

**WORDS AND PHRASES OF WHATSAPP IN BAHASA INDONESIA VERSION:
TRANSLATION TECHNIQUES AND QUALITY**

Nahoras Bona Simarmata

Universitas Pamulang

Email: dosen01002@unpam.ac.id

Abstract

This research tries to find out the translation techniques applied to translate words and phrases in WhatsApp application and how the techniques affect the quality of the translation in terms of accuracy and acceptability. As a descriptive-qualitative research, this research applies purposive sampling. The data are all words and phrases found in the research location, which is WhatsApp application, both in its source language (English) and target language (Bahasa Indonesia). There are 164 data found translated using single variant (137), couplet (26), and triplet (1). They are translated using 9 translation techniques: literal (102), borrowing (60), transposition (10), established equivalent (7), modulation (3), calque (3), linguistic compression (1), and linguistic amplification (2), and reduction (2). They were applied 190 times and resulted in 155 accurate, 5 less accurate, and 4 inaccurate; 149 acceptable, 9 less acceptable, and 6 unacceptable. Calque, linguistic compression, established equivalent, generalization techniques result in accurate and acceptable translations. Meanwhile literal, borrowing, modulation, reduction, transposition techniques result in both lower accuracy and acceptability.

Keywords: *phrases, translation quality, translation techniques, words.*

INTRODUCTION

Social media helps many people to communicate. By using it, people can easily have chats, share moments, inform events, and other possible activities. Now, as the time goes on, social media's functions have expanded to entertainment, economy, culture, and many others.

From many social media platforms, WhatsApp is an application with the most users in the world. It had 250000 users in its early launch January 2009 and now has reached 1.5 billion users in 180 countries. The massive users in the world cannot be separated from the availability of WhatsApp in national languages of its users. People in the world feel more comfortable and practical when they use WhatsApp in their own languages. Now, WhatsApp is available in 60 languages in Android, including in Bahasa Indonesia.

The availability of WhatsApp in Bahasa Indonesia cannot be separated from translation. Translation enables the users in Indonesia to practically enjoy WhatsApp. The massive users in Indonesia show that people easily understand and comfortably use it. This later attracted the researchers to study WhatsApp of Indonesia versions.

The researcher decided to investigate the translation techniques and the quality of translations of the words and phrases. Some researchers also conducted similar studies related to this topic, such as analysis of Translation Technique and Quality Assessment as Part of Software Localization: UCweb Browser by Anggono (2012), analisis Terjemahan Istilah Komputer dan Teknologi Informasi dalam Film The Social Network serta Dampaknya Pada Kualitas Terjemahan by Sigalingging (2014), and When Instagram Translation Machine Translates Ecology Terms: Accurate or Not? by Meilasari (2019). However, this research is different from these previous

studies in some cases like the research object is a smartphone application – Whatsapp. It is of course different with Instagram (Meilasari, 2019), film (Bob, 2014), or PC application-UC browser (Anggono, 2012). This research focuses on the translation of terms instead of the sentences that has the terms (Meilasari, 2019; Bob, 2014; Anggono, 2019). In aspect of quality the researcher only studies the accuracy and acceptability. Meanwhile Anggono (2012) and Sigalingging (2014) investigated the three components, including the readability. And Meilasari (2019) was found to only study the accuracy.

Based on some gaps explained above, the researcher decides to find out the translation techniques applied and their impacts on translation quality of WhatsApp. Because the terms are only in word and phrase level, the research excludes the readability. So, there are two formulated problems set for this research; *what translation techniques are applied to translated the words and phrases in WhatsApp?*; and *how do the translation techniques affect the translations quality?*

REVIEW OF LITERATURE

Translation

There are many definitions of translation proposed by different scholars. Catford (1965) defines translation *as the replacement of textual material in one language (SL) by equivalent textual material in another language (TL)*. This definition is considered incomplete because Catford states that translation is only about replacement of textual material. Newmark (1988) defines *translation as rendering the meaning of a text into another language in the way the author intended the text*. This definition seems to provide better understanding for translation because translation does not only ‘replace the textual material’, but it also ‘significantly transfers the message of the original text’. The other scholars, Nida and Taber (1982: 12) define that *translation consists in reproducing the receptor language the closest natural equivalence of the source language message, first in terms of meaning, secondly in terms of style*. Their definition implies that translation should produce the closest equivalence firstly in meaning, and secondly in style.

