

**EQUIVALENCE AND TRANSLATION QUALITY ASSESSMENT TOWARDS
NEWS TRANSLATION: VICE INDONESIA YOUTUBE CHANNEL**

Era Basriana¹⁾, Esti Junining²⁾, Sri Endah Tabiati³⁾
¹²³⁾ Brawijaya University

SUBMISSION TRACK

Submitted : 14 July 2022
Accepted : 14 September 2022
Published : 18 October 2022

KEYWORDS

Equivalence, translation,
assessment, news

CORRESPONDENCE

E-mail: erabsrn@gmail.com

A B S T R A C T

Translation, along with technological advancement, has been a critical step in enabling the journalistic message to transcend territorial borders. This study aims to determine the type of equivalence contained in the news translation of VICE Indonesia YouTube channel and its impact on the translation quality. The data were taken from the subtitle transcript of VICE Indonesia. This research was conducted by using qualitative descriptive method. Several theories were elaborated within this research namely, Nida & Taber theory of equivalence (cited in Panou, 2013, p.2) and the equivalence theory of Baker (2018), and the adopted model of translation quality assessment from Nababan et al. (2012). The results of this study showed that there were six types of equivalence found within the subtitles: formal equivalence, dynamic equivalence, equivalence at word level, equivalence above word level, grammatical equivalence, and pragmatic equivalence. Grammatical equivalence is the type that dominates the overall data. Furthermore, the findings shows that 66.67% of samples were categorized as less communicative, 58.33% of samples were evaluated as unacceptable translations, and 38.89% of the sample scored as high readability level.

Introduction

Social media has offered the journalism industry a significant opportunity to develop their companies to publish their news report actively. Society observes and engages in social media practice, including sharing each other's practices (Bruns, 2018). To materialize this practice, it is necessary to present the news in various languages, especially English as the international language. Therefore, the news translator must ensure there will be no misleading information through an equivalence translation within the news.

The concept of equivalence can be said as the essence of translations. Equivalence can be defined as a relation between words or phrases from the source language that shares the same meaning in the target language (Liu, 2018). It involves all levels of semantic meaning. Semantic meaning itself is divided into three categories: lexical meaning, sentential meaning or utterance meaning, and discourse meaning (Hadiwijaya,2019). In this regard, Nida and Taber (cited in Panou, 2013, p.2) distinguish equivalence concept into formal and dynamic equivalence. Another classification of equivalence also brought by Baker (2018). She categorized the concept of equivalence into five types: equivalence at word level, equivalence above word level, grammatical equivalence, textual equivalence, and pragmatic equivalence. Furthermore, translation has its own assessment and parameter to be called a translation that has a quality. Regarding this, Nababan et al. (2012) argue that translation must meet three aspects: accuracy, acceptability, and readability. This framework can be used as a criterion to assess every translation product, including news translation.

Journalist frequently publishes their news content on YouTube in this digital age. One company that has already widespread its wings into digital content is VICE Indonesia. Their content is packed in interesting videos with current issues, especially global content that focuses on young generations. VICE Indonesia YouTube channel provides Indonesian subtitles in order to make their Indonesian viewers understand the English videos.

Previous related study regarding equivalence was already conducted by Sudartini (2016). The study has tried to answer an issue about the grammatical equivalence in the translation of English to Indonesian language linked to the categories of person (pronoun), tenses, and voice. Similarly, Hartono & Yuliasri (2018) also discussed the grammatical equivalence and translation techniques from the perspective of a tourism brochure. According to the findings, the translator tends to use more than one technique to translate a sentence to identify the equivalent meaning.

Moreover, prior study regarding translation quality assessment has been carried out by Naratama (2017). Based on this research, BBC news translation can be said to be of high quality. In this case, Naratama (2017) merely observes the effect of the translation strategy by self-assessment in determining the quality of translation. This assessment does not cover both sides of the author and the readers. It is due to the researcher's interpretations being limited as a subject. Personal experience and knowledge might impact the observations and conclusions (Choy, 2014).

Other prior studies already tried to conduct the TQA research using qualified raters and additional informants. The assessment used the model of TQA from Nababan et al. (2012) and was concerned with the aspect of accuracy, acceptability, and readability. As one of the instances, Firdaus et al. (2014) analyzed the translation technique from the perspective of relative clauses in *The Kite Runner* novel and the effect on the translation quality. Similarly, Nugraheni et al. (2016) examine the translation ideology, method, technique, and translation quality of Compass International Foundation sponsor letters. Furthermore, the translation quality assessment of news text was also discussed by Meilasari et al. (2016). They examined the euphemism and dysphemism expressions within BBC news text and the impact on the translation quality. The findings from these prior researches are similar to each other. It is inferred that the translation techniques, methods, and ideologies within the translation significantly affect the quality of the target text.

