



## Translation Strategy in TikTok Terms: English and Indonesian Version

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### ABSTRAK

Masyarakat berkomunikasi melalui media sosial dengan menggunakan berbagai bahasa. Salah satu aplikasi media sosial yang mendapatkan banyak pengguna di masa pandemi ini adalah TikTok. Terjemahan dan kepopuleran TikTok inilah yang membawa penulis membahas tentang penerjemahan istilah TikTok dari Bahasa Inggris ke Bahasa Indonesia. Tujuan dari penelitian ini adalah untuk menganalisis prinsip penerjemahan, strategi penerjemahan dan strategi yang paling dominan digunakan penerjemah dalam menerjemahkan istilah TikTok dari Bahasa Inggris ke Bahasa Indonesia. Penelitian ini menggunakan metodologi kualitatif. Teknik analisis data dalam penelitian ini menggunakan pendekatan kualitatif. Penelitian ini menggunakan teori strategi Chesterman of Translation. Penulis mengumpulkan 50 istilah TikTok dari aplikasi. Istilah tersebut terdiri dari 18 kata, 21 frasa, dan 11 klausa. Penulis menemukan beberapa prinsip istilah yang digunakan dalam aplikasi TikTok versi bahasa Indonesia yang diterjemahkan dari versi bahasa Inggris: makna, idiom, dan pengaruh bahasa sumber. Dari 50 data yang dikumpulkan, penulis menemukan 6 macam strategi penerjemahan dan digunakan dalam menerjemahkan istilah dari aplikasi TikTok versi bahasa Inggris ke versi bahasa Indonesia. Penerjemah menggunakan strategi penerjemahan harfiah dalam 28 data yang dikumpulkan, strategi calque dalam 10 data yang dikumpulkan, strategi pinjaman dalam 1 data yang dikumpulkan, naturalisasi dalam 1 data yang dikumpulkan, dan pergeseran unit dalam 4 data yang dikumpulkan.

### ABSTRACT

People communicate through social media using various languages. One social media application that has gained a lot of users during this pandemic time is TikTok. This translation and the popularity of TikTok bring the writer to discuss about the translation of TikTok terms from English to Indonesian. The purposes of this research were to analyze the principle of translation, strategy of translation and the most dominant strategy used by the translator in translating TikTok terms from English to Indonesian. This research used qualitative methodology. The technique of analyzing data in this research used qualitative approach. This study uses the theory of Chesterman of Translation strategy. The writer collected 50 TikTok terms from the app. The terms consist of 18 words, 21 phrases and 11 clauses. The writer found out some principles in terms used in Indonesian version of TikTok app which is translated from the English version: meaning, idiom, and source language influence. From 50 data collected, the writer found 6 kinds of translation strategies and used in translating terms from English version of TikTok app to Indonesian version. The translator employed literal translation strategy in 28 collected data, calque strategy in 10 collected data, loan strategy in 1 collected data, naturalization in 1 collected data, and unit shift in 4 collected data.

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## 1. INTRODUCTION

Social media has been around the world for the past few years. People communicate through social media using various languages. Since English is a global language as it is spoken and understood by the majority of people in almost every country in the world, social media terms are mostly written in English (Made et al., 2022; Matenda et al., 2020; Zheng et al., 2017). Knowing that there are group of people that might not familiar with English or prefer to speak their mother language, a lot of social media provide numerous translations for the terms to raise interest from varied nation (Aytekin & Sutcu, 2013; Ebrahim, 2020; Orijji, A., & Anikpo, 2019). Throughout the time of covid 19 pandemic, people in quarantined enjoy using social media to keep in touch with friend or just to share their interests, hobbies or skill via social media (Lutviana & Mafulah, 2021; Priyastuti, M. T., 2020). One social media application that has gained a lot of users during this period of time is TikTok. The application Tik Tok or better known as Douyin, literally comes from China, and was launched in September 2016 by Zhang Yiming (Noori et al., 2023; Suryadi et al., 2021). The Tik Tok app is a social-based, music-

