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**KEPUTUSAN DEKAN FKIP UNIVERSITAS PGRI YOGYAKARTA**  
Nomor : 026.b/SK/FKIP-UPY/III/2024

Tentang  
**PENGANGKATAN DOSEN PEMBIMBING SKRIPSI**  
**SEMESTER GENAP TAHUN AKADEMIK 2023/2024**  
**PROGRAM STUDI PBI**

**DEKAN FKIP UNIVERSITAS PGRI YOGYAKARTA**

- Menimbang : 1. Bahwa dalam rangka memperlancar pelaksanaan ujian skripsi mahasiswa pada Semester Genap Tahun Akademik 2023/2024 perlu menunjuk dan mengangkat Dosen Pembimbing Skripsi di lingkungan Universitas PGRI Yogyakarta.
2. Bahwa sehubungan dengan hal tersebut di atas perlu diterbitkan Surat Keputusan Pengangkatan Dosen Pembimbing Skripsi Semester Genap Tahun Akademik 2023/2024.
- Mengingat : 1. Peraturan Pemerintah Nomor 60 Tahun 1999 tentang Pendidikan Tinggi
2. Undang-Undang Nomor 20 Tahun 2003 tentang Sistem Pendidikan Nasional
3. Buku Pedoman Akademik UPY Tahun Akademik 2023/2024
4. Statuta Universitas PGRI Yogyakarta
5. Usulan Ketua Prodi PBI

**MEMUTUSKAN**

- Menetapkan : Pengangkatan Dosen Pembimbing Skripsi Semester Genap Tahun Akademik 2023/2024 di lingkungan Universitas PGRI Yogyakarta
- Pertama : Mengangkat dan menetapkan susunan Dosen Pembimbing Skripsi di lingkungan FKIP dengan perincian tercantum pada lampiran.
- Kedua : Menugaskan kepada para Dosen Pembimbing Skripsi untuk mengevaluasi, memberikan masukan perbaikan dan memberi penilaian pada skripsi mahasiswa.
- Ketiga : Surat Keputusan ini berlaku sejak tanggal ditetapkan, dengan ketentuan bahwa segala sesuatunya akan ditinjau kembali apabila terdapat kekeliruan dalam penetapan ini.

Ditetapkan di : Yogyakarta  
Pada tanggal : 26 Maret 2024

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Judul Skripsi

: Analysis of Humor translation  
technique from English to Indonesia

Dosen Pembimbing

: Dr. Sujatmiko, M. Hum

NO	Tanggal	Keterangan	Paraf Dosen
1	22 Sep 2023	Pengajuan judul dan disklusi awal	//
2	6 Okt 2023	Pematangan Perencanaan skripsi dan judul yg di ajukan	//
3	13 okt 2023	mem bahas bab I dan psi dari bab I	//
4	31 mei 2024	pertemuan ke 4 revui bab I	//
5	12 Juli 2024	melanjutkan bab II	//
6	19 Juli 2024	Revui bab III dan melanjutkan	//
7	26 Juli 2024	Revisi bab III menyempurnakan proposal	//
8		Pengambilan data	//
9			
10			

**UNDERGRADUATE THESIS**

**THE ANALYSIS OF ENGLISH TEXT TO INDONESIAN SLANG  
TRANSLATION ON INSTAGRAM ACCOUNT @ZUHAIRUS**



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2024**

# CHAPTER I

## INTRODUCTION

### 1.1 Background of the Study

Translation is an important part of communication that plays a crucial role as a bridge connecting one language to another, enabling communication between people with various language backgrounds. "Translation requires skills to ensure the original meaning is maintained" (Nurhayati, 2019). Translation is not just changing words from one language to another while preserving their meaning, but also transferring meaning from the source language to the target language as accurately as possible to avoid misinterpretation, misunderstanding and ambiguity. This process is very complex because some expressions are very difficult to transfer to another language due to cultural or linguistic specificities, as is the case with slang expressions. For example, slang words or phrases in one language may not have exact equivalents in another language, requiring contextual adjustments to ensure their meaning remains understood.

