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## **Information Correspondence on Automatic Translation (Closed Caption) of Speeches on *The White House* Youtube Channel**

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**Abstract:** This study examines the information correspondence between the source and target language by analyzing the translation equivalence according to Nida and Taber's theory. This project aims to analyze transcript data from a speech video on The White House YouTube channel. This study employs a qualitative descriptive methodology. Data was obtained using note-taking and transcription methods, then processed in three stages: reduction, presentation, and verification. Based on the findings; there are 110 data (55.8%) which are dominated by Formal equivalence, whereas 73 data (37%) are classified as Dynamic equivalence. Meanwhile, 14 data sets (7.1%) contain errors in the translation. As for the conformity of information, out of 197 data, only 14 data show errors or inconsistencies in essential areas such, proper nouns, terms, and keywords. Other translation information produced 74 data that captured meaning and emotional nuances related to the cultural context, and 109 data that maintained the structure of the translated text using a literal approach, resulting in stiff, awkward, and strange translations.

**Keywords:** Automatic Translation, Translation Equivalence, Information Correspondence

## **INTRODUCTION**

The development of technology is a tool that assists the community in finding information and changing communication patterns in daily life, such as the use of gadgets and internet services (Aminullah, 2020). The most popular channel of communication and information nowadays is social media, such as YouTube, a new internet application that is distinguished by its interconnection and varied uses, as well as its openness, and accessibility from anywhere. The YouTube platform contains a wide range of videos with many genres, all of which are equipped with a sophisticated feature that allows viewers from various countries to access the desired language, namely an automatic translation tool known as closed-caption (CC).

This feature makes it easy for users who do not use the same language to freely access various videos without limited information. This function displays text below the screen (captions or subtitles) to translate document content and dialogues according to the language of each country, making it easier to provide information on videos. Muhammad Ikhwan Ritonga

(2017:16) explains that rapid technological advancements have made machine translation more accessible. This statement was later supported by the Google Official Blog (2006), which stated that YouTube machine translation is automatically generated by machines (ASR) into 51 languages, which means content creators or video owners no longer need to go through the trouble of writing their video captions.

Closed captions can effectively translate the source language, however this feature has limitations. The video's translation contains mistakes in inaccuracies information, such as data, facts, and explanations, resulting in a limitation. There are problems in translating terminology connected to culture, names, and local vocabulary, resulting in a lack of equivalents in the target language that convey the same meaning as the original. In other aspects, discusses difficulties in interpreting words with unclear pronunciation, expressions (idiom), and multiple meanings, Sukma (2019). In further evidence, research by Farrús et.al (2010, p.170) and Gunawan (2021) identified numerous types of translation errors, including morphological, lexical, semantic, syntactic, and orthographic. This issue can lead to information

inconsistencies between the source language text and the translation in the language.

Translation involves not just substituting words, but also conveying cultural nuances, context, style, and nuances to ensure accurate and useful information between the original and translated texts. Submission of information is the world's interest in expanding information or messages that are used in terms of politics, business, education, etc. Therefore, the suitability of the information conveyed from the source language to the target language is the top priority for the translation machine to maintain the relevance of the message. Marshall McLuhan, a media theorist, said that "information is the message". Then, information correspondence is a process of sharing meaning, involving the matching of the message sent by the sender with the message received by the recipient (Wilbur Schramm, an important figure in communication studies). Effective correspondence means that the message received by the recipient matches the message sent by the sender. However, if there is interference that causes loss of information, then there is a discrepancy in the information received in the message.

In this context, information correspondence involves understanding how the message or information conveyed by the sender (ST) reaches the recipient (TT) correctly and effectively. According Nida and Taber (1969: 12), "translation consists of producing a natural equivalent that is the closest to the message in the source language; in terms of meaning and style". Then, Nida and Taber (1982) state that equivalence can be achieved if language is equivalent, both in the form and content of the TT (source text). Therefore, Nida and Taber proposed that this theory has two types of equivalence: 'formal equivalence' and 'dynamic equivalence'; These two concepts have become the basis of thinking and approaches in the world of translation. The importance of equivalence and meaning was explained by Larson (1984), who stated that equivalence theory must always pay attention to the translation context, to maintaining and transmitting information or meaning. The process of transferring meaning also does not always have to maintain the form of the source language (formal equivalent), but the meaning can be conveyed in a form that is acceptable in the target language (dynamic equivalent)

because translation is a transfer of meaning, added Larson (1984:3).

This research is essential because research related to information correspondence in translation is still rarely researched, let alone automatic translation on the YouTube feature. This translation equivalency analysis aims to provide a natural equivalent that accurately conveys the message in the source language, including meaning and style. The object used was the video of speeches by the three American presidents uploaded by the official channel of *The White House*. The video text is an informative text where the content of the language dimension is logical and referential and requires more attention to the meaning to provide clear and accurate information to the reader. Based on the description above, the researchers will analyze the correspondence of information through the results of translation equivalence analysis; between the source text and the target text by the YouTube's automatic translation machine; with the title "Information Correspondence on Automatic Translation (Closed Caption) of Speeches on *The White House* YouTube Channel"

## METHODS

The researchers used a descriptive qualitative approach. This method involves an in-depth understanding of the source text and translation by identifying differences in the delivery of information, meaning, and deviations. According to Bogdan and Biklen (1997:27), qualitative research is descriptive data collected in the form of words or images and obtaining research data in the form of conversation fragments, not numbers. This approach is important to describe the results of the formulation of the problem that is useful for obtaining clear analysis results related to the research theory used.

