

## **Techniques in translating terms of service in the Go-Jek Application**

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### **Abstract**

*In the age of digital platforms, in which Indonesia is seeing an increase, consumers may access a broader range of services, information, and entertainment more easily. A platform called Go-Jek provides several services. One of the various menus in Go-Jek is the Terms of Service. It has Indonesian and English languages. When a translator translates a text, the meaning or message of the original language has to be accurately and successfully conveyed in the target language to enable translators to grasp a wide range of cultural backgrounds and consider grammatical structures. This study aims to clarify and determine the dominant technique for translating the terms of service in the Gojek. In order to complete missing words or phrases between the originating language to the targeted language, the translator's responsibility is to provide accurate and creative ability. This study method was descriptive and qualitative and uses the translation theory of Molina and Albir (2002)—the data obtained by documents. A total of ten translation techniques were used in this translation. The top two are established equivalent techniques with 256 data frequency and literal translation with 107 data frequency. The dominant translation technique is the established equivalent technique. This indicates a stronger inclination toward the target language form in the translation.*

**Keywords:** *Gojekt; platforms; ranslation techniques.*

### **Introduction**

Various platforms for applications and websites use translating, involving Twitter, Google Translate, Naver Papago, and EB White's Charlotte's Web. Translating translation is the process of rendering a message or statement in the form written or spoken from one language into another while preserving the original content's meaning, context, and style in this age of digital communication. As stated by [Pamungkas \(2020\)](#), translation can be considered a complicated undertaking considering it encompasses much more than just

linguistics. Translation has an important role in communication. In the communication process, people utilize language to convey their thoughts and feelings and maintain contact with others (Noftariani, 2019). According to Kripper (2023) argues that an understanding of a world growing more fragmented depends heavily on translation. People from many languages and cultures can connect through it. Translation allows people to learn and understand the languages and cultures of others. The language change capability in applications makes them more efficient and user-friendly for users from many language backgrounds, making translating features intriguing. Translation is more than just word substitution; it is also about transmitting cultural equivalents between the target and origin languages. Enhancing translations must be rational and anchored in reality for the source language (SL) content to satisfy readers in the target language (TL) and provide the desired meaning. According to Wulansari et al. (2023), the translation stage occurs when an object in the language of the source (SL) in a single language stage (such as a grammatical structure) corresponds to a comparable the goal language (TL) in a later stage of the language (such as Lexis).

Translations can be found in a wide range of written and electronic media. (Fitria, 2019). Translations are available in print media such as novels, newspapers, and journalism. On the other hand, audiovisual translation products can be found in electronic media such as films, TV shows, podcasts, YouTube, and Applications like Spotify. Through dubbing or subtitling, such voices and sentences have been transformed into the language of the intended audience. The translator might be concerned about the translation methods used in the Go-Jek Application's translating Terms of Service. To help readers or viewers comprehend the meaning of the language and action on screen, the application includes changing languages.

According to Yatuzzuhriyyah and Hilman (2022) , while sources (such as printed and electronic sources) can be translated into many other languages, there are occasionally still words, phrases, and sentences that are untranslatable. There needs to be a gap between the target and source language, which causes an issue. Most cultural words are easily recognized because they are linked to a particular language and are not easily translated, even though many cultural behaviors are articulated in many countries with sub-cultures in one language. Regarding the terms of the service menu, the Go-Jek application is a text that appears on the user's smartphone screen and contains phrases, clauses, and sentences, much like a book or legal document. The Go-Jek app features a change language option in addition to the menu above. Translating a reading from the Go-Jek app's terms of service menu into the target language is necessary. Therefore, the reader or translator can commonly convey the intended meaning in the original language.

The translator can use many techniques to translate the Terms of Service of the Go-Jek App. According to [Molina and Hurtado Albir \(2002\)](#), there are 18 different types of translation techniques: adaptation, amplification (addition), borrowing, compensation, calque, description, discursive creation, established equivalence, generalization, linguistic compression, linguistic amplification, literal translation, modulation, particularization, reduction, substitution, transposition, and variation. This study aims to clarify and determine the dominant technique for translating the terms of service in the Gojek application.