Indonesia is experiencing rapid development in the digital era. Social media platforms such as Instagram have become a new platform for users to communicate and express themselves. One interesting phenomenon that has emerged is the massive use of slang or *slang*. Slang is a variety of informal language that is dynamic and continues to develop. This phenomenon shows how language continues to adapt to technological developments and social changes.

The Instagram account @zuhairus is interesting to research because it is active in translating English texts into Indonesian slang. This account may be just one of many accounts that practices slang translation, but its presence shows the need and interest in

slang language content among Indonesian social media users. This account also represents how slang translation can play a role in making content more relevant and easy to understand for local audiences, especially the younger generation who are familiar with slang terms.

"Research on slang translation is still rarely carried out, even though it is very important to understand language dynamics" (Sari, 2018). Even though the use of slang on social media is increasingly widespread, research on slang translation is still limited. Not many studies have revealed the translation techniques used to produce Indonesian slang equivalents that are appropriate and appropriate to the context. "A Translation Analysis of the Slang Words in the Master of None: Season 1 TV Series Subtitles from English to Indonesian" by Risky Daniel Tigana and Neneng Sri Wahyuningsih aims to analyze the translation strategy for slang words in the TV series "Master of None" by Aziz Ansari. Likewise, "An Analysis of Slang Expression Translation in Movie" by Dio Resta Permana explores the translation of slang from English to Indonesian in films. This research complements previous studies by focusing on analyzing the translation of English text into Indonesian slang in @zuhairus Instagram content. This research is important to fill this gap and make a meaningful contribution to the field of translation studies, especially slang translation on social media.

This research is important for several reasons. First, this research can improve understanding of the translation process, providing insight into how Indonesian slang is used when translated from English and translated in online contexts, particularly on social media platforms such as Instagram. Second, this research can help content creators like @zuhairus to produce slang translations that are more effective and attract audience interest. With a better understanding of engineering slang translation techniques, content creators can

produce translations that are not only accurate but also entertaining and relevant for social media users.

This research focuses on analyzing the techniques and translation quality used in translating English text into Indonesian slang on Instagram accounts. @zuhairus. By examining this account, it is hoped that this research can provide an overview of slang translation practices among Indonesian social media users. It is hoped that the results of this research can become a reference for other researchers who are interested in the same field and make a real contribution to the development of translation studies in the digital era.

example of data using slang translation in normal English text

S L: you know what? If the joke isn't funny, I'm hitting you in the head

T L: **lu** tau apa? Kalo lawakannya gak lucu, **gua** tembak **pala lu**

From the data above there are several words that have been translated into Indonesian slang so from this example this data is interesting to examine.

## **1.2 Reseach formulation**

Based on the research background, the research focuses on:

1.2.1 Examining techniques of english text to indonesia slang translation used by the @zuhairus account.

1.2.2 Examining the quality of english text to Indonesian slang translation used by the @Zuhairus account.

## **1.3 Formulation of the problem**

Based on the background of the study that has been described above, the research formulas that can be taken are:

1.3.1 What are the translation techniques used in translating English text to Indonesian slang on the @zuhairus account?

1.3.2 What are the translation quality in translating English text to Indonesian slang on the @zuhairus account?

#### **1.4 The objective of the study**

This research aims to understand the methods or strategies used in translating English text to Indonesian slang on the Instagram account @Zuhairus. With this understanding, it is hoped that it can provide insight into the linguistic and cultural aspects that must be considered when translating.

1.4.1 To describe the translation technique used in translating English text to Indonesian slang on the @zuhairus account?