From the above definitions, we can conclude there are some points in translation. Firstly, it happens between 2 languages; source languages and target languages. Secondly, the message in source language should be fully conveyed in target language. And thirdly, it is important to maintain the style of the source text in target language.

Translation Techniques

Translation techniques can be defined as methods used to translate the meaning of words, phrases, and sentences of SL into words, phrases, and sentences of TL. Molina and Albir define (2002) translation techniques as procedures to analyze and classify how translation equivalence works. They propose 18 types of translation techniques, they are: adaptation, amplification, borrowing (pure and naturalized), calque, compensation, description, discursive creation, established equivalence, generalization, particularization, linguistic amplification, linguistic compression, literal translation, modulation, reduction, substitution, transposition, and variation.

Those translation techniques can show us the tendency of translated words, phrases, or sentences. Borrowing, calque, and literal translation orientate in SL, meanwhile the rest; adaptation, amplification, compensation, description, discursive creation, established equivalent, generalization, linguistic amplification, linguistic compression, modulation, particularization, reduction, substitution, transposition, and variation have orientations on TL. Nababan (2010b) states that translation techniques that orientate in SL can produce accurate translations even though they are less acceptable and difficult to understand. Meanwhile, the translation techniques that that have orientation on TL can produce acceptable translations. They are easily understood but there may be distortion in meaning or message.

Still, words, phrases or sentences may be translated using more than one technique. Newmark explains there are couplet and triplet. Couplet is when the translator uses 2 techniques

and triplet is when the translator uses 3 techniques to translate a single unit of translation into the TL (1998: 91).

Translation Quality

Translation quality refers to the evaluation of translation products. It aims to make sure that the translated words, phrases, or sentences deliver the same idea or message to the TL. Nababan (2008) states assessing translation quality will help us to find the strong and weak point of translation products. We can find out the quality of translation from 3 aspects; accuracy, acceptability, and readability.

Accuracy

Nababan (2010) adds that accuracy has the highest scale because the point of translation is a message transfer from ST to TT accurately. In this research, the accuracy of translated words and phrases in WhatsApp Indonesia version is measured using the following scale

Table 1. Accuracy Scale Description

Scale	Description
3	Accurate: the translated word or phrase perfectly delivers or transfers the message of WhatsApp original version. There is no distortion of meaning.
2	Less Accurate: the translated word or phrase less perfectly delivers or transfers the message of WhatsApp original version. There is one or more distortion of meaning. The translated word or phrase may also cause ambiguity. And the deletion of word or phrase will affect the whole message.
1	Inaccurate: the translated word or phrase does not perfectly deliver or transfer the message of WhatsApp original version. Some problems are found related to lexical items, omission or deletion.

adapted from Nababan (2010: 3)

Acceptability

Acceptability has the lower scale than accuracy. It is related to norm and culture of the TT. The translation should be natural for the TT readers. Thus, it is important to consider the values of norm, culture of the TT readers. The acceptability of translated words or phrases in WhatsApp Indonesia version is measured using the following scale:

Table 2. Accuracy Scale Description

Scale	Description
3	Acceptable: the translated words or phrases sound natural and agree with the grammatical structure of TL. They do not seem as translation in WhatsApp Indonesia version.
2	Less Acceptable: the translated words or phrases sound natural and agree with the grammatical structure of TL but there are some problems in using the words or phrases in WhatsApp Indonesia version
1	Unacceptable: the translated words or phrases highly sound like translation and they seem so unnatural in WhatsApp Indonesia version.

adapted from Nababan (2010:3)

In some cases, acceptability affects accuracy. This means that if a translation is less acceptable, it may be less accurate too.

Readability

The last aspect of translation quality is readability. It has the lowest scale because the target readers do not have any access to the ST. They only expect the translation can be easily read. Richard et al. (in Nababan 2008: 62) states readability is ‘how easily written

materials can be read and understood'. He continues there are factors related readability; new words, vernacular, foreign language, equivocal words, incomplete sentences, average length of sentence, incoherent train of thought, and complex sentence (in Nababan, 2008: 63-78). The scale to measure the readability is more or less just like the scale to measure both accuracy and acceptability.

In this research, the researcher did not include the readability because the units of translation studied were only words and phrases. Meanwhile, readability deals with the higher level, which is clause or sentence.