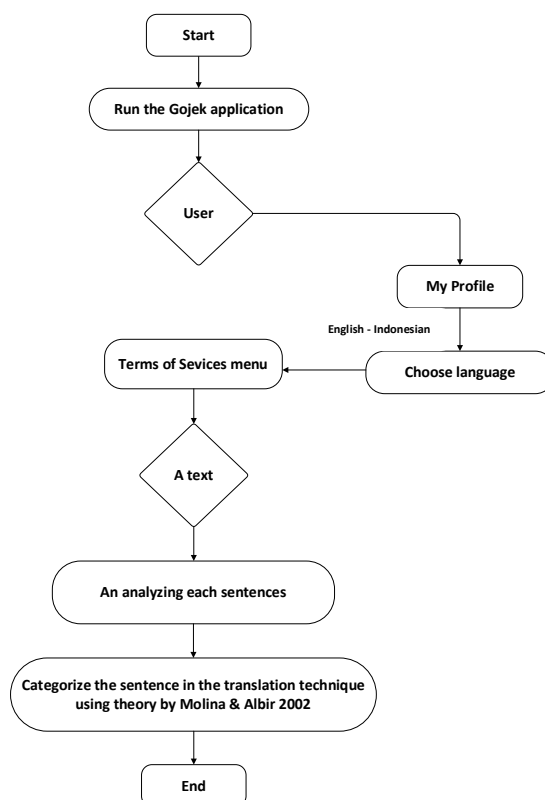
Studies about techniques of translation have been discussed by many researchers ([Farahsani et al., 2023](#); [Gunawan et al., 2022](#); [Kadwa & Alshenqeeti, 2020](#); [Montazeri & Tame, 2021](#); [Sembiring et al., 2022](#); [Swarniti, 2021](#); [Tuhumena et al., 2021](#)). They state that techniques of translation using theories by ([Molina & Hurtado Albir, 2002](#)). [Kadwa and Alshenqeeti \(2020\)](#) focused on analyzing translation methods of a woman's angry speech act in 13 Reasons Why season 1 revealed that translators employ established equivalent, variation, pure borrowing, and explicitation in direct cognitive signs. Therefore, a translator creates great translation results. In addition, [Montazeri and Tame \(2021\)](#) analyzed translation techniques and exegesis in Zand of three gāthic hymns of Avesta revealing that borrowing is the most commonly used translation approach. Moreover, [Swarniti \(2021\)](#) explores the techniques of translation in the New Testament Bible of Mark's Gospel using Nemark's (1988) theory, revealing that this method is the top frequency translation technique used to accurately reflect cultural norms in the target language and various translation techniques. In addition, [Tuhumena et al. \(2021\)](#) conducted a study on translation approach levels of Indonesian traditional and cultural articles, and the writers discovered seven techniques, including description and pure borrowing. On top of that, it included four terms with acceptable translation and three with less acceptable data. Furthermore, [Sembiring et al. \(2022\)](#) found that 10 of 18 techniques were used in translating nure-nure texts in Karonese society into English with adaptation, description, transposition, calque, generalization, literal translation, modulation, compensation, amplification, and borrowing. In addition, [Gunawan et al. \(2022\)](#) studied the interpretative translation methods, focusing on Muhammad Thalib's Qur'an translation, and discovered 12 translation techniques. The dominant technique is established equivalent (47.05 %), categorized as communicative and domesticated translation ideology. Moreover, [Farahsani et al. \(2023\)](#) studied translation methods in mechanical engineering from English to Indonesia, and the writers found three methods: literal, faithful, and semantic. While multiple studies have looked at translation techniques across different texts, there is a significant lack in this study that focuses on the specific issues and techniques used in

translating Terms of Service documents, particularly in the context of mobile applications such as Gojek. Furthermore, as technology becomes more integrated into everyday life, it is crucial that digital platforms are accessible and understood to a wide range of user groups. Therefore, this study may give light on how translation techniques influence user comprehension and participation with digital services.

## Method

The writers formulated a qualitative design in this study. Therefore, composition writers analyze and classify words, clauses, phrases, and sentences. According to [Creswell and Creswell \(2017\)](#) qualitative research is “a means for exploring and understanding the meaning individuals or groups ascribe to the social or human problem”. Additionally, [Muzari et al. \(2022\)](#) states “qualitative data” is descriptive and subjective, as it is always expressed through words. Moreover, the data in this study were gathered from the Terms of Service menu in the Go-Jek Application.