1.4.2 To describe the translation quality in translating English text to Indonesian slang on the @zuhairus account?

#### **1.5 Significance of the Study**

Research on slang translation has important significance for several reasons. First, this research increases understanding of the translation process, particularly how Indonesian slang is used when translated from English on social media platforms such as Instagram. Understanding the techniques and quality of slang translation helps avoid interpretation errors and ambiguity, so that the message conveyed remains accurate and appropriate to the cultural and linguistic context.

Second, this research is very useful for content creators like @zuhairus, who are active in translating English texts into Indonesian slang. With deeper insight into slang translation techniques, content creators can produce translations that are not only accurate but also more interesting and relevant to local audiences, especially the younger generation who are familiar with slang terms. This is important to maintain audience engagement and interest, as well as ensuring that the content presented remains entertaining and easy to understand.



Third, this research fills the gap in slang translation studies which are still rarely carried out. Although the use of slang on social media is increasingly widespread, studies on slang translation techniques and practices are still limited. This research contributes to the development of translation studies by offering an in-depth analysis of slang translation practices on social media, providing a valuable reference for other researchers, and enriching the literature in this field. Thus, this research is not only academically relevant but also has significant practical applications in the digital era

## CHAPTER 2

### THORITICAL AND LITERATURE REVIEW

#### 2.1 Theoretical Review

##### 2.1.1 Slang word

Slang, or slang word, has existed since ancient times, such as in the ancient Greek era around 385 BC. Aristophanes was one of the first writers to use slang extensively in his works. According to Eble (1996), slang is special vocabulary used by certain groups in society. This means that slang is often used for internal communication within the group, so people outside the group may not understand it.

Slang is usually informal and is often referred to as 'street language' because it appears in casual, everyday situations. This language is often used to maintain the confidentiality of communication within certain groups and is usually found in the form of words, not in formal grammar. Slang is a form of linguistic creativity that is influenced by culture.

According to Mashhady and Pourgalavi (2013), slang is divided into two types: general slang and specific slang. General slang is used to violate formal language standards and can be used by anyone, while specific slang is used by groups of the same age or experience, such as teenage slang.

Slang develops along with the development of the language itself. For example, in Indonesian culture, the word 'bokap' refers to 'ayah'. The use of slang in Indonesian culture has become very popular and influences society. This cultural force often creates new words which are then used in everyday life. However, slang is not always about creating new words; sometimes, existing words are given new meanings. For example,

the word 'kece' which originally meant 'cool' is now often used to describe someone or something that is attractive or charming.

Keep in mind that some slang words may not last long. A slang word that is popular in one generation may not be used by the next generation. For example, the word 'gaul' that was popular 20 years ago may not be used as much as before, because the current generation may more often use the word 'kekinian' for the same meaning.

By understanding the evolution of slang, we can see how culture and language influence each other and develop together.

### 2.1.2 Translation

Every translation expert has a different definition of translation. Nida (1969) said that translation is reproducing the closest and natural equivalent of the source language (TL) message into the target language (TL), by paying attention to meaning first, then style. This means that the most important thing is that the message from the source text (TSu) can be conveyed flexibly to the target text (TSa). This definition emphasizes natural equivalence in meaning and style.

However, is translation just simply conveying a message that corresponds naturally? What about grammatical rules that are appropriate to the socio-cultural context of the target language user? Apart from that, Newmark (1988) states that translation is conveying the meaning of a text into another language according to the original author's intention. This definition is simple but broad, because it emphasizes the importance of understanding the intention of the author of the source text (TT). A translator must be able to be a bridge between the native author and readers in the target language. Newmark also

uses the word "rendering" which has the same meaning as "translating". He places more emphasis on meaning in translation, and suggests semantic, idiomatic and communicative translation methods as the best way to produce a good translation.

Hawkes in Basnett-McGuire (1991) states that translation involves the transfer of meaning from one set of languages to another set of languages through the use of dictionaries and grammar, as well as considering extra-linguistic criteria. This definition is complex because it includes the concepts of meaning, diction, and grammar, as well as extra-linguistic criteria that may be difficult to understand and explain.