supported short video platform of 15 seconds. Tik Tok is a new social media that provides a place for its users to be able to express themselves through video content (Hutamy et al., 2021; Mite Setiansah et al., 2022). TikTok app language consist of 40 languages that include Spanish, French, Tagalog, Javanese, Bahasa Indonesia, etc. There are estimated more than 22.2 millions Indonesian user in Indonesia together with the availability of TikTok terms in Bahasa Indonesian translation, most Indonesian will not face difficulties in understanding the terms in the application (Duan, 2023; Novitasari & Addinna, 2022). This translation and the popularity of TikTok bring the writer to discuss about the translation of TikTok terms from English to Indonesian. A great number of researches have been conducted on social media. A research written by previous study is about social media usage for teaching physicians or their trainees (Khechine et al., 2020). They also include the purposes of knowledge translation or education. The writers used social media platforms to engage in knowledge translation and Education as a strategy. This focus on ways to encourage information or encourage engagement between people (Fatimah & Santiana, 2017; Muslikhah, 2023). More recent publications seek to justify and clarify the use of social media for knowledge translation and education tended to aim for higher outcomes.

Previous study conducted the translation method used in facebook: a study case of translation from English into wrote research on the translation method used by the Facebook Social Networking Site (Ning & Ban, 2022). In this research the writer analyze containing sentences which was translated by Facebook on Home and Profil. The study concluded that from 82 sentences in Home and Profile, 33 sentences were found that were translated using near idiomatic translations, 30 sentences were translated using idiomatic translations, 16 sentences were translated inconsistently and 3 sentences were misinterpreted. Other study conducted Translation Techniques Used in Translating the Captions of Instagram user (Ambarsari, 2020). The goals of this study were to classify the different types of translation techniques used in translating Instagram captions, and to figure out why the technique is used in translating in Instagram captions. Literal technique, which consisted of 54 data, was the most commonly used technique. Social media can play a significant role in supporting language learning and translation strategy, especially when it comes to learning English. Here are some ways social media can be utilized in a translation strategy for English language learners. Social media make opportunity of people to engage in conversations on social media platforms. Participate in discussions, comment on posts, and join groups or forums related to language learning. This active participation helps learners practice their translation skills in real-life scenarios. Many language learning apps incorporate social features, allowing users to connect with each other. Engage with fellow learners, discuss translations, and seek feedback on your language skills. Base on the problem above and result from previous study, this study aims to analyze the principle of translation, strategy of translation and the most dominant strategy used by the translator in translating TikTok terms from English to Indonesian.

## 2. METHOD

In conducting the research, the writer used the English version of TikTok terms as the source language and the Indonesian version of TikTok terms as the target language. In this study, the writer collects 50 data. The collected data are taken from Tiktok application installed on iPhone version. In collecting the data, the writer employed some method and techniques of data collection theories. The library research method is used in this research to collect the data, because the data were in text writer form, in addition to that the techniques of collecting the data were as follows: 1.) Examining both English and Indonesian version of TikTok and marking the terms used in both versions. 2.) Making a list for the collected data. 3.) Rechecking the chosen data and present the data in a table of analysis (Noble & Heale, 2019). After the data were collected, they were analyzed. The data analyzed also deal with the method and technique. The study used descriptive qualitative method to analyze the data. Data analysis involves collecting open ended data, based on asking general questions and developing an analysis from the information supplied by participants (Creswell, 2009). In order to answer the problem those terms were categorized according to how they were translated into Indonesian according to Translation strategies.

## 3. RESULT AND DISCUSSION

### Result

The writer collected 50 TikTok terms from the app. The terms consist of 18 words, 21 phrases and 11 clauses. The 50 data that had been collected were analyzed based on principle of translation, strategy of translation and theories of translation. The researcher analyzed the 50 data based on Principles of translation include (1) Meaning, (2) Form, (3) Register, (4) Source language influence, (5) Style and clarity, (6) Idiom. The writer found out some principles in terms used in Indonesian version of TikTok app which is translated from the English version: meaning, idiom, and source language influence. From 50 data collected, the writer found 6

kinds of translation strategies and used in translating terms from English version of TikTok app to Indonesian version. The translator employed literal translation strategy in 28 collected data, calque strategy in 10 collected data, loan strategy in 1 collected data, naturalization in 1 collected data, and unit shift in 4 collected data. Furthermore, the researcher found that the translator employed 2 strategies in each datum, and there are 6 data. Form of TikTok terms is show in Figure 1, and Translation strategies in TikTok terms is show in Figure 2.