The following are the data collection stages that will be used in this study, there are:



Since the data were qualitative, there were data collection and analysis techniques. Firstly, the writers launched the Go-Jek App on smartphones. Then,

the writers clicked the profile menu in the application's upper right corner and chose change language. After that, the writers clicked the Terms of Service option and read the script on the screen. And then, the writers analyze and classify words, clauses, phrases, and sentences that use translation techniques. In the next step, the writers identified the translation methods in the Terms of Service menu. The last data results were analyzed and categorized as translation techniques by (Molina & Hurtado Albir, 2002) to simplify the explanation of the meaning; the chosen data were subsequently shown in a table. To enable interpretation and conclusion-making, the data were finally confirmed.

## Results and Dicussion

### Results

The writers took 10 of 20 Terms of Service in Gojek for a sample and used "simple random sampling". Based on Sugiyono (2013) Simple Random Sampling is the random selection of individuals from a population without regard for stratification. The analysis explained that the writers found 532 techniques used in translating terms of service.

**Table 1.** demonstrates the total of translation techniques.

Translation Techniques	Frequency	Percentage %
Established Equivalent	256	48 %
Literal Translation	107	20 %
Pure Borrowing	47	9 %
Naturalization	40	8 %
Addition/amplification	23	4.2 %
Deletion	22	4 %
Adaption	16	3 %
Transposition	10	2 %
Modulation	4	0.7 %
Linguistic Amplification	4	0.7 %
Linguistic Compression	3	0.4 %
Total	532	100 %

In this section, the writers examined the text in the terms of service in the Gojek application. The writers discovered that 11 translation techniques from Molina and Hurtado Albir (2002) were applied to translate the sample data collected. The translation techniques contained in the terms of service are as follows.

### a. Established Equivalent

As explained by ([Molina & Hurtado Albir, 2002](#)), it is “used for a term or expression recognized as an equivalent in the target language (TL) by dictionaries or language in use”.

Data 9

ST : “Gojek is **a technology company**”

TT : “Gojek adalah **Perusahaan teknologi**”

Data 11

ST : “Gojek also **works** with third parties”

TT : “Gojek juga **bekerja sama** dengan pihak ketiga”

The established equivalent occurred in those data. In data 9, the phrase “a technology company” in SL to be “Perusahaan teknologi” in TL. The translator employs terms that are regarded as formal in the source language. In addition, in data 11, The word “works” is translated into “bekerja sama”. The translator used dictionary- recognized terms as an equivalent in the TL.

### b. Literal Translation

A literal translation, as defined by ([Molina & Hurtado Albir, 2002](#)), is a method in which translators translate a word or expression word to word. Furthermore, according to ([Newmark, 1988](#)), there are two types of translation: literal translation, often known as straight or linear translation, and free translation. The literal translation found in the terms of service are as follows.

Data 1

ST : “Greetings from Gojek!” TT : “Salam dari Gojek!”

Data 94

ST : “You agree and acknowledge” TT : “Anda setuju dan mengetahui”

In data 1 and data 94, the translator used literal translation. The translator’s concern for SL is identical to TL’s form and structure. The translator employed a one-to-one conceptual and structural relationship. The translation data above were translated word for word.

### c. Pure Borrowing

Translating words or expressions straight from another language is known as borrowing (Molina & Hurtado Albir, 2002). Before going on to the ordinary morphology (phrase-forms), Newmark (1988) introduced a technique known as “naturalization” —adapting the SL phrase to the ordinary pronunciation of the TL. The data collected below serves as an example.

Data 185

ST : “**Voucher** can only be used against the fees charged by Us”

TT : “Menggunakan **Voucher**.”

The result of this translation involves Borrowing. In data 185, the word “Voucher” above in SL becomes “Voucher” in TL. This shows that this word was purely borrowed from the original's TL. **Pure borrowing** represents the translator's method. The word “Voucher” has been translated directly from one language into another by a translator.

### d. Naturalization

As explained by (Molina & Hurtado Albir, 2002), naturalized borrowing involves adjusting SL words to the destination language's phonetic and morphological norms.

Data 57

ST : “Before using the Application”

TT : “Sebelum menggunakan **Aplikasi**”

In data 57, the word “the Application” is translated “Aplikasi” into Indonesian. It demonstrated that the translator employed the Naturalized Borrowing technique. The translator modified the spelling of the term “Updates” to “Update” in TL.



### e. Addition/Amplification

Amplification is defined as the inclusion of information that is not stated in the ST material and the use of explicative paraphrasing. Furthermore, [Newmark \(1988\)](#) describes this strategy as paraphrasing, which is the process of amplifying or clarifying the meaning of a passage from the text. The example data of amplification are presented below.