In essence, each expert has a unique view of translation, from those that emphasize natural equivalents, the original author's intent, to complex extra-linguistic aspects.

### 2.1.3 Translation technique

The researcher presents the theory of the translation technique proposed by Molina & Albir (2002:509) and compares it with the opinion of other translator expert. The following types of translation techniques:

#### 2.1.3.1 Adaptation

The technique of replacing cultural elements in the source language with things in the target language culture is called by various terms by experts. Molina & Albir (2002:509) call it a cultural adaptation technique. Newmark (1988:82) calls it 'cultural equivalent', Baker (2018) calls it cultural substitution, and Hoed (2006:12) calls it cultural equivalent. This adaptation concept is also supported by Newmark (1988:91).

Adaptation techniques do not always change the entire text, but only certain elements that require cultural adaptation. For example, in translation from English

to Indonesian, the phrase "good afternoon" is translated as "selamat siang", or the phrase "bon appétit" is translated as "selamat makan". This technique adapts the translation to Indonesian language culture. Another example is the possible expression "as busy as a bee". translates to "sibuk seperti semut", not "sibuk seperti lebah", as ants are better known in Indonesian culture.

In essence, this cultural adaptation technique is important to ensure the translation feels natural and appropriate to the culture of the target language.

#### 2.1.3.2 Amplification

Translation techniques that make explicit information or paraphrase implicit in the source language are called amplification (Molina and Albir, 2002: 509). Amplification is the opposite of reduction. Newmark (1988:90) also discusses paraphrasing in his translation procedure, stating that paraphrasing is an additional explanation to clarify the meaning of a segment of text that contains implied or missing meaning, so it needs to be explained further. Molina and Albir (2002:509) state that amplification techniques are used to clarify ellipsis expressions, avoid ambiguity, and add connectors. Examples of amplification techniques are as follows:

- Source language (SL): "participants enjoyed the event."
- Target Language (TL): "Para peserta acara tersebut sangat menikmatinya."

In the example, the words "the event" were added to clarify what the participants were enjoying. Likewise, the term "Ramadan" can be paraphrased as "the month of fasting for Muslims" to clarify its meaning.

#### 2.1.3.3 Borrowing

Translation techniques that borrow words or expressions from the source language are

called borrowing. This loan can be pure (pure loan) or naturalized. Pure borrowing techniques are also called transference by Newmark (1988:81), while Baker (2018) calls them absorption words. Hoed (2006:12) also calls it a technique that has no equivalent.

An example of pure borrowing is the word "internet" which translates as "internet". The naturalization borrowing technique is a technique that takes word sounds from the source language and adapts them to the sound system of the target language. Examples of naturalized borrowings are "camera" which translates to "kamera" and "football" which translates to "futbol".

With this technique, words or expressions from the source language are absorbed into the target language with or without a change of form to adapt to the sound or pronunciation system of the target language.

#### 2.1.3.4 Calque

The translation technique by literally moving words or phrases from the source language to the target language is called calque (Molina and Albir, 2002:509; Dukate, 2007:44).

This technique adopts words or phrases both lexically and structurally.

For example:

- "Secretary general" translates to "sekretaris jenderal".
- "Formal education" translates to "pendidikan formal".

The intervention of the structure of the source language into the target language is a characteristic of the calque technique.

#### 2.1.3.5 Compensation

This translation technique inserts elements of information or other stylistic effects in different places in the target language because they cannot be placed in the same position as in the source language (Molina and Albir, 2002: 509; Newmark, 1988: 90).

For example:

- "Never did she visit her aunt" translates to "Dia benar-benar tidak pernah mengunjungi bibinya."

- "Enter, stranger, but take heed. Of what awaits the sin of the greed" translates to "Masuklah, orang asing, tetapi berhati-hatilah terhadap akibat dari keserakahan."