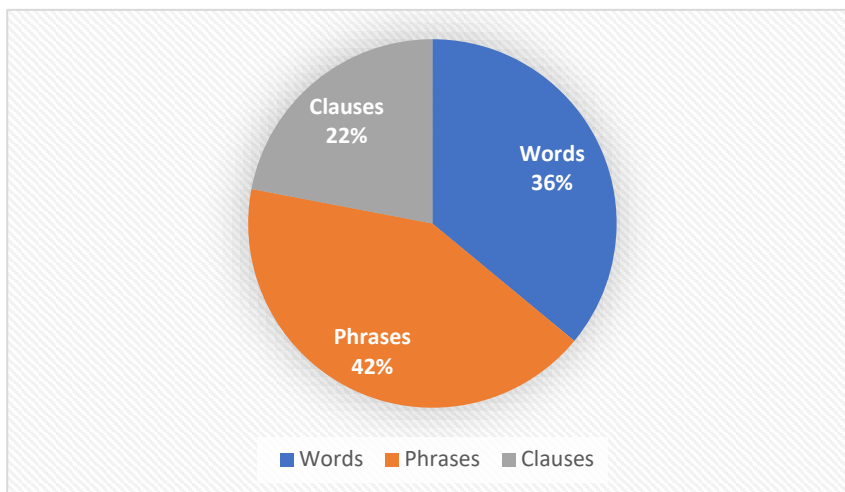


Figure 1. Form of TikTok terms

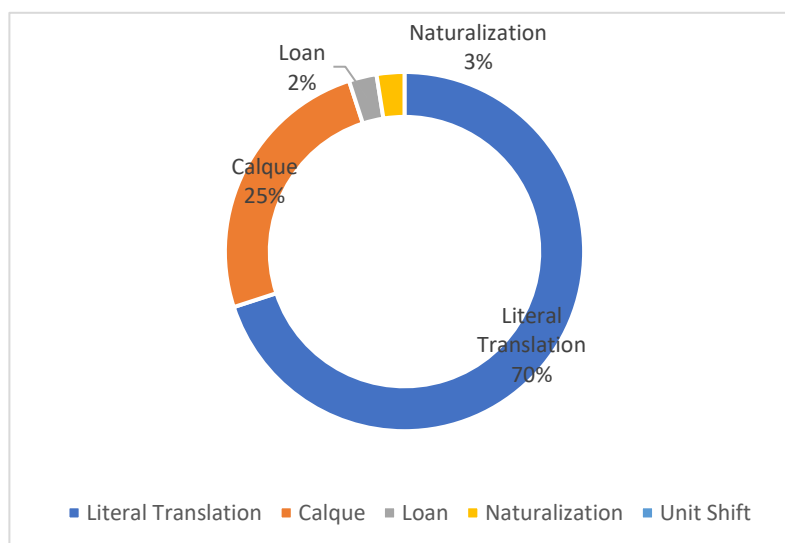


Figure 2. Translation strategies in TikTok terms

**Naturalization**

**Table 1. Word Naturalization**

English	Indonesian
Home	Beranda

Base on Table 1, Home is a noun that explains a place where one lives permanently, especially as a member of a family or household. Meanwhile, according to Kamus Inggris-Indonesia, home is a noun that means *rumah*. According to Kamus Lengkap Indonesia Inggris, beranda is a noun that define a balcony or a cabin. However, Home in the source text is translated into *Beranda* in the target text in order to make the translation natural. If the word Home is translated into *Rumah* the translation will not suit the context of the application.

**Literal Translation**

**Table 2.** Word of Literal Translation

English	Indonesian
About	Tentang

According to Table 2, the word About is a preposition that defines on the subject of; concerning. According to *Kamus Inggris Indonesia*, about translated as tentang. The word About...in the source text is a noun and is translated literally into ...*Tentang* in the target text, which is also a noun.

**Calque**

**Table 3.** Word of Calque

English	Indonesian
Accessibility	Aksesibilitas

Based on Table 3, the word Accessibility in the source text is translated by adapting and changing it into *Aksesibilitas* in the target text.