METHOD

Type and Location Of Research

This research uses descriptive – qualitative approach. Descriptive-qualitative research tries to provide deeper details by giving more valuable qualitative information instead of just numbers (Sutopo, 2002: 183). The process in qualitative-descriptive research is started by formulating the problems, collecting data, studying the data inductively, inferring the theme, and drawing conclusions. The final result of the research is written and arranged flexibly (Creswell in Sugiyono, 2013: 228). In translation research, this research orientates on translation product. Nababan (2007: 16) states research that orientates on translation product focuses on translation works. In this research application of WhatsApp Indonesian version is the translation product studied. Application WhatsApp, both in original and Indonesia version, is also the location of this research. Lincoln and Guba (1985) state research location as focus-determined boundary. This means, a research location is not always either geographical or demographical. Media, in this case WhatsApp, can also be a research location.

Data and Data Sources

Data sources in a qualitative research are various. They can be people, events, places or locations, things, and documents or archives (Sutopo, 2002). In this research, there were three data sources. The first was document. This written data refer to words and phrases taken and analyzed from WhatsApp, version 2.20.64 exactly, both in its original version (English) and in Indonesia version. The second was an informant, who was the researcher himself. The informant analyzed and provided information needed in a research (Sutopo, 2002).

FINDINGS AND DISCUSSION

Researcher found 164 words and phrases in WhatsApp original version. Their translations in WhatsApp Indonesian version showed that there were 9 of 18 translation techniques were applied; literal (102), borrowing (60), transposition (10), established equivalent (7), modulation (3), calque (3), linguistic compression (1), and linguistic amplification (2), and reduction (2). These translation techniques were applied 190 times. The frequency was higher than the number of the data because some of the data were translated using couplet (26) and triplet (1) techniques. While, the rest, 136 data were translated using one technique only.

Table 3. Translation Techniques Applied

No	Technique Variant	Frequency	%
1	Single	137	83,5
2	Couplet	26	15,9
3	Triplet	1	0,6

SINGLE VARIANT

There are 137 words and phrases were translated using one translation technique. They are:

Table 4. Translation Techniques Applied in Single Variants

No	Translation Technique	No of Data	%
1	Literal	82	59.9
2	Borrowing	43	31.4
3	Modulation	2	1.5
4	Calque	3	2.2
5	Linguistic compression	1	0.7
6	Established equivalent	5	3.6
7	Reduction	1	0.7
	Total	137	100

Literal

Literal translation refers to translating a word or an expression word for word. This involves the same structural, lexical, even morphological equivalence between 2 languages. In this research, literal was the mostly used technique, which is 59.4% (82 of 137). Examples:

Datum 088 Datum 116

SL: Network Usage SL: starred message

TL: *Penggunaan jaringan* TL: *Pesan berbintang*

The translated phrases '*penggunaan jaringan*' and '*pesan berbintang*' showed that translator applies literally by using the grammatical structure of TL.

Borrowing

Borrowing is applied when translators mostly find no equivalent words or terms in the TL. This technique can be divided into two; pure borrowing and naturalized borrowing. In this research, the researcher considered them as one technique. There were 43 data translated using borrowing. Examples:

Datum 056

SL: Google Drive

TL: *Google Drive*

Datum 046

SL: Encryption

TL: *Enkripsi*

The phrase 'Google Drive' was translated by maintaining the original phrase. This shows that the pure borrowing is applied. Meanwhile, the 'Encryption' was translated into '*enkripsi*'. The translated word and phrase showed that their spellings were adjusted in TL.

Modulation

This technique changes the point of view, focus, or cognitive category with the source language, either lexically or structurally. There were only 2 data translated by modulation.

Datum 012

SL: About

TL: *info*

Datum 046

SL: uploading

TL: *cadangkan*

In datum 012 the translator translated 'about' using his point of view into '*info*'. He translated this based on the context, which information the word has in WhatsApp. Entirely, the application of this technique does not apply change the meaning or information contained in SL's word. The same thing was also applied in datum 146. The 'uploading' was translated based on the translator's point of view into '*cadangkan*'.

Calque

This technique looks similar with literal, but it uses the grammatical structure of the TL. There were only three data translated using calque.

Datum 061	Datum 104
SL: Groups in common	SL: No wallpaper
TL: <i>grup yang sama</i>	TL: <i>Tidak ada wallpaper</i>

The examples above show that the translator maintain the grammatical structure of the phrases ‘groups in common’ and ‘no wallpaper’ into the TL as ‘*grup yang sama*’ and ‘*tidak ada wallpaper*’.

Linguistic Compression

In linguistic compression, the words or phrases of the SL are reduced in the translated words or phrases of TL. There was only 1 data found that belongs to this category.