Data 19

ST : "We **have summarized**"

TT : "Berikut kami **rangkum poin-poin penting pentingnya**"

Data 380

ST : "Postpone Your payment request"

TT : "Menunda untuk meneruskan permintaan pembayaran Anda"

The example data of amplification or addition technique was recorded in the sets of data 19 and 380. Data 19 shows that "We have summarized" is translated into "Berikut kami rangkum poin-poin penting-pentingnya". If the translator translated it literally, it would be "Telah kami rangkum". The term "summarized" refers to the implicit meaning, poin-poin pentingnya in TL to add information about certain clearly. Moreover, in data 380, the phrase "Postpone Your payment request" refers to "Menunda untuk meneruskan permintaan pembayaran Anda". Literary translation by a translator would be "Menunda permintaan pembayaran". The translator adds the word untuk meneruskan in TL to add details and context information accurately.

### f. Deletion

Suppressing an ST information item in the TT can be accomplished by reduction ([Molina & Hurtado Albir, 2002](#)). In addition, [Vázquez-Ayora \(1977\)](#) identified as "omission" a term that is synonymous with the SL's repetition and omission. The examples are provided below.



Data 21

ST : “**By** using the Gojek app”

TT : "Pengakses aplikasi Gojek"

Data 3

ST : “We have our own Terms and Conditions”

TT : "Kami punya ketentuan penggunaan"

The result of this translation analysis above is using the reduction technique. In data 21, when the term of the source language translates literally, the result would mean “Dengan menggunakan aplikasi Gojek”. The translator deleted the word “By” in the phrase above. Furthermore, in data 3, The clause “We have our own Terms and Conditions” is translated into “Kami punya ketentuan penggunaan”, if translator translated literary it would be “Kami punya ketentuan penggunaan kami sendiri”. The translator deletes the word “our own” in this clause.

### **g. Adaptation**

Adaptation is defined as a method of translation referred to as culture equivalent by (Newmark, 1988). He describes it as “an approximate translation where an SL cultural word is translated by a TL cultural word”.

Data 5

ST : “To make it easier to understand”

TT : "Mudah dibaca"

Data 65

ST : “Via **a text message**”

TT : "Melalui **pesan singkat**"

The result of the technical analysis above is the translation results. In data 5, the phrase “easier to understand” is translated into “mudah dibaca” in the words above. If translator translated literary it would be “Lebih mudah untuk dipahami”. The translator replaces the phrase “Mudah dibaca” in TL to convey

the meaning accurately in Indonesia. Furthermore, in data 65, the phrase “a text message” is translated into “pesan singkat”. That translation shows substituting an original language's cultural component with one of the audience's cultures.

#### **h. Transposition**

Transposition is a frequently employed approach in translation that involves changing the grammatical categories. In addition, (Molina & Hurtado Albir, 2002), claim that the translator translated a grammatical category from SL to TL. Furthermore, according to Newmark (1988), this means changing a single-word classification for others while maintaining the message's meaning. The transposition data found in the Terms of Service are presented below.

Data 130

ST : “If you use other party's registered credentials”

TT : “**Dalam hal** Anda menggunakan kredensial terdaftar pihak lain”

In data 130, the translator used the transposition technique. From the data, it can be found that the translator translated the word “If” is translated into “Dalam hal”. If the word above is translated literary in SL it would be “Jika”. Another way to describe this method is by changing from plural to singular. If translated as “Dalam hal” in TL, the word “If” in SL becomes singular.

#### **i. Modulation**

It entails changing perspective and emphasis alongside cognition class relative to the original language, whether functional or structural changes might be made (Molina & Hurtado Albir, 2002). Added to that, Newmark (1988) defines modulation as “a change in meaning brought about by a shift in perspective or point of view”. The example data of the modulation technique are conveyed below.

Data 36

ST : “Notwithstanding in the inseparability”

TT : “Meskipun merupakan satu kesatuan”

In data 36, the translator used a modulation technique. The translator maintained the same meaning even though they changed the focus or point of view from SL to TL. If it was “Sekalipun dalam ketidakterpisahan”. It had same meanings or message the translation of “Meskipun merupakan satu kesatuan”.

#### **j. Linguistic Amplification**

Linguistic Amplification is the process of adding linguistic elements. This is commonly utilized in consecutive interpretation and dubbing (Molina & Hurtado Albir, 2002).

