CHAPTER II
LITERATURE REVIEW

2.1 Translation

Translation, according to Foster (1958) is an act of transferring the content of a text from the source language (SL) into the target language (TL). Baker (2017) argues that translation is a way of (re)narrating and reconstructing, rather than simply conveying meaning from one language to another, whether done accurately or not.

Newmark (1988) states that people approach translation with four levels of awareness:

1. The SL text level; it is the foundational language level, where we start and frequently return to

2. The referential level; it is the understanding of objects and events, whether real or imagined, which we need to visualize and construct progressively. This level is crucial for both comprehension and reproduction

3. The cohesive level; it outlines the flow of ideas, the emotional tone (whether positive or negative), and the underlying assumptions of the SL text. This level includes both comprehension and reproduction aspects, providing a comprehensive overview that may require adjustments at the language level

4. The level of naturalness; it refers to the use of everyday language that is appropriate for the writer or speaker in a given context.

The field of translation is diverse, as it responds to the need for translation in various professional fields. Scheibengraf (2021) explains that there are at least 11 main areas of translation:

1. Technical translation; the area of translation that requires technical knowledge (machinery, engineering, computer science, etc.). The types of texts typically encountered in this field include equipment manuals, software documentation, operating instructions, automotive documents, assembly instructions, and installation guides.

2. Legal translation; translators in this field are required to possess expertise in legal documentation and a thorough understanding of legal terminology and practices pertinent to the target jurisdiction. Common document types include contracts, rulings, certificates, and other legal instruments.

3. Marketing translation; marketing translators are expected to have a strong grasp of marketing strategies, high creativity (copywriting skills are highly needed), and a keen awareness of current marketing trends and techniques. Examples of texts include website content, advertising texts, brochures, press releases, social media content, SEO-optimized texts, blog posts, UX/UI, presentations (pitch deck), and product descriptions.

4. Finance/accounting translation; the target audience of the texts consists of accountants, financial managers, and other finance professionals. This field includes documents such as bank reports, financial statements, annual reports, and newsletters/information circulars for shareholders.

5. Travel and tourism translation; hotel listings, travel agency websites, holiday brochures, and airline websites are examples of texts from this field. Translators specialised in travel and tourism are required to have a good understanding of the culture and conventions of the destination country, the travel industry in general, as well as a grasp of broader trends in this industry.

6. Journalistic translation; it involves various types of texts, including magazine articles, news articles, speeches, interviews, press briefings, and political discussions. The topics covered are varied, including politics, economy, health, technology, sports, entertainment, culinary, and many more.

7. Medical/pharmaceutical translation; medical translation involves clinical research articles, informed consent forms, patient education materials, medical certificates/reports, etc. This is one of the most challenging fields since the translators are required to have profound knowledge of the relevant medical field.

8. Social science/humanities translation; translators in this field are required to understand and analyse complex theories and concepts, showcasing analytical skills, independent learning, innovation, cultural sensitivity, knowledge of academic conventions, etc.

9. Literary translation; such as both fiction and non-fiction books, short stories and novels, plays, graphic novels, collections of poetry, and other literary pieces. Translating literary works means that the translators have to be a 'writer'. They are required not only to faithfully convey the original text but also to evoke similar emotional reactions from the target readership while adhering to cultural sensitivities.

10. Art translation; translators in this field typically collaborate with museums, auction houses, galleries, and art critics or journalists. A deep understanding of the cultural and historical contexts surrounding art is crucial, as is the ability to write engagingly for both experts and the general public.

11. Audiovisual translation; the need for audiovisual translation is growing rapidly along with the technological development in the entertainment industry. With the growing popularity of streaming platforms like YouTube, Netflix, and iQIYI, the demand for proficient audiovisual translators has increased significantly. These professionals are required to be skilled in using subtitling tools and other relevant software.

In this study, the researcher focuses on research on one of the journalistic translation products, namely online news, using Molina-Albir techniques to identify the translation techniques and Nababan parameters to assess the quality of English-Indonesian translation. Molina and Albir (2002) 18 translation techniques are often applied to analyze the techniques used in news translation because the classification is more varied and it is easier to recognize each technique. Nababan (2015) created parameters of quality assessment that cover three important aspects of translation: accuracy, acceptability, and readability.

2.1.1 Journalistic Translation

Guerrero and José (2022) explained that journalistic translation is the process of translation within news organizations. This encompasses both print and online newspapers, audiovisual media, press associations, magazines, news agencies, and various other media companies. Journalistic translation, also often called as news translation, has its own uniqueness because, in practice, news translators do not always translate news with the exact same order of information delivery as the original news. The modifications typically made in journalism are usually related to reduction and addition. The most common alterations in the translation process include adjusting titles and subtitles, removing irrelevant details, incorporating essential background information, rearranging the sequence of paragraphs, and condensing the content (Guerrero & José, 2022). This is because each agency has its own regulations in regulating the procedures of information delivery.