Datum 065
SL: invite a friend
TL: <i>undang teman</i>

The phrase ‘invite a friend’ was translated into ‘*undang teman*’. The phrase shows that ‘a friend’ was just translated only as ‘*teman*’. The translator did not translate the article ‘a’ into the TL.

Established Equivalent

This technique is applied when the word or phrase of SL is available in TL. The translator usually considers using this technique if the words or phrases are available in the dictionary or if the readers or audience are familiar with the words or phrases. There were 5 data translated using this technique. Some of them are as following:

Datum 082	Datum 140
SL: logged in devices	SL: Terms and Privacy Policy
TL: <i>perangkat yang masuk</i>	TL: <i>Ketentuan dan Kebijakan Privasi</i>

The phrase ‘logged in devices’ is translated as ‘*perangkat yang masuk*’ into TL. In TL, the expression of ‘*perangkat yang masuk*’ shares the same idea of ‘logged in devices’ of SL. So does ‘*Ketentuan dan Kebijakan Privasi*’. It was translated using the common expression used in TL to express the same idea of ‘Terms and Privacy Policy’.

Reduction

Reduction is used by suppressing the information in the SL. This is applied when the target readers are familiar with the addition of elements of the SL. In this research, there was only one datum found to be translated using reduction technique

Datum 124
SL: Recent update status
TL: <i>Pembaruan terkini</i>

We can find ‘recent update status’ in *menu* → *status*. It was translated only as ‘*pembaruan terkini*’. The translator might not translate ‘status’ as in ‘recent update status’ because this phrase

itself appears just exactly above the contacts' newest statuses.

COUPLET

Couplet refers to the use of two techniques to translate one single unit of translation. There were 8 techniques used in this couplet; literal, borrowing, transposition, reduction, modulation, established equivalent, linguistic compression, and linguistic amplification. These 8 techniques were applied to translate 26 data (15.3%). They were combined in 9 forms of combinations:

Table 5. Combination of Translation Techniques in Couplet

No	Translation Techniques	No of data
1	literal + borrowing	14 (53.8%)
2	literal + transposition	5 (19.2%)
3	literal + linguistic amplification	1 (3.8%)
4	borrowing + linguistic amplification	2 (7.7%)
5	borrowing + established equivalent	1 (3.8%)
6	borrowing + transposition	1 (3.8%)
7	reduction + transposition	1 (3.8%)
8	Generalization + transposition	1 (3.8%)
Total		26

Literal + Borrowing

Datum 090

SL: camera photos

TL: *foto kamera*

In datum 090 the phrase 'camera photos' was translated using borrowing technique '*foto kamera*'. And from '*foto kamera*' this data is also translated using literal because it applies the TL grammatical structure.

Literal + Transposition

Datum 106

SL: None

TL: *Tak ada*

The word 'none' is translated as phrase '*tak ada*'. The change of linguistic unit, from a word to a phrase, showed that transposition was applied. Still, '*tak ada*' also showed that literal technique was also applied.

Literal + Linguistic Amplification

Datum 144

SL: typing...

TL: *sedang mengetik...*

The translation of 'typing' into '*sedang mengetik*' showed that it was translated literally. And the addition of the word '*sedang*' in '*sedang mengetik*' also showed that the translation has linguistic amplification.

Borrowing + Linguistic Amplification

Datum 161

SL: end-to-end encrypted

TL: *terenkripsi secara end-to-end*

The translated phrase into '*terenkripsi secara end-to-end*' showed that this phrase was translated using pure (end-to-end into end-to-end) and naturalized borrowing (encrypted into

'terenkripsi'. Not only that, the existing word 'secara' into the 'terenkripsi secara end-to-end' showed that there was linguistic amplification.

Borrowing + Established Equivalent

Datum 146

SL: live location

TL: *lokasi terkini*

The 'location' in 'live location' is translated as '*lokasi*' in '*lokasi terkini*'. This means (naturalized) borrowing was applied. And 'live location' was translated as '*lokasi terkini*' because it is the common expression to use to share the idea of 'live location' in SL.

Borrowing + Transposition

Datum 145

SL: media visibility

TL: *Tampilkan media*

The word 'media' was translated using borrowing technique as seen in '*tampilkan media*'. The 'media visibility' was a noun phrase in TL. When it was translated into '*tampilkan media*', the noun phrase turned into an imperative sentence. In Indonesia, the suffix '-*kan*' after any verb functions to give order. In short, the noun phrase in SL turned into an imperative sentence in TL.