This study focuses on three transcripts of speeches from the White House YouTube channel, which are organized as words, phrases, clauses, or sentences. The amount of data selected is; The total of the text 1 has 60 sentences and 1,044 words, the text 2 has 74 sentences and 1,384 words, and also the text 3 has 89 sentences and 1,452 words. Then the writer will use related resources, such as the Oxford Dictionary, Cambridge Dictionary, books of KBBI, and journals/articles of Nida

theory, it was provide accurate and recent information, and match and validate information. The instrument used is the data for assessing the information correspondence of translated text with the parameter evaluation, based on the equivalence theory put forward by Nida and Taber (Bassnett, 2022): 1). Formal Equivalence, focuses on the message in terms of both content and form, retaining sentence structure, grammatical elements, and similar general formats in the target language, 2). Dynamic equivalence, focusing on the message to be conveyed to the recipient of the message by prioritizing the target reader or maintaining the meaning and communication of the message.

The researchers used note-taking to collect data and information, as a tool to outline crucial notes such as time and steps in the video. Then, Data collection on the video uses the transcription method, namely listening and recording sentences, phrases, or words, which are categorized as data through subtitles from the Closed Captions (CC) feature. The steps of data collection, as follows: 1) The researchers will record the video, original text, and translated text. 2) The researchers will transcribe each selected text, which can become data from the manuscript, where the video information data used is in accordance with the theory used.

The data analysis approach follows the theory of Miles and Huberman (2014), which includes three stages: Data Reduction, Data

Presentation, and Verification or Conclusion. The steps for analyzing the data as follows: 1). The researchers will carry out the selection process on the data that has been collected, data according to Nida. 2). The researchers will analyze the data in units of clauses, phrases, or sentences. Analyze the information correspondence, messages, meanings, and language structure according to the criteria in the Equivalence Theory. 3). The researchers will identify the result of information correspondence in the video according to the equivalent data that has been analyzed. 4). Last but not least, the researchers will make interpretations or conclusions relating to the data having been sorted and categorized based on the understanding of the theory.

## FINDINGS AND DISCUSSION

### Findings

#### Analyze and clarify the equivalent translation according to Nida and Taber's theory

This research found 197 data from analyzing three speech texts on The White House channel. From the results of the analysis of 197 data, it was found that 110 data (55,8%) were very suitable in maintaining the structure on the translation results presented in table (F), 73 data (37%) were very suitable in maintaining the meaning of the translation results (D), and 14 data (7,1%) that error of translation (ET).

Table 1. The results of analysis equivalence

No.	Text	Formal Equivalent (F)	Dynamic Equivalent (D)	Error Translation (ET)
1.	Text 1	28 (14,2%)	18 (9,2%)	7 (3,6%)
2.	Text 2	42 (21,3%)	25 (12,6%)	0 (0%)
3.	Text 3	40 (20,3%)	30 (15,2%)	7 (3,6%)
Total	197 Data	110 (55,8%)	73 (37%)	14 (7,1%)

### 1. Formal Equivalence

#### Data Text 1 – S03/F

**Source Language:** *One year ago, today Robb Elementary School in Uvalde, Texas, turned into another killing field in America.*

**Target Language:** *Satu tahun yang lalu, hari ini Sekolah Dasar Rob di Uvalde Texas, berubah menjadi ladang pembunuhan lainnya di Amerika.*

The translation maintains the structure of the source text closely. Both sentences in the target text correspond directly to the sentences in the source text. Key terms such as "one year ago," "Robb Elementary School," "Uvalde, Texas,"

and "killing field," are translated directly into Indonesian as "satu tahun yang lalu," "Sekolah Dasar Rob," "Uvalde, Texas," and "ladang pembunuhan." The use of language maintains the message in the source language, describes the tragic event at Robb Elementary School. This captures the timeline and tragic transformation accurately.

#### Data Text 2 – S36/F

**Source Language:** *I've made clear, just as President Bush did shortly after 9/11, that our war is not against Islam.*

**Target Language:** *Saya telah menjelaskan, seperti yang dilakukan Presiden Bush tak lama setelah 9/11, bahwa perang kita bukanlah melawan Islam.*

This translation maintains the similar words that are equivalent to the original text and conveys information accurately. For example, "I've made clear" as "Saya telah menjelaskan". According to the Oxford dictionary, 'clear' is "easy to understand; certain, having no doubt, or obvious". So the phrase means 'already providing an explanation or has made something clear'. Then, other keywords such as "9/11" translated literally as "11 september" referring to the time the tragedy occurred (twin tower tragedy). And "Islam" is translated literally becomes "Islam" referring to 'umat muslim'.