Considering that the previous related study mostly has been limited to focusing on one type of equivalence, there is still a need to explore the other equivalence types from other scholars. Thus, this present study tried to fill the gap by combining the recent equivalence theories from Baker (2018) with Nida & Taber's (cited in Panou, 2013, p.2) theories of equivalence, which are relevant to each other. This study also investigates the translation quality by involving competent evaluators and additional informants. The assessment is needed to provide a more insightful evaluation and ensure the validity of the information obtained by supporting methods. However, this study developed the parameter of TQA from Nababan et al. into a different perspective: communicativeness, acceptability, and readability. From the aforementioned issue, this study tried to answer these two research problems: 1) What are the translation equivalence types applied in the subtitle of VICE Indonesia YouTube channel? 2) How do the equivalence types affect the translation quality of VICE Indonesia YouTube channel? Therefore, this study's goal tends to focus more specifically on how equivalence in translation deals with translation quality assessment through the complexity of subtitles within news translation.

Research Method

This research is a descriptive qualitative study. In this case, the data collected was described and studied in depth in order to obtain a more concrete understanding of the research objectives. This is in accordance with Korstjens & Moser (2017), who argue that the availability of sufficient in-depth data indicates the patterns, categories, and diversity of the topic under a study is the most significant requirement in qualitative research.

The researchers adopted the translation quality assessment criteria from Nababan et al. (2012) which focus on three aspects namely, communicativeness, acceptability, and readability. In this case, the communicativeness and acceptability aspects are evaluated by the competent raters who have translation as their background, either practitioners or academics. On the other hand, additional informants who do not have translation as their educational background are needed to examine the readability aspect. The primary data source of this study is the three chosen videos uploaded by VICE Indonesia, namely: *Menyaksikan Realitas Tradisi Pasar Pengantin di Bulgaria, Pandemi Hidupkan Kembali Desa yang Sekarat di Jepang*, and *Keruntuhan Yakuza di Jepang*.

Moreover, in collecting the data, the researcher employs the following data collection procedures. Firstly, the researcher observed the videos to examine the equivalence translation of VICE Indonesia. Secondly, there was a transcript collection and data reduction from the subtitles. Furthermore, it is needed to classify the data that has been found into equivalence categories according to the equivalence theories brought by Nida & Taber (cited in Panou, 2013, p.2) and from Baker (2018). The researchers also employed the coding process to expedite the data analysis. Pertaining to the analysis of translation quality, the researchers employed purposive sampling due to the purposeful selection of participants based on the quality of the raters and informants. Furthermore, this research used the close-ended questions given to the raters and informants. The raters and the informants directly score the translation quality by providing a score (1-5) based on each aspect.

Data analysis within this study is based on Spradley's (2016) method of analysis. It is divided into four stages namely:

1. Descriptive observations: In this step, there were simplifying, abstracting, data reduction, and presenting the visual data into written data. The subtitles are made into transcripts or textual data.
2. Domain Analysis: The transcripts of videos are sorted in this step. The researchers thoroughly examined the collected data before going further into deeper data.
3. Taxonomic analysis: The researchers want to pursue the subject further in this step. A taxonomy itself is a collection of categories arranged around a particular semantic connection. Hence, in this section, the selected data from the transcripts are categorized into types of translations equivalence based on Nida & Taber (cited in Panou, 2013, p.2) and Baker's (2018) theories of equivalence.
4. Componential analysis: In this analysis, the raters and the informants assess the data of equivalence types from VICE Indonesia. In doing so, all the data discovered are represented as the result and answer how the equivalence in news translation would affect the translation quality.

Result and Discussion

Result

It is disclosed that the researchers found six types of equivalence within three transcripts. VICE Indonesia YouTube channel portrays each subtitle by considering the particular equivalence types according to Nida & Taber's and Baker's theories. The classification can be seen in the following table:

| No. | Equivalence Types | Total Number | Frequency |
|-------|------------------------------|--------------|-----------|
| 1. | Formal Equivalence | 113 | 12,75% |
| 2. | Dynamic Equivalence | 209 | 23,59% |
| 3. | Equivalence at Word Level | 146 | 16,48% |
| 4. | Equivalence above Word Level | 67 | 7,56% |
| 5. | Grammatical Equivalence | 220 | 24,83% |
| 6. | Pragmatic Equivalence | 131 | 14,79% |
| Total | | 886 | 100% |