Reduction + transposition

Datum 002

SL: storage usage

TL: *penyimpanan*

The translation of phrase 'storage usage' into word '*penyimpanan*' showed that the phrase in SL was not completely translated. The word '*penyimpanan*' only shares the idea of 'usage', not 'storage usage'. This means the translator applied reduction technique. And the change of phrase 'storage usage' into word '*penyimpanan*' showed that transposition was also applied here.

Generalization + transposition

Datum 105

SL: Nobody

TL: *Tidak ada*

'nobody' in English refers to people instead of thing. While in Indonesia, '*tidak ada*' can refer both to people and things. This meant the translator applied generalization. The change of word 'nobody' into phrase '*tidak ada*' showed there was a linguistic unit shift. This meant a transposition applied.

TRIPLET

Triplet shows that a translation is resulted from the use of three translation techniques (Newmark, 1988: 91). In this research, there was only 1 data translated using triplet techniques.

Datum 048

SL: FAQ

TL: *Pusat Bantuan*

FAQ is a word, which is also an acronym for Frequently Asked Question. Its translation into '*Pusat Bantuan*' showed that three techniques were applied to translate. First, the word 'FAQ' turned into phrase '*Pusat Bantuan*'. This change of linguistic unit, from a word into a phrase,

showed that the translator applied transposition. The second, the translator also applied modulation. The translator used his point of view to translate ‘FAQ’ as ‘*Pusat Bantuan*’ instead of ‘*Pertanyaan yang sering diajukan*’. And the translator choice’s to translate FAQ into ‘*Pusat Bantuan*’ also showed that he applied established equivalent. ‘*Pusat Bantuan*’ is a common phrase to express the same idea of ‘FAQ’ in SL.

TRANSLATION QUALITY

Quality of a translation can be assessed from 3 aspects. They are accuracy, acceptability, and readability. Readability involves more complex linguistic units, which are clauses or sentences. All the data studied here belong to words and phrases. So, the researcher did not include the readability. Only accuracy and acceptability were investigated.

Accuracy

Accuracy refers to how perfectly the translated words or phrases deliver or transfer the message of SL. It can be scaled into 3 categories: accurate (3), less accurate (2), and inaccurate (1). The findings on accuracy can be seen as follows

Table 6. Accuracy Level of Translated Words and Phrases of Whatsapp

Scale	Category	No of data	%
3	Accurate	155	94.5
2	Less accurate	5	3.1
1	Inaccurate	4	2.4
	Total	164	100

Accurate

There were 155 of 164 data (94.5%) found to be accurate in this research. The examples are as the following:

Datum 041

SL: display

TL: *tampilan*

The translation of ‘display’ into ‘*tampilan*’ is scored accurate. This is because ‘*tampilan*’ conveys the same meaning, idea, or concept of ‘display’ in SL.

Another example can be seen as following:

Datum 069

SL: more

TL: *lainnya*

‘more’ appears when there is no enough space on our screen to display the rest of the menu. It is accurately translated into ‘*lainnya*’ in SL. ‘*lainnya*’ in SL is exactly shared by the same concept of word ‘*lainnya*’ in TL.

Less accurate

The translations are considered less accurate when they cannot fully deliver or transfer the messages or the concept the word or phrase of SL into TL. The translation can also be said less accurate when the translations are ambiguous. Deletion can cause a translation less accurate.

Datum 134

SL: starred messages

TL: *pesan berbintang*

‘starred messages’ means important messages. The messages were usually marked by star

symbol. People do this mostly because the messages in their chat room are important. ‘*pesan berbintang*’ was considered less accurate in Indonesia because the word ‘*berbintang*’ only says that the messages are ‘starred’ instead of ‘important’.

Datum 002

SL: storage usage

TL: *penyimpanan*

The phrase ‘storage usage’ was translated by using reduction. Its translation as ‘*penyimpanan*’ showed that the phrase in SL was not entirely translated. It only represented the message the word ‘storage’ in ‘storage usage’. In English, the noun phrase ‘storage usage’ has ‘usage’ as its head (noun). When the translator only translated its determiner ‘storage’, it was less accurate then.

Inaccurate

Inaccurate translations belong to the words or phrases that do not transfer the message of SL into TL. The inaccurate translations may occur because of the choice of dictions or deletion.