With this technique, the translator adjusts the placement of information to suit the structure and style of the target language.

#### 2.1.3.6 Deskripsi

This technique replaces terms with descriptions of their form or function (Molina and Albir, 2002: 509). This is different from amplification which makes implicit information explicit. This technique includes descriptive equivalents and functional equivalents according to Newmark (1988:83).

For example:

- The word "sushi" in Japanese translates to "makanan Jepang yang terdiri dari nasi yang diberi cuka dan lauk seperti ikan mentah atau sayuran".

This translation technique was used because the term or type of food "sushi" was not yet known in the target language, so the word was replaced with information explaining this type of food.

#### 2.1.3.7 Diskursive Creation

Temporary equivalent techniques are used to determine or create meaning that is not directly related to the original context and cannot be predicted. This technique is often used in title translation (Molina and Albir, 2002: 509).

For example:

- The title "Si Malin Kundang" translates to "A Betrayed Son: Si Malin Kundang."

This technique attempts to create meaning that is relevant to the target language audience even though it does not completely correspond to the original context.

#### 2.1.3.8 Established Equivalent

The use of terms that are commonly used in dictionaries or target languages as equivalents in the source language is referred to as standard translation techniques or official translations (Molina and Albir, 2002: 509). This technique is also known as standard translation or official translation (Newmark, 1988:89; Suryawinata and Hariyanto, 2016).

This technique is similar to literal translation.

For example:

- The words "efficient" and "effective" are more commonly used than "sangkil" and "mangkus."
- "Red roses" translates to "mawar merah."

This technique uses terms that are already known and accepted in the target language to ensure clear and precise understanding.

#### 2.1.3.9 Generalization

The technique is to use terms that are general or neutral in the target language (Molina and Albir, 2002: 509). This technique is known as neutralization (Newmark, 1988:82) or translation with general words (Baker, 2018), which is included in the generalization technique.

For example:

- The word "penthouse" translates to "apartemen mewah".
- "Becak" translates to "three-wheeled vehicle".



This technique selects terms that are more common or neutral in the target language to ensure broader and more precise understanding.

#### 2.1.3.10 Linguistic amplification

The technique of adding linguistic elements is used to make the translation longer (Molina and Albir, 2002: 509). It is often used in translation and dubbing.

For example:

- "I get it" translates to "saya mengerti betul."

#### 2.1.3.11 Linguistic Compression

This technique simplifies linguistic elements to make them easier to understand (Molina and Albir, 2002: 509). For example, "you must find out!" translates to "cari tahu!"

#### 2.1.3.12 Literal Translation

This technique is translating words or expressions literally one by one (Molina and Albir, 2002:509). This is similar to the formal equivalent technique proposed by Nida, but does not use equivalents that have become official forms.

For example:

- The sentence "I will ring you" is translated literally as "saya akan menelvon anda."

#### 2.1.3.13 Modulation

This translation technique involves changing the point of view, focus, or cognitive category in structural or lexical form (Hoed, 2006:12; Newmark, 1988:88), which is referred to as modulation.

Example:

- The sentence "you are going to have a child" is translated as "anda akan menjadi seorang ayah."
- Another example is "I cut my finger" translated as "jariku tersayat" not "saya memotong"

jariku."

With this technique, translation changes the way the target language conveys meaning from a different perspective or focus compared to the source language.

#### 2.1.3.14 Particularization

This technique prioritizes the use of terms that are more specific and concrete compared to general terms (Molina and Albir, 2002: 509). This technique is the opposite of generalization.

For example:

- The term "air transportation" is translated as "helicopter" (from the general form to the more specific form).

With this technique, translators try to find more precise and specific equivalents for terms or concepts in the source language

#### 2.1.3.15 Reduction

This technique implies information in translation because the meaning components are already included in the target language. This technique is similar to reduction (Newmark, 1988:90) or elimination of expressions (Baker, 2018).