Table 1. data display of equivalence types

Formal Equivalence

The data findings revealed that 113 formal equivalences (12,75% frequency) were found within the overall data. In this case, formal equivalence is concerned with a translation that focuses on the message, both in form and substance (Nida & Taber, 2003). Regarding the message, the target language should be as close to the distinct aspects of the source language as feasible. The crux of this type of equivalence is prioritizing the message from the form and context over the impact that will occur. Formal equivalence within the subtitles can be seen on the following datum:

- (A.FE66) SL : 13:02 – Vesey : I was 14 years old, my parents tried to sell me for 8,000 levs (\$4,660). They took me out of school so that I could get married but I started crying saying: “No, I won’t get married.” I ran away, hid, and didn’t go as a daughter-in-law.
 TL : 13:02 – Vesey : Saat aku berumur 14 tahun, orang tua aku ingin menjual aku seharga 8,000 levs (4,600 dolar). Mereka mengeluarkan aku dari sekolah sehingga aku bisa menikah tapi aku mulai menangis dan berkata: "Tidak, aku tidak ingin menikah." Aku lari, bersembunyi, dan tidak pergi sebagai menantu.

Formal equivalence emphasizes the consistency of lexical details and grammatical structure from the original language (Nida & Taber, 2003). It can be seen from datum A.FE66 that the translator focuses on the message itself, while the target language is similar to the source language in structure and substance. Fundamentally, this datum shows a source-oriented translation.

Dynamic equivalence

There are 209 number of data (23,59% frequency) appeared to be dynamic equivalence. The objective of dynamic equivalence is to generate a natural impact that is as close to the source language as possible. In this type of translation equivalence, the dynamic aspects of the source text can be similar but not identical to the target language, as shown by datum B.DE5.

- (B.DE5) SL : 00:53 – Mahmood : I've lost friends to gang violence, And family to war. I want to understand what draws some people to violence. And what it takes from them in the process.
TL : 00:53 – Mahmood : Banyak teman dan keluarga saya meninggal karena kekerasan geng dan perang. Saya ingin memahami apa yang membuat seseorang tertarik dengan kekerasan. Dan apa yang hilang dari hidup mereka karena kekerasan.

Datum B.DE5 indicates that the translator provides a natural effect that is as close to the source language that makes the readers could still achieve the message. Although some of the elements within the source text are not identical to the target text, the readers will still respond in the same way as the source language due to its dynamic feature.

Equivalence at Word Level

The researchers found 146 data (16,48% frequency) that classified as equivalence at word level. Equivalence at the word level in this research covered the factor to be counted by the translator in the process of message transfer. A single word may often be given various meanings in the target text. It can be treated as a more nuanced unit or morpheme (Baker, 2018). The researchers found that there are five strategies to deal with equivalence at the word level that the translator uses to make their subtitle equivalence. Firstly, they tend to paraphrase using related words, as shown by datum B.WLE7.

- (B.WLE7) SL : 14:16 – Koyama : So we all **watched** the monk's house, taking turns for two weeks.
TL : 14:16 – Koyama : Jadi kami **memonitor** rumah biksu ini, bergantian tiap dua minggu.

The verb *watched* translated to *memonitor* to make it more alluring and equivalent between the source text and the target text. Moreover, the translator utilized this strategy because the message communicated by the source text is lexicalized in the target language in a different form. This strategy was done by paraphrasing the word *watched*, which is initially meant by *menonton*, into *memonitor*. Both of these words are related in Indonesian language, which implies supervise, observe, or check carefully (KBBI). In this regard, the second strategy that used by the translator to deal with equivalence is using culture-specific concepts or specific words, as illustrated by datum A.WLE19.

- (A.WLE19) SL : 6:22 – Shopkeeper : 40 + 35 = **75 levs (\$44)**. Thankyou. I wish you health!
TL : 6:22 – Shopkeeper : **Totalnya 75 levs (sekitar 600.000 IDR)**. Terima kasih, semoga sehat selalu.

The translator happens to be applied the culture-specific concepts in the target text to make the readers more familiar with the target text and could fully understand the source text message. It can be seen from the datum that the translator replaced a culture-specific item with adding *sekitar 600.000 IDR* to make the currency more specific and make it directed to Indonesian readers.

Aside from using specific words, the researchers also found several applicability of more general words to obtain equivalency within the subtitles as depicted on datum B.WLE2.

(B.WLE21) SL : 2:24 – Mahmood : Jake had some contacts he wanted to introduce us to. He agreed to meet me in his old stomping ground Kabukicho, Tokyo's **red light district**, a place that was once synonymous with the yakuza.