Data 12

ST : “All content and offers presented by third parties are beyond our responsibility.”

TT : “**Namun** Kami tidak bertanggung jawab atas konten dan penawaran yang ditampilkan oleh pihak ketiga”

This translation resulted in a linguistic amplification technique. In data 12, the word “Namun” in the target language (TL) is extra. If a translator deletes a word, the text does not diminish the information or message from the source language (SL) to the target language (SL).

#### **k. Linguistic Compression**

Synthesizing linguistic components in the target language (TL) is known as linguistic compression, and it is frequently used in simultaneous interpretation as well as subtitling (Molina & Hurtado Albir, 2002). The example data of this technique are demonstrated below.

Data 13

ST : “Gojek is an application **you can download for free**”

TT : “Gojek adalah aplikasi **gratis**”

Data 26

ST : “This Terms of Use is n agreement between Users (“**You**”, “**Your**”, or “**Yourself**”) and PT GoTo Gojek Toopedia Tbk (Gojek”, “We”, “Us”, or “Our”).”

TT : "Ketentuan Penggunaan ini adalah perjanjian antara pengguna (“**Anda**”) dan PT GoTo Gojek Tokopedia Tbk (“Gojek” atau Kami)”

The examples data of the linguistic compression technique are shown in data 13 and 26. In data 13, the phrase “You can download for free” is “Gratis”. If translator translated literary, it would be “Anda dapat mengunduh secara gratis”. The translator uses this technique to combine linguistic components in the TL. Meanwhile, in data 26, the word (“You”, “Your”, or “Yourself”) refers to (“Anda”). If the translator does a literary translation, there will be a loss of words. The phrase contains many words from the SL that have same meaning as those in the TL.

## Discussion

A translation technique is defined as a kind or class of source language that possesses properties or characteristics specific to each translation procedure in the target language. According to [Woang \(2021\)](#), translation approaches analyze and categorize the translation process equivalence from origin to target languages, applicable to multiple lingual parts. In addition, as stated by [Volf \(2020\)](#), translation methods are employed to identify the ideology of translation, for instance, foreignization or domestication. The interpretation of the translated text—its historical, cultural, or situational context—is always a prerequisite for engaging in translation activities. Furthermore, this makes it easier for the translator to explain the meaning and intent of the Source Text (SL) and guarantees that the Target Text (TT) conveys the same information. In translating a sentence, the translator will deal with many of words from the Target Text (TL) that might not have the right translations for some concepts from the Source Text (ST). The equivalence is crucial to the translation process and outcomes ([Riecher, 2023](#)). In this instance, the translator must be imaginative in order to convey the message clearly and accurately. The prerequisite for translating a text within a single language to an additional one was related. Various languages contain divergent characteristics that relies in grammar and culture ([Darmayanti et al., 2019](#)). Therefore, according to [Wulansari et al. \(2023\)](#) English and Indonesian belong from distinct families, the grammatical structures are undoubtedly similar. When translating, the translator must be aware of the syntax in the target text (TL) and comprehend the

sentence structures in both languages. According to [Newmark \(1988\)](#), translation conveys the meaning of the source text in the target text. The implementation and understanding of messages can be affected by cultural factors. Translator's must to ensure that the meaning from the Source Text (ST) is accurately transmitted into the Target Text (TT) in order to reduce misunderstandings and confusion. Meanwhile, [Bassnett \(2002\)](#) Translation is today correctly understood as a process of negotiation between texts and across cultures, in which various types of transactions take place mediated by the translator. It is not only the transfer of texts from one language into another. The findings of collecting and analyzing data corroborate Newmark and Bassnett's notion of translation.

The language can be represented in another language as long as it belongs to a culture with equivalent development levels ([Newmark, 1988](#)). A translator works on four levels of translation: science, skill, art, and also a matter of taste. In translating work, a translator must know and verify the facts of the language and grasp the cultural background. The translation is a decision-making process in Interlingua communication involving two languages: the source and target language ([Nida & Taber, 1974](#)). The terminology employed in GoJek's Terms of Service is technical, systematic, and easily understood in the target language. It demonstrates the finding of various translation techniques in the GoJek application. There are 11 techniques found in the data: established equivalent, literal translation, pure borrowing, naturalization, addition or amplification, deletion, adaptation, transposition, modulation, linguistic amplification, and linguistic compression. The total data found is 532. The percentage of each technique is as follows: (1) established equivalent used 256 times, (2) literal translation technique used 107 times, (3) pure borrowing technique used 47 times, (4) naturalized borrowing technique used 40 times, (5) addition or amplification technique used 23 times, (6) deletion technique used 22 times, (7) adaptation technique used 16 times, (8) transposition technique used 10 times, (9) modulation technique used 4 times, (10) linguistic amplification technique used 4 times, (11) linguistic compression used 3 times.