Datum 088

SL: Media visibility

TL: *tampilkan media*

The SL phrase ‘media visibility’ was translated into TL phrase ‘*tampilkan media*’. In TL structure-Indonesia, the suffix *-kan* after a verb turns a verb into an instruction, which belongs to imperative sentence. This was why the translation the translation of ‘media visibility’ into ‘*tampilkan media*’ was considered inaccurate.

Datum 039

SL: default

TL: *default*

This word was translated using pure borrowing. The translation was considered inaccurate because ‘default’ is not an Indonesia word. So, it was arduous for the users to understand the message or the concept of word ‘default’ has in SL. ‘*default*’ itself is not available in Kamus Besar Bahasa Indonesia (KBBI).

Acceptability

Acceptability considers the norms and cultures of the TL, in this case the users of WhatsApp in Indonesia. Acceptability is scaled into 3 categories: acceptable (3), less acceptable (2), and unacceptable (1). In this research, 149 of 164 data were considered acceptable, 9 were less acceptable, and 6 were unacceptable.

Table 7. Acceptability Level of Translated Words and Phrases in WhatsApp

Scale	Acceptability	No of data	%
3	acceptable	149	90.8
2	less acceptable	9	5.5
1	unacceptable	6	4.7
Total		164	100

Acceptable

Datum 030

SL: Conversation tones

TL: *Nada percakapan*

This data was translated by literal technique. This phrase '*nada percakapan*' was considered acceptable because it could be easily understood by the users. The words '*nada*' and '*percakapan*' frequently appear in daily conversation. So, it sounds natural for the WhatsApp users in Indonesia.

Datum 014

SL: App info

TL: *Info aplikasi*

'*info aplikasi*' consists of common words in TL. The users easily understand the meaning of this phrase because they are familiar with the phrase. So, it sounds natural for the users.

Less acceptable

In this category, the translated words or phrases are not fully natural. There are problems related to the dictions used.

Datum 051

SL: Font Size

TL: *Ukuran font*

This datum was translated by literal and borrowing techniques. It had correct TL's grammatical structure. But, the word 'font' in the phrase was not an Indonesia word. Although we are familiar with the 'font' (as in Microsoft Word, Excel, etc), not all users understand this word.

Datum 133

SL: Solid Color

TL: *Warna Solid*

This phrase was translated by borrowing and literal techniques. The translation '*warna solid*' was considered less acceptable. The word 'solid' in phrase '*warna solid*' is not common in TL. This caused the translation does not sound natural.

Unacceptable

A translation is considered unacceptable when they really look like translation. And when we read it, it feels that we are reading a translation. In short, it does not sound natural at all.

Datum 119

SL: end-to-end encryption

TL: *enkripsi secara end-to-end*

The phrase '*enkripsi secara end-to-end*' does not sound natural. Both 'encryption' and 'end-to-end' is not common in TL. The linguistic amplification technique by adding '*secara*' still does not contribute to a better understanding since users rarely know the idea of both 'encryption' and 'end-to-end'

Another example of less acceptable can be seen from Datum 056.

Datum 056

SL: Google Drive

This phrase was translated by pure borrowing. This was categorized as unacceptable because the term purely consisted of SL words. The WhatsApp users were not familiar with this term. This caused the translation does not sound natural at all in TL.

Table 8. The Effects of Single Variant Techniques on Translation Quality (Accuracy and Acceptability)

No	Translation Technique	No of data	Accuracy			Acceptability		
			Accurate	Less accurate	Inaccurate	Acceptable	Less acceptable	Unacceptable
1	literal	82	80	2	0	81	1	0
		(59.9%)	(97.6%)	(2.4%)	(0%)	(98.8%)	(1.2%)	(0%)
2	borrowing	43	41	0	2	32	6	5
		(31.5%)	(95.4%)	(0%)	(4.6%)	(74.4%)	(14.0%)	(11.6%)
3	modulation	2	1	0	1	2	0	0
		(1.5%)	(50%)	(0%)	(50%)	(100%)	(0%)	(0%)
4	calque	3	3	0	0	3	0	0
		(2.1%)	(100%)	(0%)	(0%)	(100%)	(0%)	(0%)
5	linguistic compression	1	1	0	0	1	0	0
		(0.7%)	(100%)	(0%)	(0%)	(100%)	(0%)	(0%)
6	established equivalent	5	5	0	0	5	0	0 (0%)
		(3.6%)	(100%)	(0%)	(0%)	(100%)	(0%)	
7	reduction	1	0	1	0	1	0	0 (0%)
		(0.7%)	(0%)	(100%)	(0%)	(100%)	(0%)	
Total			131	3	3	125	7	5
		137 (100%)	(95.6%)	(2.2%)	(2.2%)	(91.2%)	(5.1%)	(3.7%)
			137 (100%)			137 (100%)		

In these data of single translation techniques, we can see that techniques applied in few number of data; calque (3), linguistic compression (1), established equivalent (5), and reduction (1); resulted accurate and acceptable translation. Only modulation (2) resulted an accurate and an inaccurate translations. But, both of the data were accurate.