For example:

- "The month of fasting" translates to "Ramadan".

In this example, the phrase "month of fasting" is omitted in the translation because the word "Ramadan" in Arabic already includes the meaning of the month of fasting, so it does not need to be mentioned again in the translation. This technique allows information that is explicit in the source language text to become implicit in the target language text.

#### 2.1.3.16 Substitution; linguistic, paralinguistic

This technique involves replacing linguistic elements with paralinguistics such as intonation or body gestures, and vice versa. This technique is generally used in translation (Molina and Albir, 2002:509).

For example:

- The sign language in Arabic that shows putting the hand on the chest is translated as "thank you".
- The head shaking gesture is translated as "disagree".

By using this technique, the translator transfers the meaning of language expressions or body movements into the appropriate target language.

#### 2.1.3.17 Transposition

This technique replaces the grammatical categories of the source language with different grammatical categories in the target language. This technique is also known as transposition or shifting (Hoed, 2006:12; Newmark, 1988:85).

For example:

- Source language: "You must get the money."
- Target language: "Uang itu harus kamu dapatkan."

With this technique, the translator changes the grammatical structure of the source language to match the rules of the target language.

#### 2.1.3.18 Variation

This technique involves replacing linguistic or paralinguistic aspects such as intonation or body gestures, which affect linguistic variations such as style, social dialect, or geographical dialect. This technique is often used in the translation of drama scripts. For example, in translating a novel into a drama for children, the translator can introduce or change the dialect markers of characters or actors in the story. Intonation and body

gestures are a way to convey thoughts or feelings in this context.

In this research, the researcher chose to use the theory of translation techniques developed by Molina and Albir (2002). They revised techniques previously proposed by scholars such as Baker, Hoed, and Newmark, and included specific terms referring to technical concepts of translation. The translation techniques proposed by Molina and Albir include all the technical data used in this research.

#### **2.1.4 Translation Quality**

Nababan (2012:50) states that a quality translation must have three aspects, namely aspects of accuracy, acceptability and readability.

##### **2.1.4.1 Accuracy**

Accuracy is an important element in assessing translated works. This refers to whether the texts in the source language and target language are equivalent (Nababan, 2012:44). This equality means that the content or message of the source language text must be the same as the target language text.

To maintain this equality, the translator must ensure that there is no addition or deletion of messages from the source language. Attempts to add or subtract messages can result in distortion of the original meaning and reduce the accuracy of the translation results. Therefore, maintaining accuracy in translating is very important.

In other words, the translator must maintain the original message of the source language without making unnecessary changes. Equality and accuracy of the message between the two languages is the key to producing a good and trustworthy translation.

##### **2.1.4.2 Acceptability**

Acceptability means the naturalness of a text for the target reader. This aspect must pay attention to the rules, norms and culture of the target language. Nababan (2012:44)

states that the term acceptability refers to whether a translation has been delivered in accordance with the rules, norms and culture that apply in the target language, both at the micro and macro levels.

Cultural differences between the source language and the target language can influence the acceptance of the translation results. An example is a greeting word that is closely related to Indonesian culture. In Western culture, it is common for younger people to greet older neighbors simply by name, such as “Hello, Sam,” without using honorifics such as “Sir.” If translated directly into Indonesian, this greeting is unacceptable because it is considered impolite in Indonesian culture. In Indonesia, the use of greetings such as "Sir" or "Ma'am" is very important to show respect.

Thus, translators must adapt their translations to the culture and norms applicable in the target language. This means understanding the cultural context and using language that is natural and polite to the target reader. Translations must not only be linguistically accurate, but also be accepted and well understood in their cultural context.

#### 2.1.4.3 Readability

The readability aspect refers to how easily a translated text is understood by readers. In the field of translation, readability does not only concern the source language but also target language texts (Nababan, 2012:45). A translator who understands the concept of text readability will be very helpful in carrying out his duties.