TL : 2:24 – Mahmood : Kami bertemu di daerah tongkrongan lamanya di Kabukicho. **Pusat lokalisasi** di Tokyo yang dulu juga tempat yakuza berkeliaran. Jake akan memperkenalkan kita kepada beberapa kenalannya.

In this case, the translator employed a more general word to make it common for the target text readers. The *red light district* means a section of town with a more significant percentage of prostitutes (Oxford dictionary). The translator might transfer the phrase using a faithful translation with *distrik lampu merah*, but it will seem strange to the target text readers and be categorized as a non-equivalence translation. Hence, the translator translated it into *pusat lokalisasi* to make it more general and familiar for the receptor of the target text. A step from these three strategies applied by the translator to make the subtitles equivalence, there are several data found by the researcher that use loan words as we can observe in datum C.WLE25.

(C.WLE25) SL : 5:59 – Byron : Our hospitality **business** changing drastically that we've had to kind of reinvent ourselves.

TL : 5:59 – Byron : **Bisnis** penginapan kami berubah drastis, jadi kami harus mencari cara lain selama pandemi.

Initially, *business* comes from the old English (Northumbria), which means the action of creating, purchasing, selling, or providing any products or services for a fee (Oxford dictionary). As shown by the word *bisnis*, this loan word is already adjusted with the target language and still has the same meaning as the original text. Thereby, the translator succeeds in making its equivalence at the word level by using loan word. Despite using a certain strategy to make their subtitle equivalence at the word level, the translator also frequently omits certain words or phrases to make their translations equivalent, for instance, in datum C.WLE31.

(C.WLE31) SL : 2:14 – Narrator : Yoko works as a graphic designer. Her husband Jason is an English teacher and both are now **seriously** considering a life in the countryside.

TL : 2:14 – Narrator : Yoko adalah seorang desainer grafis. Suaminya, Jason, berprofesi sebagai guru bahasa Inggris. Keduanya tengah memikirkan untuk pindah ke desa.

As shown in the datum, *seriously* is omitted by the translator. In this instance, translators may simply skip translating a word from the original text if it is not critical to the message of the source text. The translator should make the omission rather than make an unimportant detail within their translations. So that the readers can still focus on the main idea of the source text.

Equivalence above Word Level

It is disclosed that this type of equivalence is the least of all five types of equivalence within the data. The researcher only found 67 data (7,50% frequency) containing equivalence above word level.

Pertaining to equivalence above word level, words nearly generally appear in the presence of other words to create meaning, adjoining to having independent meaning (Baker, 2018). In this case, equivalence above word level concerns with collocation, idiom, and fixed expression. Firstly, data that consists of collocation can be seen on datum A.WAE18.

- (A.WAE18) SL : 12:08 – Milène : They **dress off** and they take lots of photos and they put it all on Facebook.
TL : 12:08 – Milène : Mereka **berdandan** dan mengambil banyak foto dan mengunggahnya ke Facebook.

Taking a look at datum A.WAE18, *dress off* is translated to *berdandan*. This translation is equivalence because *dress off* is related to *berdandan* in accordance with the context of the source text in English. Adjacent to collocation, equivalence above word level also deals with idioms and fixed expressions. The researcher found several data included in fixed expression as shown by datum C.WAE12.

- (C.WAE12) SL : 3:32 – Jason : I've used to live in London and this is about like 100 times worse the **squash the squeeze**.
TL : 3:32 – Jason : Saya dulu tinggal di London, dan di sini rasanya 100 kali lebih parah dari di sana. **Desak-desakan** [di kereta] bukan main parahnya.

This translation is equivalent since *squash the squeeze* means applying pressure to something and applying far too much weight until it loses its natural form. It gives the impression of flattening things. Therefore, *desak-desakan* is the exact option for the translator to make it in accordance with the context of the source text and make the target readers relate with the source text.

Grammatical Equivalence

This type of equivalence is the most dominant type employed by the translator. 220 number of grammatical equivalence (24,83% frequency) were found over the three transcripts. In this matter, different grammatical constructs in the source text and target text could create significant differences in how information or messages are conveyed. The researchers found four aspects to deal with grammatical equivalence within the data source: number, person, tense & aspect, and voice. First and foremost, the aspect of number can be seen in datum B.GE9

- (B.GE9) SL : 6:51 – Mahmood : So what are the practical **steps** to rehabilitating when you leave the yakuza?
TL : 6:51 – Mahmood : **Langkah** apa yang diambil untuk merehabilitasi diri setelah berhenti jadi yakuza?

