

ANALYSIS OF TRANSLATION METHODS USED IN ENGLISH IDIOM TRANSLATIONS INTO INDONESIAN IN INSTAGRAM CAPTIONS OF CRISTIANO RONALDO

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ABSTRACT

This research aims at (1) finding out the types of English idioms in Cristiano Ronaldo's Instagram Captions, (2) finding out the most employed translation method in translating English idioms into its Indonesian translation using Newmark's translation methods theory. This research is a type of qualitative research, because the researcher uses the textual data. The results of the research are from 25 data analyzed, the English idioms existed in Cristiano Ronaldo's Instagram captions are Fixed statement (16 data), Cliché (7 data), and Proverb (2 data). The translation method used are Communicative translation (14 data), Literal translation (8 data), and Word-for-word translation (3 data). There are 3 types of English idioms appeared in Cristiano Ronaldo's Instagram captions namely, Fixed statements, Cliché, and Proverb. Then, the most translation method used for translating those idioms is Communicative translation method. Through this research results we can see that in translating English idioms, the feature of "see translation" in Instagram captions uses Communicative translation method. It is used in order to have an adequate understanding and readable translation for the Instagram users about the English idioms' meaning of SL to TL. So, Instagram users in TL can understand the information of SL better.

Keyword: Translation Methods, Newmark, English Idioms, Instagram Caption Translation

INTRODUCTION

Social media cannot be separated in this modern era. People search everything in Social media. People search for information or entertainment through social media. They are looking for today's news, today's trend fashion, information about their favorite movies, people's favorite place to hang out, keep in contact with old friends even getting closer with their idol's life. One of the most used social media now is Instagram. As Instagram used by people around the world, they have launched a feature "see translation" for a picture caption in Instagram postings to help their users understand the Instagram caption based on the user's language. That feature can be very helpful for the Instagram's users to understand the

information on Instagram's captions. As all we know in translating a text, it means to deliver the source language (SL) information into the target language (TL) communicatively based on the TL structural and grammatical rules, so the TL readers can understand the SL information. As Bassnett (2002) said that translation involves the transfer of 'meaning' contained in one set of language signs into another set of language signs through competent use of the dictionary and grammar, the process involves a whole set of extra-linguistic criteria also (p.22). Moreover, Munday (2008) said that 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 different verbal language (the target language or TL) (p. 5). Meanwhile, Newmark (1988) said that translation is rendering the meaning of a text into another language in the way that the author intended the text. (P.5). Newmark (1988) also said that there are 8 translation methods namely

“Word-for-word translation

... The SL word-order is preserved and the words translated singly by their most common meanings, out of context...

Literal Translation

The SL grammatical constructions are converted to their nearest TL equivalents but the lexical words are again translated singly, out of context...

Faithful translation

A faithful Translation attempts to reproduce the precise contextual meaning of the original within the constraints of the TL grammatical structures...

Semantic translation

Semantic translation differs from 'faithful translation' only in as far as it must take more account of the aesthetic value...The distinction between 'faithful' and ^semantic' translation is that the first is uncompromising and dogmatic, while the second is more flexible, admits the creative exception to 100% fidelity and allows for the translator's intuitive - empathy with the original.

Adaptation

This is the 'freest' form of translation. 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 rewritten...

Free translation

Free translation reproduces the matter without the manner, or the content without the form of the original...

Idiomatic translation

Idiomatic translation reproduces the 'message' of the original but tends to distort nuances of meaning by preferring colloquialisms and idioms where these do not exist in the original...

Communicative translation

Communicative translation attempts to render the exact contextual meaning of the original in such a way that both content and language are readily acceptable and comprehensible to the readership.” (pp. 45-47)

Through the expert explanations about translations, we can see that in a translation we should transfer the meaning and the whole structural and grammatical rules of SL into the equivalent meaning, the structural and grammatical rules of TL. Sure, it is not an easy task. As all we know idioms can be a part in a translation that is very challenging to be translated into the target language. It is because idioms have a very different meaning with its derived-words. As O'dell and McCarthy (2017) said that Idioms are fixed combinations of words whose meaning is often difficult to guess from the meaning of each individual word (p.6). There are 7 types of idioms, namely:

Similies

are expressions which compare two things; they always include the words as or like (O'dell and McCarthy, 2017, p.22)

Binominals

are type of idiom in which two words are joined by a conjunction/linking word, usually *and*... **black and white**. (O'dell and McCarthy, 2017, p.24)

Proverbs

Are short sentences which refer to something most people have experienced and which give advice or warning. Like idioms, their form is fixed... (O'dell and McCarthy, 2017, p.26)

Clichés

Is a comment that is often used in certain common, everyday situations. It is a comment that most people are familiar with... they are also frequently played with in advertising slogans and newspaper headlines. (O'dell and McCarthy, 2017, p.28)

Fixed statements

are idioms that used in our daily life such as... *Take it easy!* which means *...calm down! Relax!*... (O'dell and McCarthy, 2017, p.28), and

Other languages

...English includes many words from other languages. for example... come from Latin or French... ad hoc; He was paid on an ad hoc basis; meaning, not planned but arranges or done when needed." (O'dell and McCarthy, 2017, p.30)

As we can see above, the types of idioms are varied. Each idiom must have its own difficulties to be translated and the researcher wants to know the translation method used by the feature of "see translation" in translating those idioms. That is the reason why the researcher will do analysis of the translation methods used in translating English Idioms into its Indonesian Translation in Instagram Captions. In this research, the researcher will

analyze the Instagram captions of Cristiano Ronaldo which is recorded in website of *Guinness World Records* as the most followers Instagram for an athlete by applying the Newmark's translation methods theory. This research can help students who want to do a research in English idioms translations. Besides, this research can give a new knowledge to the readers too about kinds of translation methods and kinds of English idioms.

The researches about analysis translation in Instagram captions and English idioms have been performed before such as in Vienita Putri's research (2019) about Translation Shift and Accuracy of Noun Phrase in Instagram Caption Translation. Her research's purposes are searching for the translation shifts of noun phrase in Instagram caption translation, showing the translation techniques used in translating noun phrase to Target language and checking out the translation accuracy of noun phrase. Her research result is there are six kinds of translation shift in translating the data namely intra-system shift, structure shift, unit shift, level shift, none shift, and class shift. There are 9 translation techniques used; literal translation, borrowing technique, establish equivalent, calque, discursive creation and reduction, linguistic compression, and linguistic amplification and transposition. In term of translation accuracy 58.20%, less accurate with 21.60%, and 25.60%.

In Jarod Surya Putra (2017) which his research title is Strategies In Translating English Idioms Into Indonesian Found In Sillicon Valley Tv Series. His research is to find out the English idioms used the most and less strategies used in translating English idioms in that TV series. His research results showed English idioms existed namely verb + object/complement (and/or adverbial), prepositional phrase,

Compound, simile, binomial, whole clause or sentence and exclamation or saying. The most used strategies is translating idiom to non idiom according to Nida dan Taber' theory (1974), paraphrasing strategy according to Mona Baker's theory (1992). The strategies that is not used are non idiom to idiom, using similar meaning and form, and omission.

In Maulida Azzahra Zaid (2019). She did a research about An Analysis Of Idiomatic Expression Used By Characters In Hotel Transylvania Movies. In her research, she was looking for the types of idiomatic expressions spoken by characters in Hotel Transylvania and to interpret the meaning of the idiomatic expressions in that movie. The research results are proverb and cliché idioms are the most-used idiom types in that movie. She also concluded that in translating the idiomatic expressions, the translators should not only see the meaning in the dictionary but see the context of the idiomatic expression sentences too. This research focuses on the data that are used is the Instagram captions of Cristiano Ronaldo. This research focuses on the types of English idioms existed in the data and translation methods used for translating the data.

RESEARCH METHOD

This research used the qualitative method that means in this research the researcher uses the textual data which are words and observes the data from Cristiano Ronaldo's Instagram captions based on the research's aims. According to Hennink, Hutter and Bailey (2011) Qualitative research is guided by concepts from interpretive paradigms... the objective: to gain a detailed understanding of underlying reasons, beliefs and motivation... Data: data are words (called textual data)... Data collection methods: In-depth interviews, observation.. (p.16)

The researcher collects the data by the following steps:

1. Reading. The researcher reads all the phrases and sentences in Cristiano Ronaldo's Instagram captions.
2. Observing & choosing. The researcher observing & choosing all phrases and sentences in Cristiano Ronaldo's Instagram captions which are counted into English idioms by using O'dell and McCarthy theory of English Idioms types. The researcher chooses the data randomly that means the researcher chooses the first 25 data appeared.
3. Listing. The researcher makes a list of the data.