In comparison to [Sembiring et al. \(2022\)](#), prior research used similar translation procedures involving adaptation, transportation, calque, literal translation, modulation, amplification, and borrowing. The translation techniques used in this study and prior studies show several commonalities. The writers discovered naturalization, linguistic amplification, and linguistic compression among the findings of this study. Furthermore, the connections to a previous study by [Kadwa and Alshenqeeti \(2020\)](#) led to the discovery of similarities in a

study from several translation techniques, including pure borrowing and established equivalents. It demonstrated that if the translator translates terms, the text or content is translated to make it easier to read in the target language. Moreover, the contrast of this study contains flaws compared to another study [Tuhumena et al. \(2021\)](#) that focuses on translation techniques and acceptable levels. However, this study identifies translation techniques, applying the acceptable level to this study would take a long time.

The dominant translation technique found in the Terms of Service in the GoJek application was established with 256 out of 532 data points. It generates translation results that are acceptable under the requirements or standards of the target language, Indonesian. The established equivalent technique described in the Terms of Service for the GoJek application states that the translation chooses terms or structures that the intended reader may easily understand in the target language. This can be demonstrated by the established equivalent technique most dominantly utilized in the Terms of Service. Therefore, the translator is more oriented to the target language. Additionally, according to [Chesterman \(2000\)](#) translation methods assist translators in arriving at the best version they can think of or what they consider to be the optimal translation. Furthermore, the previous study [Gunawan et al. \(2022\)](#) showed that the revisiting interpretative translation methods, a case study of Muhammad Thalib's Qur'an with the most dominant technique, is established equivalent (47.05 percent) and is classified as domestication translation. The outcomes of this study accord with [Gunawan et al. \(2022\)](#) that the established equivalent technique depends on the category of domesticated translation ideology.

The translation technique in this study creates the top two techniques in Terms of Service for the GoJek application, consisting of the established equivalent (256 frequencies) and literal translation (107 frequencies). The literal technique was constantly evolving in response to technology; for example, the data, 'from time to time' translates into 'dari waktu ke waktu', 'never share' into 'jangan pernah membagi' are the example of literal technique. Moreover, the established equivalent technique, which is shown predominantly in Terms of Service and has a total of 256 data points, indicates that this translation is acceptable and belongs to the domestication ideology. Domestication refers to making the text familiar and easy to understand for the intended audience or target language. In addition, as demonstrated by [Ryan, 2020](#), translators who believe in domestication adopt procedures that preserve the target language and culture. Furthermore, according to [Saleh and Mohammed \(2023\)](#) defined domestication as creating a translation that connects the target audience a

translation that connects the target audience reader to the source culture (CS). The results of the analysis, like one 'Gojek works with third parties' which translated into 'Gojek bekerja sama dengan pihak ketiga', 'The Terms of Use' which translates into 'Ketentuan Penggunaan'. It can be said that this translation ("Terms of Service") in GoJek application demonstrates ideological domestication.

## **Conclusion**

The outcome results demonstrated that there were ten translation techniques used in translating terms of service in the GoJek application with the following details: translation of 532 data of frequency, 256 established equivalent, 107 literal translations, 47 pure borrowings, 40 naturalized borrowings, 23 addition or amplification, 22 deletions, 16 adaptations, 10 transpositions, 4 modulations, 4 linguistic amplifications, 3 linguistic compressions. The dominant translation technique in translating terms of service in the GoJek application is an established equivalent technique. The translation has an impact on how this translation develops the domestication ideology. The dominating translation of the established equivalent technique demonstrates that this translation technique is oriented toward the target language. Therefore, this translation produces a good translation and conforms to the translator's goal of making it easy for readers. The writer hopes that the next writer studying translation techniques will be capable of utilizing this study as a benchmark and generating new findings. In addition, the writer hopes to investigate the section regarding the other menus in the Gojek app and the content of game applications.

## **Author Statement**

Author 1: Ideas, data analysis, paper writing, and reference collection. Author 2: Rereading and evaluating data. Author 3: responsible for revising and reviewing the manuscript

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