It can be seen from this datum that the category of number within the source text, which is plural changed to singular in the target text. The translator might translate it into the same plural form to *langkah-langkah*, but this will be considered too lengthy and sounds too rigid for the target text readers. The other aspect of making the translation equivalence within the subtitles is by observing the grammatical category of person, for instance in datum B.GE40.

- (B.GE40) SL : 9:11 – Mahmood : How do you think **he** would feel if he could see the current state of essentially what's become his legacy.
TL : 9:11 – Mahmood : Apa yang mungkin **beliau** katakan tentang peninggalannya sekarang?

The translator determined to use *beliau* in the target text since it is considered more polite in Indonesian culture. In most cases, the person *he* also can be translated to *Ia* or *dia*, but the translator chooses *beliau* instead to present a courtesy nuance. Furthermore, the translator also made some changes in the tense & aspect of the target text to make the grammatical equivalent in Indonesian, as shown in datum A.GE76.

- (A.GE76) SL : 16:02 – Narrator : The bride market is held a 20 minutes drive away, in Stara Zagora in a big parking lot. Where some 2,000 Kalaidzhi **were getting the party started**.
TL : 16:02 – Narrator : Pasar Pengantin dapat dicapai dalam 20 menit berkendara di Stara Zagora di sebuah lahan parkir besar di mana sekitar 2000 Kalaidzhi **telah memulai pesta**.

The tense and aspect are highly advanced in certain languages. However, some languages lack a formal tense and aspect classification, such as Indonesian. As shown by datum A.GE76, the past tense *were getting the party started* translated into *telah memulai pesta*. In this case, the translator uses adverbial *telah* to indicate time reference within the target language. Additionally, grammatical equivalence deals with voice as well. The researcher found several data that lies a change in voice, for example, in datum C.GE82.

- (C.GE82) SL : 2:54 – Narrator : Vera was sold to their dad Christo at a bride market. I want to know how the family feels about the prospect of Pepa and Rosi also being sold in a couple of days.
TL : 2:54 – Narrator : Ayah mereka, Kristo, mendapatkan Vera di Pasar Pengantin. Aku penasaran dengan pendapat keluarga tentang Pepa dan Rosi yang akan terjual dalam beberapa hari.

The grammatical equivalence of voice deals with using active and passive voice within the sentences. A particular language does not regularly utilize the passive voice with equal frequency. It might have distinct purposes and senses. Thus, in order to deal with this issue, translators frequently represent a passive voice as an active voice or vice versa. Datum C.GE45 presents the changing of passive voice into active voice. It is marked by the subject in the source text (*Vera*) becoming the object in the target text. Furthermore, it is also marked by the use of the active verb in Indonesian language *mendapatkan*.

Pragmatic Equivalence

Regardless of all the equivalence types that deal with sentence structure, the researcher also found the aspect of pragmatic equivalence employed by the translator within the subtitles. There are 131 total pragmatic equivalence (14,67%) applied by the translator amongst the subtitle. The findings can be noticed within the datum A.PE5 and B.PE2.

- (A.PE5) SL : 2:26 – Vera : I bought some snacks so we could treat ourselves!
TL : 2:26 – Vera : Aku membeli snack untuk kita berbagi.

According to Baker (2018), implicature in pragmatic equivalence concerns to what is inferred rather than what is expressly said. The translator must figure out the implicit meanings in translation. Therefore, it is the translators' responsibility to replicate the author's intent in another culture. Datum A.PE5 shows *we could treat* translated into *kita berbagi*. It indicates that the translator has succeeded in providing pragmatic equivalence in terms of implicature within the target text. To put it another way, the implied meaning of the text can be delivered to the target readers. If the translator translated it faithfully to *kita bisa menyenangkan*, it would not be equivalent and surely will not achieve the implicature aspect.

To highlight the findings of translation quality assessment, it needs to classifies the data according to each aspect. Firstly, the score from the communicativeness aspect is presented in the following table:

| Communicativeness level | Frequency | Percentage |
|-------------------------|-----------|------------|
| Communicative | 7 | 19,44% |
| Less communicative | 24 | 66,67% |
| Uncommunicative | 5 | 13,89% |

Table 2. data display of communicativeness aspect

Based on findings, the less communicative translation leads to VICE Indonesia subtitles. It can be seen from the table that there are 24 segments categorized as less communicative with 66,67% frequency. It implies that the majority of the sample still contains mismatched messages that affect how the target readers could understand the target text.