According to Holland (2013), there are constraints and issues in journalistic translation:

1. Time pressure

    Journalists are required to quickly release news every day, and so are news translators. Even in some agencies, news translators are journalists themselves. The demand to produce a lot of news in a short time is a challenge in making quality news.

2. Resources

    Some news agencies get their sources of information from correspondents, while others get theirs from news wires. Differences in sources of information affect the quality of news.

3. Linguistic constraints

    Language differences mean cultural differences. Translators need to take into account how to effectively communicate based on the culture of the audience. This involves not just adhering to grammatical rules but also adjusting the tone, as it can influence the overall meaning of the news.

4. Accuracy and objectivity

It is common knowledge that many news agencies are used by certain parties to spread propaganda and steer public opinion towards an issue. This affects the results of news translations. The perspective of conveying information and nuances in TT may be different from ST, which makes its accuracy and objectivity sometimes questionable.

2.2 Translation Techniques

There are many different terms used to analyze and categorize translation. Some said techniques and strategies, while others called them methods or procedures. Mas (2016) defines translation method as the basic principle of our way in translating the text, which leads the translators to the type of translations.

According to Molina and Albir (2002), translation techniques are procedures to analyze and classify how translation equivalence works. They have five basic characteristics:

1. They influence the outcome of the translation

2. They are classified by comparing them to the original text

3. They impact micro-level units of the text

4. They are both discursive and contextual

5. They serve a functional purpose

Based on the points above, they proposed a translation technique framework that includes 18 techniques:

1. Adaptation; it is a technique whereby a cultural element of the source text is replaced with one from the target culture because the original reference does not exist or would not be familiar to the target audience. Example: "He is the Shakespeare of our time." can be translated as "*Dia adalah Pramoedya Ananta Toer di zaman kita*." (The name is changed to another figure that is more relevant to the Indonesian audience and Indonesian literature).

2. Amplification; this technique introduces information that is not present in the ST. It is applied to help the target audience understand the context

better through the addition of information and details. Example: "The President issued a statement." is translated as "*Presiden Republik Indonesia mengeluarkan pernyataan resmi.*"

3. Borrowing (pure, naturalized); this technique involves taking words from another language without alteration (pure borrowing) or making alterations to fit the TL (naturalized borrowing). It is applied when there is no equivalence, or when the translator wants to emphasize cultural reference or preserve authenticity. Example: "Democracy" is translated as "*demokrasi*" (naturalized borrowing) and "Startup" is still written as "*Startup*" (pure borrowing) in Indonesian.

4. Calque; this technique is used to translate words or phrases from the source language (SL) to the target language (TL) literally, but still follow the syntax or word patterns of the SL. Example: "Skycraper" is translated as "*pencakar langit*", "cold war" is "*perang dingin*", and "honeymoon" is "*bulan madu*" in Indonesian.

5. Compensation; this technique is used when a meaning, nuance, or stylistic feature from the source text (ST) cannot be translated directly or at the same position in the target text (TT). Thus, the translator inserts that meaning elsewhere in the text to preserve the overall effect. It is often used to translate idioms or metaphors (Example: "She said it like a queen." can be translated as "*Nada bicaranya sangat anggun dan berwibawa*"). It is also used in journalistic translation. Sometimes news translators separate some parts of the translated paragraph or combine translated paragraphs in the TT.

6. Description; this technique is used when a single word or expression in the source language does not have an equivalent in the target language, so the translator provides a descriptive explanation of its form and/or function instead. Example: "*Haiku*" can be translated as "*puisi pendek tradisional Jepang yang terdiri dari tiga baris*" in Indonesian.

7. Discursive creation; it is a translation technique that introduces an unpredictable out-of-context equivalence that is highly situational (temporary). Translators apply this technique to create a translation that is stylistic and communicative yet still acceptable in the target culture. Example:

"*Bebas Aturan Main*", one of many famous Warkop DKI's movies that was released in 1993, is officially translated as "No Rules Rules" in English.

8. Established equivalent; this technique is used when there is a widely accepted, conventional translation of a word, phrase, or concept in the TL. The term must be recognized widely among the community, professionally used, or available in official dictionaries. Example: the equivalence of "Prime Minister" in Indonesian is "*Perdana Menteri*", "carbon footprint" is "*jejak karbon*", "World Health Organization" is "*Organisasi Kesehatan Dunia*, etc.

9. Generalization; it is a technique that uses a more general or neutral term in TT. It is necessary to use this technique when there is no exact equivalence of the term or expression in the TL, the specific term might confuse the target audience, literal translation is not effective enough to bridge the cultural or contextual differences, or just to simplify terms that is not crucial. Example: "iPad" can be translated as "*tablet*", "*segelas Aqua*" as "A glass of mineral water", "cardiologist" as "*dokter*", etc.