After all the data is collected, the data is read once more to make sure that all the data is correct. Then, the researcher starts to analyze the data by using Newmark's translation methods. The analysis are shown in the table.

RESULTS AND DISCUSSIONS

RESULTS

From 25 data analyzed, the English idioms existed in Cristiano Ronaldo's instagram captions are Fixed statement (16 data), Cliché (7 data), and Proverb (2 data). The translation method used are Communicative translation (14 data), Literal translation (8 data), and Word-for-word translation (3 data). The English idioms appeared in Cristiano Ronaldo's Instagram captions is *Fixed statements*, *Cliché*, and *Proverb*. Next, the most translation methods used is *Communicative translation method*.

DISCUSSION

Here are the further discussions of the data (**Table 1**). From the table above, we can see in data no 2, the bolded phrase ... ***Have a good day*** ... is translated into ... ***Semoga harimu menyenangkan..*** It is counted into a Fixed statement idiom

because *Have a good day* is a commonly used phrase in daily conversations to wish someone has a very pleasant day. It is in accordance with O'dell and McCarthy's theory (2017) they said that fixed statements are idioms that used in our daily life such as... *Take it easy!* which means ...*calm down! Relax!*... (p.28). Next, the translation methods used in translating that phrase is the communicative translation method. As we can see that in SL, the phrase "*Have a good day*" is a verb phrase and in TL it is translated into "*Semoga harimu menyenangkan*" which is a sentence. Through this we can see the translation is conveyed by considering the TL emphasis. It is translated the contextual meaning of SL into an adequate and a readable grammatical and context in TL. As Newmark (1988) said that Communicative translation attempts to render the exact contextual meaning of the original in such a way that both content and language are readily acceptable and comprehensible to the readership (p. 47) (Tabel 2).

As we can see data no 1 in the table above, the bolded phrase, *Home sweet home* ... is translated into *Rumahku manis*.. in TL. we can see that the phrase is a Fixed statement idiom because *Home sweet home* is a phrase which always uses in daily conversations when people wants to say it is glad to come home. It is in accordance with O'dell and McCarthy's theory (2017) they said that fixed statements are idioms that used in our daily life such as... *Take it easy!* which means ...*calm down! Relax!*... (p.28). Then, the translation method used in that phrase is the Literal translation method. The phrase "*Home sweet home*" is a noun phrase and in TL it is translated into the

closest grammatical structure too, a noun phrase, by adding the word "*ku*" and not translating the word "home" in the end of the phrase, becomes "*Rumahku manis*". So that, the TL translation has the same grammatical structure with SL, but the meaning of the text is not conveyed. Through this we can see that the Literal translation is applied in here. As Newmark (1988) said that The SL grammatical constructions are converted to their nearest TL equivalents but the lexical words are again translated singly, out of context (p. 46) (Table 3).

The bolded phrase in data no. 1 above, *Couldn't be happier* ... is translated into *Tidak bisa lebih bahagia*.. in TL. We can see that the phrase is a Fixed statement idiom because *Couldn't be happier* is a phrase which is very common to be used in daily conversations when people are so overjoyed about something. It is in accordance with O'dell and McCarthy's theory (2017) they said that fixed statements are idioms that used in our daily life such as... *Take it easy!* which means ...*calm down! Relax!*... (p.28). For the translation methods used here is the Word-for-word translation method. The phrase "*Couldn't be happier*" is a verb phrase and in TL it is translated also into a verb phrase as "*Tidak bisa lebih bahagia*". The TL translation has the same grammatical structure with SL and translated with the words' general meaning without considering the SL context. As Newmark (1988) said that The SL word-order is preserved and the words translated singly by their most common meanings, out of context...(p. 45). Through this it can be concluded that the Word-for-word translation is performed in here.