Moreover, the assessment results of acceptability aspect are displayed in the following table:

| Acceptability level | Frequency | Percentage |
|---------------------|-----------|------------|
| Acceptable | 1 | 2,78% |
| Less acceptable | 14 | 38,89% |
| Not acceptable | 21 | 58,33% |

Table 3. data display of acceptability aspect

The table implies that the acceptability aspect within VICE Indonesia is generally notable. There are 21 data evaluated as a not acceptable translation. It takes a major number of data which takes 58,33% from all of the segments evaluated by the raters. Remarkably, there is only 1 translation that scored as acceptable. It denotes there is only 2,78% of data that are considered acceptable throughout the subtitles.

Lastly, the readability score for the three levels can be seen in the following table:

| Readability level | Frequency | Percentage |
|----------------------------|-----------|------------|
| High readability level | 28 | 38,89% |
| Moderate readability level | 19 | 26,39% |
| Low readability level | 25 | 34,72% |

Table 4. data display of readability aspect

In accordance with this table, it points out that the readability of VICE Indonesia is quite rateable. From 72 data, the readability aspect was dominated by high scores. It is supported by 28 data classified to be high readability level with 38,89% percentage.

Discussion

Equivalence Types on VICE Indonesia Subtitles

It is appertaining to the findings that VICE Indonesia subtitles are concerned with the grammatical structure formed between the ST and the TT. The forming of the grammatical elements mainly focuses on the segmental elements, namely number, person, tense & aspect, and voice.

The translator employed such conformity to make the ST and the TT equivalent, for example, altering the number category from plural into singular or vice versa since the number category in English is different from the Indonesian language's grammatical rules.

Moreover, the translator also cleverly made an adjustment in the person aspect. The translators are able to transfer a particular person category in compliance with Indonesian customs, such as the translation of 'you' into *beliau*. This adjustment was made considering that Indonesian language offers various addressing words that demonstrate respect and familiarity toward the interlocutors.

Adjustments were utilized in the facet of tense & aspect as well. Since Indonesian language lacks tenses to explain time chronologically in the form of verbs, the translator uses adverbial to indicate time references within the TL, such as *telah*, *akan*, and *sudah*. This sustains Sudartini's (2016) findings that the concept of tense in Indonesian language is communicated lexically rather than structurally by adding specific time references that reflect the verbs' chronological implications.

On the other hand, dynamic equivalence is the second type that dominates VICE Indonesia subtitles. Dynamic equivalence within VICE Indonesia itself concerns with the translator technique to make a natural translation that does not sound rigid to the target readers. The translator tends to use more native terms to make their Indonesian audiences relate to the specific cultural setting within the ST.

As a result, the findings revealed that news translators need more than one strategy to make their translation equivalence. This confirms Hartono & Yuliasri's (2018) assertion that to make the translation equivalent, the translator did not use simply one approach. The translator often employs more than one technique in transferring a sentence.

On the other hand, Nida's (cited in Panou, 2013, p.2) classifications pertaining to formal equivalence and dynamic equivalence indirectly supported Baker's approach to equivalence. It is proven by Baker's concept that the grammatical equivalence is related to the formal equivalence, which is source text-oriented and characterized at the level of form as being equivalent and focused on the form of the ST. Besides, pragmatic equivalence is relevant to the notion of dynamic equivalence. Both of this equivalence types can be said as a content-oriented text. It takes the consideration of the TL linguistics elements, namely grammatical characteristics, subject fields, and certain circumstances that can affect the reader's perception after reading the translation results.

Translation Quality Assessment of VICE Indonesia Subtitles

In general, there are two methods of assessment: holistic and analytic scoring (Juita, 2021). However, the assessment in this research uses the adopted qualitative parameter to assess the subtitle according to three aspects, namely communicativeness, acceptability, and readability.

Communicativeness Level of VICE Indonesia Subtitle

Communicativeness deals with the message transmission between the source text and target text. The translator needs to make the target text convey the same intention as the original text. Moreover, the communicativeness aspect of this research also concerns recognizing if there is any meaning distortion in the target text.

a. Communicative

The findings revealed that the communicative aspect is relatively low towards VICE Indonesia subtitles. Data that denotes communicative level is prevailed by word at level equivalence. Thus, according to the result found at the communicative level, it is evident that the 7 data which contain word at level equivalence are transferred nicely by the translator, and the readers still got the same response as the source text readers.

b. Less communicative

According to the findings, it can be said that the communicativeness aspect of VICE Indonesia is less communicative. The data assessed as less communicative is already transferred well into the target text. Nevertheless, it still appoints a double meaning which disrupts the message's virtue. Moreover, less communicative aspect is apparently dominated by formal equivalence. Thus, it could be argued that the readers can understand a segment that contains formal equivalence, but it could be better with some changes on a certain element especially improvement towards the double meaning.

c. Uncommunicative

The datum classified as uncommunicative is the translation that has a distorted meaning, entirely does not close to the original text's message, and is hard to understand by the target readers. Moreover, the finding shows that uncommunicative translation mostly comes from pragmatic equivalence. Thus, it asserted that pragmatic equivalence impacts the uncommunicative translation within the subtitles.