The techniques applied in many data; literal and borrowing; resulted various either accuracy or acceptability. For literal technique, only 80 of 82 data were accurately translated. The other 2 were considered less accurate. In term of acceptability, only one was less acceptable. The rests were all accurate. For borrowing technique, only 2 of 43 data were inaccurate. In term of acceptability, the application of this technique resulted in all categories. 32 (74.4%) data were acceptable. Meanwhile, 6 (13.9%) were less acceptable, and the other 5 (11.6%) were unacceptable.

Table 9. The Effects of Couplet Techniques on Translation Quality (Accuracy and Acceptability)

No	Translation Technique	Total of data	Accuracy			Acceptability		
			Accurate	Less accurate	Inaccurate	Acceptable	Less acceptable	unacceptable
1	literal + borrowing	14	14	0	0	11	3	0
		(53.8%)	(100%)	(0%)	(0%)	(78.6%)	(21.4%)	(0%)
2	literal + transposition	5	5	0	0	5	0	0
		(19.2%)		(0%)	(0%)		(0%)	(0%)
3	literal + linguistic amplification	1	1	0	0	1 (100%)	0	0
		(3.8%)	(100%)	(0%)	(0%)		(0%)	(0%)
4	borrowing + linguistic amplification	2	2	0	0	1	0	1
		(7.7%)		(0%)	(0%)	(50%)	(0%)	(50%)
5	borrowing +	1	1	0	0	1 (100%)	0	0

	established equivalent	(3.8%)	(100%)	(0%)	(0%)		(0%)	(0%)
6	borrowing + transposition	1 (3.8%)	0 (0%)	0 (0%)	1 (100%)	1 (100%)	0 (0%)	0 (0%)
7	reduction + transposition	1 (3.8%)	0 (0%)	1 (100%)	0	1 (100%)	0	0
8	Generalization + transposition	1 (3.8%)	1 (100%)	0 (0%)	0 (0%)	1 (100%)	0 (0%)	0 (0%)
Total		26 (100%)	24	1	1	22	3	1
				26 (100%)			26 (100%)	

There were 8 techniques used in couplet. Their combination resulted various level of accuracy and acceptability. The combination of literal and transposition (5 data), literal and linguistic amplification (1 data), borrowing and established equivalent (1 data), and general and transposition (1 data) resulted high level of accuracy and acceptability. Their translations all were accurate and acceptable. For the combination of literal and borrowing, there were 14 data found. In term of accuracy, all of them were accurate. But in term of acceptability, only 11 were acceptable. The other 3 were less acceptable. For the combination of borrowing and linguistic amplification, the two data were found to be accurate. But in term of acceptability, one was acceptable and another one is unacceptable. For the combination of borrowing and transposition, the datum was found inaccurate but acceptable. For the combination of reduction and transposition, the datum was found less accurate but acceptable. From these combinations, we can see that reduction, borrowing, and transposition resulted lower quality in accuracy; less accurate and inaccurate translations. Still, the combinations of borrowing, linguistic amplification, and literal also showed the same results. In term of acceptability, they resulted lower level of acceptability; less acceptable (3 data) and unacceptable (1 datum)

Table 10. The Effects of Triplet Techniques on Translation Quality (Accuracy and Acceptability)

No	Translation Technique	Total of data	Accuracy			Acceptability		
			Accurate	Less accurate	Inaccurate	Acceptable	Less acceptable	unacceptable
1	Established equivalent + modulation + transposition	1	0	1	0	1	0	0

Only 1 data was found to have three techniques in translating the word 'FAQ'; established equivalent, modulation, and transposition. The application of this combination was acceptable because FAQ refers to the some kind of help center. But this was considered less accurate because FAQ does not only mean as 'a help center'. It can also act as to receive suggestion, complaints, etc.