10. Linguistic amplification: This technique involves making the translation longer by adding explanatory phrases or words to make the meaning clearer or more natural in the TL. It is commonly applied in simultaneous interpreting, subtitling, and cultural adaptation. Example: "Cheers!" can be translated as "*Ayo semuanya bersulang!*", "You got it?" as "*Kamu paham maksudku, kan?*", etc.

11. Linguistic compression: This technique involves condensing linguistic elements within the TT without losing essential meaning. It is often applied in interpreting and dubbing. Example: "I have no idea what you are talking about." can be translated as "*Aku nggak paham.*" in Indonesian.

12. Literal translation: It is used to preserve the structure and meaning as literally as possible in the TT. This technique is possible to be applied only

if the result is grammatically and semantically accepted in the TT (natural and accurate). Example: "This is my cat" is translated as "*Ini kucing saya*".

13. Modulation: This technique involves alteration of the perspective, focus, or cognitive category, which can be lexical or structural. It reflects a different way of thinking between the source and target language. Example: "It is possible" can be translated as "*Itu tidak mustahil*".

14. Particularization: This technique is used when the translator chooses to specify a term in the TT. The purpose is to clarify or conform to natural usage in the TL and to make the translation more vivid or culturally relatable. Example: Translating "drink" as "*es teh*" or any other typical Indonesian drinks, "Indonesian government" as "*Dewan Perwakilan Rakyat*", etc

15. Reduction: This translation technique involves omission of information that exists in the ST due to several considerations: it is considered unnecessary, redundant, or unnatural in the TL. It could be also to achieve better clarity or conciseness to fit in the limited space available. Example: "*Presiden Ketiga Republik Indonesia BJ Habibie*" can be translated as "The Third President of Indonesia BJ Habibie".

16. Substitution (linguistic, paralinguistic): This technique occurs when a verbal expression in the ST is replaced with a non-verbal element like intonation, sound effect, gestures, and any other paralinguistic elements (paralinguistic substitution) and vice versa (linguistic substitution). It is commonly used in subtitling, audiovisual translation (AVT), dubbing, comics, and graphic novels. Example: "Not yet." is replaced with gesture cue of shaking head.

17. Transposition: This technique occurs when the translator shifts a part of speech or grammatical structure from the ST into a different one in the TT without changing the core of the information. Example: "They made a quick decision" is translated as "*Mereka memutuskan dengan cepat*" (change from a noun phrase "quick decision" to a verb phrase with an adverb "*memutuskan dengan cepat*").

18. Variation: This technique is applied when the translator changes linguistic

or paralinguistic features (intonation, gestures) that modify different aspects of linguistic variation, including tone, style, social, and geographical dialects. Example: "trash can" is usually translated as "*tempat sampah*" in Indonesian. But, depending on the nuance or cultural context, it could also be translated into "*tong sampah*" or *"bak sampah"* which are the informal terms of "*tempat sampah*".

2.3 Translation Quality Assessment

According to Nababan (2015), a high-quality translation must meet three aspects: accuracy, acceptability, and readability. Accuracy here refers to whether the target text (TT) is equivalent to the source text (ST). This equivalence refers to the equality of meaning and information conveyed. Acceptability refers to the conformity of the TT to the norms, culture, and grammar rules of the source language (TL). Readability focuses on how effectively the translation helps the target audience to easily comprehend the context and overall information. To measure translation quality based on these three aspects, Nababan (2015) suggests accuracy, acceptability, and readability assessment instruments:

Table 2.1 *Translation Accuracy Assessment Instrument*

Accuracy Level	Score	Qualitative Parameters
Accurate	3	Meaning of words, technical terms, phrases, clauses, sentences, or texts from the source language are conveyed precisely into the target language without any alteration of meaning.
Less Accurate	2	The majority of the meanings of words, technical terms, phrases, clauses, and sentences have been effectively conveyed in the target language. Nonetheless, there are still instances of distorted meanings, ambiguities, or missing interpretations that undermine the overall coherence of the message.
Inaccurate	1	The meanings of words, technical terms, phrases,

clauses, sentences, or texts from the original language are either inaccurately conveyed in the target language or completely omitted.

Table 2.2 *Translation Acceptability Assessment Instrument*

Acceptability Level	Score	Qualitative Parameters
Acceptable	3	The translation sounds natural; the technical terminology is widely recognized and understood by the audience; the phrases, clauses, and sentences adhere to Indonesian grammatical standards.
Less Acceptable	2	The translation sounds natural in general. Nonetheless, there are a few minor concerns regarding the use of technical terminology and some grammatical mistakes.
Unacceptable	1	The translation appears unnatural or resembles a rough draft; the technical terms used are uncommon and may not be familiar to the reader; the phrases, clauses, and sentences do not adhere to Indonesian grammatical structures.