Table 1.
Communicative Translation

No	Instagram Caption's Date	SL	TL	Types of idioms	Translation Method used
1	7/2/2021	Happy to score and help the team against a tough opponent! 3 important points! <i>Well done</i> lads 🙌👉 #finoallafine	Senang mencetak gol dan membantu tim melawan lawan yang tangguh! 3 poin penting! <i>Bagus sekali</i> anak-anak 🙌👉 #finoallafine	Fixed statement	Communicative translation
2	5/2/2021	Done ⚽👉 <i>Have a good day!</i>	Selesai ⚽👉 <i>Semoga harimu menyenangkan!</i>	Fixed statement	Communicative translation
3	4/1/2021	...What an incredible number!!...	...Angka yang luar biasa!!...	Cliché	Communicative translation
4	21/1/2021	Good Morning...	Selamat Pagi...	Fixed statement	Communicative translation
5	27/12/2020	Ending 2020 with a bling. What better way to celebrate the launch of the legend shampoo than these limited-edition gold Clear trophies signed by me.	Mengakhiri tahun 2020 dengan bling. Cara apa yang lebih baik untuk merayakan peluncuran sampo legend dari pada trofi emas edisi terbatas Clear yang ditandatangani oleh saya	Cliché	Communicative translation

Tabel 2.
Literal Translation

No	Instagram Caption's Date	SL	TL	Types of idioms	Translation Method used
1	31/2/2021	Home sweet home! 🍷👉	Rumahku manis! 🍷👉	Fixed statement	Literal translation
2	10/12/2020	...But until then, the show must go on!...	...Tapi sampai saat itu, pertunjukan harus terus berlanjut!	Proverb	Literal translation

Tabel 2 lanjutan

3	5/6/2020	...We love you to the end of the world...	...Kami mencintaimu sampai akhir dunia...	Fixed statement	Literal translation
4	6/6/2020	...Take part in the #clearresiliencechallenge...	...Ambil bagian dalam detail #clearresiliencechallenge...	Fixed statement	Literal translation
5	21/11/2019	...I'm offering 12 scholarships for those who never give up on their dreams...	Saya menawarkan 12 beasiswa untuk mereka yang tidak pernah menyerah pada impian mereka...	Cliché	Literal translation
6	18/11/2019	...Now @insparya_es make it easier. Now you can get your hair diagnosis online sekarang @insparya_es mempermudah. Sekarang Anda dapat mendapatkan diagnosis rambut Anda online...	Fixed statement	Literal translation
7	23/08/2018	Challenge the rules by making your own... My thoughts	Tantang aturan dengan membuat sendiri...	Fixed statement	Literal translation
8	6/5/2018	and prayers are with you...	Pikiran dan doaku menyertaimu...	Cliché	Literal translation

Tabel 3.
Word-for-word translation

No	Instagram Caption's Date	SL	TL	Types of idioms	Translation Method used
1	28/12/2020	Couldn't be happier with tonight's award!	Tidak bisa lebih bahagia dengan penghargaan malam ini!	Fixed statement	Word-for-word translation
2	13/5/2020	Like father like son...	Seperti ayah seperti anak laki-laki...	Proverb	Word-for-word translation

Tabel 3 lanjutan

3	13/1/2020	...Top of the table!...	...Diatas meja...	Fixed statement	Word-for-word translation
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CONCLUSION AND SUGESSTION

From 25 data analyzed, we can see that the English idioms existed in Christiano Ronaldo's Instagram captions are *Fixed statement* (16 data), *Cliché* (7 data), and *Proverb* (2 data). The translation methods employed are *Communicative translation* (14 data), *Literal translation* (8 data), and *Word-for-word translation* (3 data). The English idioms appeared in Christiano Ronaldo's Instagram captions is *Fixed statements*, *Cliché*, and *Proverb*. Besides, the most translation methods used is *Communicative translation*. Through this research results, we know that *Communicative translation method* is applied in translating English idioms by the feature of "see translation" in Instagram captions. This method is used due to find the closest meaning of SL to TL, so Instagram's users in TL can understand clearly and comprehensively about the meaning of SL. For the next researchers who are interested in analyzing Instagram caption translation by "see translation" feature, they can do a research about the translation of gerund in Christiano Ronaldo's Instagram captions.

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