A translator must ensure that the translated text is easy to read and understand by readers in the target language. This involves the use of correct grammar, appropriate word choice, and clear sentence structure. Text that has high readability will make

readers feel comfortable and have no difficulty understanding the content of the message they want to convey.

The researcher used the (Machali, 2009: 156-157) theory translation assessment signs to assess translation quality.

Table 2.1.4.3.1 translation assessment by Machali.

<b>Category</b>	<b>Score</b>	<b>Indicator</b>
Almost perfect translation	86-90 (A)	Natural delivery: text feels like it was written in the original language, not a translation; no spelling errors; grammar correct; use of appropriate language.
Very good translation	76-85 (B)	There is no distortion of meaning; there is no rigid literal translation; use of precise terms; there are one or two grammatical or spelling mistakes.
Good translation	61-75 (C)	There is no deviation in meaning. There are some stiff literal translations, but no more than 15% of the text, so the text still feels natural. Grammar and idiom errors also make up no more than 15% of the entire text. There are one or two non-standard or uncommon uses of terms, as well as one or two spelling errors.
Enough translation	46-60 (D)	The text feels like a translation and there is a distortion of meaning. There are some stiff literal translations, but no more than 25% of the entire text. There are some idiomatic and grammatical errors, but not more than 25% of the

		entire text. There are one or two uses of terms that are non-standard, rarely used, or unclear.
Bad translation	20-45 (E)	The text feels very much like a translation; too many rigid literal translations (more than 25% of the entire text); there is a lot of distortion of meaning and misuse of terms (more than 25% of the entire text).

2.2 Literature review

2.2.1 Previous study

"A TRANSLATION ANALYSIS OF THE SLANG WORDS IN THE MASTER OF NONE": Season 1 TV Series Subtitles from English to Indonesian" by Risky Daniel Tigana and Neneng Sri Wahyuningsih, This research aims to analyze strategies for translating slang words from English to Indonesian in the TV series "Master of None" created by Aziz Ansari. LIA Foreign Language Journal, Vol.03 No.01 of 2022.

"AN ANALYSIS OF SLANG EXPRESSION TRANSLATION IN" by Dio Resta Permana. This research also aims to analyze how slang is translated from English to Indonesian in films. Global Expert Journal, 2022

This research complements previous research that has not been discussed. The main focus of this research is to analyze how English text is translated into slang in Indonesian in @zuhairus Instagram content. This research will identify the translation techniques used in this content, determine the translation techniques that are most frequently used, and analyze the quality of the translations produced in @zuhairus content. With this research, it is hoped

that it can provide a deeper understanding of the practice of translating slang from English to Indonesian, as well as making a contribution to the field of translation and linguistic studies.

### 2.2.2 Content creator @Zuhairus

@Zuhairus is a content creator on Instagram who is famous for his funny videos in English. Each video is equipped with English subtitles and Indonesian translation. Even though the content is in English, the audience is mostly Indonesian. For this reason, he translates his content using Indonesian slang to be closer to his audience.

This slang translation style makes the content feel more familiar and relevant to Indonesian audiences. His videos often raise themes that are relatable to everyday life, so that viewers can feel connected and entertained. By actively interacting with his followers, Zuhairus has succeeded in building a solid community and making his content increasingly popular.



## CHAPTER III

### 3.1 Research Design

This study used descriptive qualitative method. This method was chosen because the data analyzed is then presented and explained descriptively in words. According to Kothari (2004), qualitative descriptive research is a fact-finding investigation with in-depth analysis to reveal the underlying meaning and purpose of something. This research will describe and explain the data and analysis.

According to Sugiyono in Pratama et al (2021:182), descriptive methods are not used to draw general conclusions, but rather to describe or analyze research results. Bogdan and Biklen (1982) added that qualitative research is descriptive, where the data collected is in the form of words or images, not numbers. The researcher is the main instrument. Qualitative research aims to produce in-depth descriptions of spoken and written texts observed, either directly or in groups.