CONCLUSIONS

After studying the application, the researcher found 164 words and phrases in WhatsApp. All those words and phrases were translated into Bahasa Indonesia using only 9 of 18 translation techniques were applied; literal (102), borrowing (60), transposition (10), established equivalent (7), modulation (3), calque (3), linguistic compression (1), and linguistic amplification (2), and reduction (2). They were applied 190 times and used in single variant (137), couplet (26), and triplet (1).

The quality of these translations was assessed based on accuracy and acceptability. From the aspect of accuracy, it was found that 155 (94.5%) data were accurate, 5 (3.1%) less accurate, and 4 (2.4%) inaccurate. Meanwhile from the aspect of acceptability, 149 (90.8%) data were acceptable, 9 (5.5%) were less acceptable, and 6 (4.7%) were unacceptable.

The use of the translation techniques, of course affected the quality. Calque, linguistic

compression, established equivalent, generalization resulted accurate translation. Less accurate translations were mostly caused by reduction, transposition, and literal. Inaccurate were mostly from borrowing and modulation. From the aspect of acceptability, acceptable translations were mostly from modulation, calque, linguistic compression, established equivalent, and reduction. Less acceptable translations were only resulted by literal and borrowing. And unacceptable was only resulted by borrowing.

REFERENCES

- Anggono, Buntar Tri. (2012). *Analysis of Translation Technique and Quality Assessment as Part of Software Localization: UCweb Browser*. "Unpublished Post Graduate Thesis". Surakarta: Universitas Sebelas Maret.
- Catford, J.C. (1969). *A Linguistics Theory of Translation*. Oxford: Oxford University Press.
- Clement, J. (2019, October). Countries with the most WhatsApp users 2019 (in millions). *Statista*. Retrieved from <https://www.statista.com/statistics/289778/countries-with-the-most-facebook-users/>
- Lincoln, Y.S., & Guba, E.G. 1985. *Naturalistic Inquiry*. Beverly Hills: Sage Publication Trans.
- Mansoor, Iqbal. (2020, April 24th). WhatsApp Revenue and Usage Statistics. *BusinessOfApp*. Retrieved from <https://www.businessofapps.com/data/whatsapp-statistics/>
- Meilasari, Priska. (2019). *When Instagram Translation Machine Translates Ecology Terms: Accurate or Not?* In PROCEEDINGS of The 7th LITERARY STUDIES CONFERENCE "Rethinking Environmental Issues through Literature, Language, Culture, and Education". Yogyakarta: Fakultas Sastra Universitas Sanata Dharma.
- Molina, L., & Hurtado Albir, A. (2002). Translation techniques revisited: A dynamic and functionalist approach. *Meta: Journal des Traducteurs/Meta: Translators' Journal*, 47(4), 498-512.
- Nababan, M. R. (2007). *Aspek genetik, objektif, dan afektif dalam penelitian penerjemahan* (Doctoral dissertation, Udayana University).
- _____. (2008). *Teori Menerjemahkan Bahasa Inggris*. Yogyakarta: Pustaka Pelajar.
- _____. (2010b). *Teknik-teknik Penerjemahan Teks*. Makalah Dipresentasikan dalam Seminar Nasional Penerjemahan "Teknik Penerjemahan Teks", Universitas Widya Mandala. Madiun: 30 Juni 2010 (*unpublished*).
- Nababan, M. R., & Nuraeni, A. (2012). Sumardiono.(2012). *Pengembangan Model Penilaian Kualitas Terjemahan*, 24(1), 39-57.
- Newmark, Peter. 1988. *A Textbook of Translation*. New York: Prentice Hall.
- Nida, E. A., & Taber, C. R. (Eds.). (1982). *The theory and practice of translation* (Vol. 8). Brill Archive.
- Sahir. (2019). WhatsApp Usage, Revenue, Market Share, and other Statistics. (2019, February 11th). *Digital Information World*. Retrieved from <https://www.digitalinformationworld.com/2019/02/whatsapp-facts-stats.html>
- Sigalingging, B. M. (2014). *Analisis Terjemahan Istilah Komputer dan Teknologi Informasi dalam Film The Social Network Serta Dampaknya Pada Kualitas Terjemahan* (Doctoral dissertation, UNS (Sebelas Maret University)).
- Sugiyono. (2013). *Cara Mudah Menyusun: Skripsi, Tesis, dan Disertasi*. Bandung: Alfabeta.
- Sutopo, H.B. (2002). *Metodologi Penelitian Kualitatif*. Surakarta: Universitas Sebelas Maret.