Table 2.3 *Translation Readability Assessment Instrument*

Readability Level	Score	Qualitative Parameters
High	3	Words, technical terms, phrases, clauses, sentences, or translated text can be comprehended easily by readers.
Average	2	Overall, readers can grasp the translation, but some sections may require multiple readings for full comprehension.
Low	1	The translation is difficult for the readers to comprehend

2.4 Previous Studies

Previous research conducted by Handoyo (2016) analyzed the techniques and quality of English-Indonesian translation on BBC News Indonesia using the descriptive-qualitative analysis method. He chose five news published on BBC News Indonesia on 25 December 2013 under categories of sport, politics, economy, science, and health as the samples. The translation quality was measured based on the accuracy, readability, and acceptability while translation techniques were classified using Molina-Albir's classification. Based on the analysis results, the translation techniques used in the five samples were amplification, reduction & omission, borrowing, compensation, modulation, particularization, compression, established equivalence, paraphrasing, literal translation, transposition, synonym, and explicitation. The most frequently used were amplification, reduction & omission, and compression, while the least commonly used were synonym and established equivalent (Handoyo, 2016). The five samples showed different assessment results. Three of the news items, which are "*Peneliti sebut 'Hobbit' menyusut dari generasi ke generasi*", "*Tujuh penari balet Kuba membelot*", and "*Pria botak memiliki risiko masalah jantung lebih tinggi*" got high accuracy score (80-85). The five samples got good scores for readability and acceptability, with mean scores of 80 and 81. This shows that the BBC News Indonesia translators succeeded in making acceptable news translations that sound natural for the Indonesian audience. The use of amplification techniques provides additional information that helps readers understand the context of the news more clearly.

Naratama (2017) analyzed translation techniques (he called them 'strategies' and argued that both are the same) in BBC Indonesia news and their influence on translation quality. The samples were taken from BBC Indonesia news which was a translation of BBC English news. The selected data were Indonesian translated news (TT) from the world column on the BBC Indonesia news site with the title "*Serangan udara meninggalkan kota Aleppo 'tanpa air*'", and the original news (TT) from the world column on the BBC news site with the title "Syria conflict: Air strikes leave Aleppo 'without water'" (Naratama, 2017).

The classification of translation strategies used was Newmark's, Baker's, and Hoed's. The results of the study showed that of the nine classifications used, namely additional explanation, reduction, calque, transposition, paraphrase, descriptive equivalence, acknowledged translation, naturalization, and generic words, the additional explanation strategy was used most often, 13 times, which means 21.0% of the total frequency of use of the nine translation strategies. To find out whether these strategies affect the quality of the translator, the researcher refers to Nababan's (2015) parameters consisting of readability, acceptability, and accuracy.

Normalita and Nugroho (2023) applied Molina-Albir's classification to analyse the translation techniques on BBC News headlines. The samples were headlines of 15 news uploaded by the BBC from October to December 2022. Based on the research, from all 18 techniques, 15 were used: amplification-addition, amplification-explication, amplification-paraphrase, borrowing-pure, borrowing-naturalized, calque, compensation, discursive creation, established equivalent, generalization, literal translation, modulation, particularization, transposition, and partial reduction (Normalita & Nugroho, 2023). The most frequently used technique was established equivalent with a total frequency of 17 or 28% of the whole data. The researchers concluded that established equivalent makes an accurate translation. They added that discursive creation technique might not making accurate results, but it is still acceptable since it enhances the appeal of the headlines through out-of-context or unexpected equivalents.

Research updates are needed in all fields of science, including applied linguistics, such as translation, or, to be specific, journalistic translation. This aims to ensure that the field remains relevant to the development of human civilization, as what Scammell (2020) stated: "Continually evolving global media landscape presents opportunities for research that specifies the involvement of translation in a multitude of developing news contexts". Although the methodology (descriptive-qualitative, Molina-Albir techniques, and Nababan's quality assessment) might not be entirely novel in itself, the application of this

methodology to the recent CNN Indonesia's English-to-Indonesian news translation with a specific topic (the trade war happened in April 2025) is where the novelty lies. The reason why researcher chose trade war news in April 2025 as the sample because global economic conditions were intensifying due to heightened international political and economic conflicts. During that month, the relationship between the US and China faced significant challenges due to rising trade tariffs, and other parties also opposed the US. This included resistance from EU countries and people on social media, which is highlighted in the news that the researcher analyzes.

The current news study, which its impact is still widely felt by the global community, makes it relevant not only in the theoretical aspect but also in social and cultural aspects. This is expected to provide researchers in the future with an overview of what kind of news is made by journalists and translators nowadays regarding the trade war and how they convey the situation in written news.