⁶. Therefore, the situation of Instagram users can be interpreted as a state where someone who uses Instagram social media translates on Instagram, such as translating captions, proverbs, words, and others. So it can be said that the situation of Instagram users is if an Instagram user or a person who uses Instagram opens Instagram then does a translation on Instagram social media. for example, Instagram users or people who use Instagram translate words, captions, and others from English to Indonesian.

⁵⁶ Dendy Sugono, *Kamus Bahasa Indonesia* (Jakarta: Pusat Bahasa, 2008), 1363.