Arikunto (2006:134) states that instruments in research are devices that researchers choose and use to obtain data systematically and easily. In this research, researchers took several steps: first, collected data by re-recording English dialogue and Indonesian subtitles (slang) from the Instagram account @Zuhairus. Second, analyze the data obtained by reading the text that has been recorded to find out the translation technique. Third, analyze the quality of the translation by reading the text that has been recorded.

### **3.2 The Source of Data**

This research data was taken from English dialogue and Indonesian slang subtitles on the Instagram account @Zuhairus, which has 85.6 thousand followers. @Zuhairus is a famous content creator with funny videos in English, which are equipped with English subtitles and Indonesian translation. He uses Indonesian slang in his translation to get closer to his audience. This slang translation style makes the content feel more familiar and relevant to Indonesian audiences.

The account has more than 200 videos, but this research only limited the analysis to 20 videos uploaded between April 25, 2023 and June 7, 2024. Each video produced around 9 data, so the total data studied was 154 data. This number was considered sufficient for this research.

### **3.3 Data collection**

Data collection in this research was taken from one source, namely the Instagram account @zuhairus. In qualitative research, data can be collected through interviews, observations, and documents (Merriam, 2009). Apart from that, qualitative data collection techniques include interviews, observation, documentation, questionnaires and document analysis (Iryana & Kawasati, 2019).

Based on this, researchers will use data collection techniques through document (content) analysis, questionnaires, interviews and documentation. Content Analysis: Carried out by collecting documents or archives that are relevant to the research topic, then analyzing them to understand the problem being studied more deeply (Iryana & Kawasati, 2019). Researchers

will rewrite dialogue from the @zuhairus account, then analyze the technique translations are used with the help of experts in the field of translation to assess the quality of the translation.

Researchers will analyze the translation of the account using the translation techniques proposed by Molina and Albir (2002). After the translation techniques are analyzed, researchers will assess the quality of the translation using three categories based on quality assessment by Nababan (2010) as follows:

**a. Accuracy**

1. Accurate (average score 2.6 – 3.0)
2. Less accurate (skor rata-rata 2,0 – 2,5)
3. Inaccurate (average score 1.0 – 1.9)

**b. Acceptability**

1. Acceptable (average score 2.6 – 3.0)
2. Less acceptable (average score 2.0 – 2.5)
3. Unacceptable (average score 1.0 – 1.9)

**c. Readability**

1. Readable (average score 2.6 – 3.0)
2. Less readable (average score 2.0 – 2.5)
3. Unreadable (average score 1.0 – 1.9)

### **3.4 Data analysis**

After the data is collected, all data will be analyzed using the translation assessment instrument from Nababan (2012:50-51) and 18 types of translation techniques from Molina and Albir (2002:509-511). The analysis steps are as follows:

1. Read the source text (SL) and translated text (TL) paragraph by paragraph.
2. Separate word by word for analysis, then group the words according to the types of translation techniques proposed by Molina and Albir (2002:509-511).
3. Give an assessment to the paragraph that has been separated word by word using a scale of 1 to 3 from Nababan (2012:50-51).
4. Review and conclude the research results.

### **3.5 Data validity**

To avoid errors in data collection, it is important to verify the validity of the data in qualitative research. One technique used to test the reliability of data is triangulation. According to Astria, as quoted by Munawaroh (2020), triangulation is a method for checking the validity of data by comparing data from various sources or other relevant data, ensuring accuracy through various perspectives and methods.

Triangulation includes three main aspects: data sources, methods, and time. In this research, researchers used data source triangulation and technical triangulation. Data Source Triangulation: Use multiple data sources to confirm findings. For example, data from the Instagram account @zuhairus was compared with translation expert interviews and other documentation, ensuring consistency and trustworthiness of the data. Technical Triangulation: Using several data collection techniques, such as document analysis, interviews, and