**Unit Shift**

**Table 4.** Word of Unit Shift 1

English	Indonesian
Inbox	Kotak Masuk

Based on Table 4, Inbox in the source text is a compound noun. According to Onion (2015) a Compound Noun consists of two Nouns (or of a Noun and a Verb-noun) the first of which is an Attribute of the second. According to *Oxford Advanced Learner's Dictionary* (2003), Inbox is a noun that means an electronic folder in which emails received by an individual are held. Inbox in the source text is translated into *Kotak Masuk* which is a noun phrase in the target language. Thus, there is a shift from a word to a phrase.

**Table 5.** Word of Unit Shift 1

English	Indonesian
Security and login	Keamanan

Based on Table 5, Security is a Procedures followed or measures taken to ensure the security of a state or organization. Meanwhile, Login is an act of logging in to a computer, database, or system. Security and login in the source text is translated into *Keamanan* which is a noun in the target language. Thus, there is a shift from a phrase to a word.

**Loan**

**Table 6.** Word of Loan

English	Indonesian
Push Notifications	Notifikasi Push

Based on Table 6 the word push means use force to move past somebody/something using your hands, arms, etc. Meanwhile, Oxford Language defines Push Notifications as an automated message sent by an application to a user when the application is not open. It has no equivalent in the Indonesian language. Hence, it is retained as Push in Indonesian.

**Discussion**

It is a complicated job to translate TikTok terms as the translator has to pay attention to bunch of aspects and has to make the translation easy to understand for users. Translator can use variety of strategy in translating in order to make the translation sound natural in the target language (Abudayeh & Dubbati, 2020; Kovács, 2018; Shchurko, 2018). In this research the writer focused on analyzing the English terms used in Tiktok app which are translated into the Indonesian version, using Chesterman's theory of translation strategy (Kovács, 2018; Lee & Heinz, 2016; Lutviana & Mafulah, 2021). The writer used Chesterman's strategies to

analyze the terms used in Twitter, both English and Indonesian version, as the theory is simple and easy to understand (Chesterman, 2007). According to previous the process of translation between two different written languages involves the translator changing an original written text (the source text or ST) in the original verbal language (the source language or SL) into a written text (the target text or TT) in a different verbal language (the target language or TL) (Alkhudiry, 2022; Angraeni et al., 2019). Previous study stated that when it comes to translation, all we have to do is to understand and, on the basis of what we have understood, produce a text, but the processing conditions have changed, they are now different, and we have to adapt our reading/writing strategies, and this is what makes it so difficult for people to translate (Alkhudiry, 2022; Rouffet et al., 2023; Schaafsma et al., 2015).

Previous study stated that strategies used to solve problems that are commonly encountered in a text (Sodikin, 2014). Translation strategies are divided into three parts, such as: Syntactic Strategies, Semantic Strategies, and Pragmatic Strategies (Ma'yuuf & Hasan, 2021; Rachman, L & Sudiyo., P, 2021). Syntactic strategies mean manipulating in the form. It includes literal translation, loan, calque, transposition, unit shift, cohesion change, level shift, and scheme change. meanwhile, semantic strategies involve synonymy, antonymy, hyponymy, abstraction change, distribution change, emphasis change, paraphrase, and trope change (Ogunjobi & Akindutire, 2020; Wahyuni et al., 2019; Zhao et al., 2022). The last part, pragmatics strategy consists of cultural filtering, explicitness change, information change, interpersonal change, illocutionary change, coherence change, visibility change, and transediting (Li, 2021; Wahyuningsih & Nirmala, 2020; Zaim, 2019). This research can contribute to the understanding of effective translation strategies on social media platforms, especially TikTok. This can serve as a guide for translators to face the unique challenges that arise in translating TikTok content. Understanding translation strategies between different languages on TikTok can help deepen understanding of how local culture and meaning are reflected in the platform's content. This can help close cultural gaps in the context of global social media. However, this research has limitations because it focuses on the TikTok platform only. Translation strategies on other platforms may differ, and these findings cannot be immediately applied universally.

#### 4. CONCLUSION

This research shows the translation strategy, there are only five strategies used by the translator. Since most of TikTok terms are simple words or phrases, the translator used mostly literal translation strategy in order to make the translation clear and natural in the target language. The translator employed literal translation strategy in 28 collected data, calque strategy in 10 collected data, loan strategy in 1 collected data, naturalization in 1 collected data, and unit shift in 4 collected data.

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