Acceptability Level of VICE Indonesia Subtitle

Acceptability focuses on whether a translation has been revealed in line with the norms, regulations, and culture relevant in the target language or not. It is not enough for a translation to be just accurate and communicative. If the terms and message in the target text are opposed to norms, values, and culture, the intended reader might refuse the translation.

a. Acceptable

It turns out there is only 1 (2,78%) acceptable data that can be categorized as an acceptable translation. This contrasts with the findings from Naratama (2017), who found that the acceptable level of news text is relatively high. It implies that the acceptability level in news text might be higher than the news translation that presents through subtitles. In this regard, the acceptable score is only gained by the formal equivalence. Although there is only 1 formal equivalence that can be classified as acceptable, it still asserted that the passage is approved by the target readers.

b. Less acceptable

There is a quite number of less acceptable translations found by the raters. The less acceptable translation within the subtitles is, in fact, acceptable to the readers. However, attention must be paid to a certain component of the target text. The less acceptable translation is mostly obtained by grammatical equivalence. The sample is very close to

the acceptable score, but the translator should consider the context mismatch to make it appropriate to the target text.

c. Not acceptable

Apparently, unacceptable translation is dominating the assessment of the acceptable aspect. In this case, unacceptable subtitles are mainly found on dynamic equivalence and word at level equivalence. The unacceptable translation itself is caused by a discrepancy in context and unfamiliarity that the readers feel when they read the translation results.

Readability Level of VICE Indonesia Subtitle

The aspect of readability is primarily concerned with legibility. It is involved the concept between translations and readers in the aspect of convenience, whether the readers can easily read and understand the context of the target text or not.

a. High readability level

The readability aspect within VICE Indonesia subtitles is foremost by high readability level. High readability level is dominated by above word level equivalence. Hence, this equivalence category has a major effect on the readability aspect of the subtitles. It is also apparent that datum, which is categorized as above word level equivalence, can be easier understood by the target text readers and convenient as well.

b. Moderate readability level

The moderate scores tend to be relatively low. It is supported by the data showing that only 19 out of 72 segments had a moderate readability level. This means 26,39% of segments needed to read more than once to understand the message. Moreover, moderate readability levels are mostly found in grammatical equivalence.

c. Low readability

The low scores on the readability aspect tend to be almost counterbalanced with high readability levels. In this case, it is proved by the data that 25 segments are evaluated as having low readability levels with a 34,72% percentage. It implies that the low readability level only differs by 4,17% from the high readability level. Furthermore, it turns out that low readability level is dominated by formal equivalence.

The analysis of TQA in this study is somewhat in line with Nugraheni et al. (2016), Meilasari et al. (2016), and Firdaus et al. (2014), that also utilized the qualified raters and additional informants to assess the research data. However, this research revealed a contrary finding in the case of VICE Indonesia subtitle. The unacceptable translation tends to dominate the subtitle. It is inferred that not all equivalence types can ensure an acceptable level for the target readers. This contrasts with Meilasari et al. (2016) findings that all of the translation techniques applied to translate the expression of euphemism and dysphemism within BBC news text positively impact the translation quality. Moreover, it is also contrary to Firdaus et al. (2014) that although some shifts in the semantic category within the relative clause found in *The Kite Runner* novel, it does not affect the translation quality.

This study also shows a different perspective between the qualified raters and the informants. It is proven by the significant score on the high readability level. This is also in dispute with Nugraheni et al. (2016), who found that the raters and the informants shared the same projection in the case of Compass International Foundation sponsor letter

translation. It is proven with the findings that denote ideology, method, and translation technique also significantly impact accuracy, acceptability, and readability level. Furthermore, the researcher found no related findings regarding the communicative aspect since this research developed the aspect of accuracy into the communicativeness aspect.

Remarkably, the application of equivalence on the subtitle certainly does not affect the assessment of the translation quality, especially regarding communicativeness and acceptability. The raters assessment shows that even though the translator has made an effort to find the equivalent words within the target language, there are still certain details that do not meet the requirements for the translation to be communicative and acceptable to the reader. These details refer to the context mismatch and meaning distortion. However, in accordance with the results of the study, the use of equivalence within the subtitle positively affects the level of readability. The general readers, without translations of their educational background, could easily comprehend the intention of the original text.

Conclusion

Six types of equivalence are found within the subtitles: formal equivalence, dynamic equivalence, equivalence at word level, equivalence above word level, grammatical equivalence, and pragmatic equivalence. To emphasize, it needs to be mentioned that grammatical equivalence is the most dominant type found in the news subtitle of VICE. Particularly, the translator is concerned with the segmental elements, namely number, person, tense & aspect, and voice, to make the source and target text equivalent. Furthermore, samples show that VICE Indonesia subtitle tends to be unacceptable. Some translations are unnatural and do not correspond with the context of the source text. Thus, it also makes the subtitle less communicative for the target readers. Less communicative translation actually already transfers nicely to the target readers. However, it is necessary to be concerned with the distorted meaning and double meaning to make it achieve the communicative level. Moreover, the readability level of VICE Indonesia subtitles tends to be high. It is also evident that each equivalence type within the subtitles does not entirely affect the translation quality positively. It is proven with the findings of unacceptable subtitles are mainly found on dynamic equivalence and word at level equivalence. This finding implies that even though dynamic equivalence is the second type that mostly dominates the subtitles, it does not ensure it will be acceptable and communicative to the target readers.

References

- Bruns, A. (2018). *Gatewatching and news curation: Journalism, social media, and the public sphere (Digital Formations, Volume 113)*. Peter Lang Publishing.
- Baker, M. (2018). *In other words : a coursebook on translation*. Taylor And Francis.
- Choy, L. T. (2014). The Strengths and Weaknesses of Research Methodology: Comparison and Complimentary between Qualitative and Quantitative Approaches. *IOSR Journal of Humanities and Social Science*, 19(4), 99–104.
- Firdaus, A. (2014). Analisis Teknik Penerjemahan Klausu Relatif pada Novel the Kite Runner serta Dampaknya terhadap Kualitas Hasil Terjemahan. Tesis. Surakarta: Universitas Sebelas Maret Surakarta.

- Hadiwijaya, M. (2019). A Semantic Analysis on The English Translation of Surah Luqman. *Journey: Journal of English Language and Pedagogy*, 2(1), 53-59. <https://doi.org/10.33503/journey.v1i2.404>
- Hartono, R., & Yuliasri, I. (2018). Translation techniques and grammatical equivalence in Indonesian English translation of “Central Java Visitor Guide”. *English Education Journal*, 8(2), 254-264.
- Juita, E. (2021). Speaking Assessment for Students of Medical Laboratory Technology. *Journey: Journal of English Language and Pedagogy* 4(1), 1-10. <https://doi.org/10.33503/journey.v4i1.1227>
- Korstjens, I., & Moser, A. (2017). Series: Practical guidance to qualitative research. Part 2: Context, research questions and designs. *European Journal of General Practice*, 23(1), 274–279. <https://doi.org/10.1080/13814788.2017.1375090>
- Liu, L. (2018). Partial equivalences in bilingual dictionaries: Classification, causes and compensations. *Lingua*, 214, 11–27. <https://doi.org/10.1016/j.lingua.2018.08.001>
- Meilasari, P., Nababan, N., & Djatmika, D. (2016). Analisis Terjemahan Ungkapan Eufemisme dan Disfemisme pada Teks Berita Online BBC. *PRASASTI: Journal of Linguistics*, 1(2). <https://doi.org/10.20961/prasasti.v1i2.1030>
- Nababan, M. R., Nuraeni, A., & Sumardiono. (2012). ‘Pengembangan Model Penilaian Kualitas Terjemahan’. *Kajian linguistik dan sastra*, 24(1), 39-57. <http://hdl.handle.net/11617/2220>
- Naratama, B. B. (2017). Analisis Strategi Penerjemahan Berita BBC Indonesia dan Pengaruhnya Pada Kualitas Terjemahan. *Jurnal Linguistik Terapan*, 7(1), 10-19.
- Nugraheni, A. I., M.R., N., & Djatmika, D. (2016). Analisis Terjemahan Kalimat dalam Surat Sponsor Compass International Foundation (Kajian Ideologi, Metode, Teknik Penerjemahan dan Kualitasnya). *PRASASTI: Journal of Linguistics*, 1(1). <https://doi.org/10.20961/prasasti.v1i1.874>
- Panou, D. (2013). Equivalence in Translation Theories: A Critical Evaluation. *Theory and Practice in Language Studies*, 3(1). <https://doi.org/10.4304/tpls.3.1.1-6>
- Sudartini, S. (2016). The Question of Grammatical Equivalence in Translation. *Journal of English and Education*, 3(1), 96–108. <https://doi.org/10.20885/jee.vol3.iss1.art8>