#### Data Text 3 – S27/F

**Source Language:** *I had not spent my career as a politician but as a builder looking at open skylines and imagining infinite possibilities.*

**Target Language:** *Saya tidak menghabiskan karir saya sebagai politisi, tetapi sebagai seorang pembangun yang melihat cakrawala terbuka dan membayangkan kemungkinan yang tak terbatas.*

The translation maintains the structure of the source text closely, such as "looking at open skylines and imagining infinite possibilities" translates to "melihat cakrawala terbuka dan membayangkan kemungkinan yang tak terbatas", retaining the meaning of depicting a broad vision and outlook as well as its descriptive elements, although it could be improved by translating it "memandang" to "looking at" to better convey the emotion and meaning of the message.

## 2. Dynamic Equivalence

#### Data Text 1 – S51/D

**Source Language:** *But God willing, it will come.*

**Target Language:** *Tapi Insya Allah itu akan datang.*

In the source language, "God willing" is not translated literally into the target language. According to the Merriam Webster dictionary "God willing" is used to say what is expected and expected to be done. It has the same definition as "Insha'Allah" in the Target Language that has the meaning "if God permits;

used to express hopes or promises that may not necessarily be fulfilled" as it is said in KBBI. The phrase "God willing" is translated to "Insya Allah," an Arabic phrase commonly used in Indonesian to express the same sentiment, which is due to Indonesia's Islamic majority. This choice respects the cultural and religious context, making the translation more appropriate and meaningful for Indonesian speakers. Then, the phrase "Insya Allah" is a natural and commonly used expression in Indonesian, making the translation sound fluent and understandable to native speakers.

#### Data Text 2 – S08/D

**Source Language:** *We offered our neighbors a hand, and we offered the wounded our blood.*

**Target Language:** *Kami menawarkan bantuan kepada tetangga kami, dan kami menawarkan darah kami kepada mereka yang terluka.*

This translation flows smoothly in Indonesian and uses common, easy-to-understand phrases. The use of phrases such as "menawarkan bantuan", and "menawarkan darah kami kepada mereka yang terluka", reflect appropriate understanding and context in Indonesian.

In the phrase "a hand" can be interpreted as "sebuah tangan", but in this context it is translated into the target language as "bantuan" which makes more sense in the target language. According to the Oxford Dictionary, 'a hand' can be used as "help with doing something that needs a lot of effort" which refers to the definition of 'bantuan' which is "any item used to help; assistance" according to KBBI. The same thing with the word "blood" which means donating blood to the victims is still translated as "darah" maintaining the meaning of the message.

#### Data Text 3 – S08/D

**Source Language:** *First, let me express my overwhelming gratitude for the love and support of our spectacular First Lady, Melania.*

**Target Language:** *Pertama, izinkan saya mengungkapkan rasa terima kasih saya yang sebesar-besarnya atas cinta dan dukungan dari Ibu Negara kami yang spektakuler, Melania.*

In the source language, key phrases such as "overwhelming gratitude" are translated as "rasa

terima kasih yang sebesar-besarnya", which maintains a similar intensity and meaning. The term "First Lady" translates as "Ibu Negara," which is a commonly used term in Indonesian. The translation flows smoothly in Indonesian and uses precise phrases to convey the meaning of the source text. The use of the term "Ibu Negara" and the descriptions of "cinta dan dukungan" and "spektakuler" are appropriate expressions and can be well understood by Indonesian readers, according to the cultural context.

### 3. Error of Translation

#### Data Text 1 – S43/ Error of proper noun

**Source Language:** *Jill and I stand here today as, earlier this morning, we were talking about planning a memorial service this weekend celebrating the anniversary of the death of our son, Beau.*

**Target Language:** *Sampai saya berdiri di sini hari ini karena pagi ini kita sedang membicarakan tentang merencanakan upacara peringatan akhir pekan ini untuk merayakan ulang tahun kematian putra kami, kami berdua.*

This translation does not fully preserve the sentence structure of the source text. For example, "Jill and I stand here today" is translated as "Sampai saya tahan di sini hari ini," which does not fully capture the original meaning. Error translations of the names "Jill and I" and "Beau" reduce the information of the message conveyed. This translation changes some of the vocabulary and phrases from the source text. For example, "earlier this morning" is translated as "pagi ini," and "celebrating the anniversary of the death of our son, Beau" is translated as "merayakan ulang tahun kematian putra kami, kami berdua" which changes the meaning and context. Overall, this translation could be revised to, "Saya dan Jill berdiri di sini hari ini karena, pagi tadi, kami berbicara tentang merencanakan upacara peringatan akhir pekan ini untuk memperingati ulang tahun kematian putra kami, Beau."

#### Data Text 3 – S33/ Error of word

**Source Language:** *We also built the greatest economy in the history of the world.*

**Target Language:** *Kita juga membangun perekonomian terbesar dalam sejarah Negara kita.*

Overall, this translation maintains the structure of the message, although there is a translation error in "the world" (Negara kita), which can cause misunderstanding in Indonesian, because the meaning of the text refers to 'in the scope of the whole world' not just in the scope of the United States to describe the success of the American economy.

#### Data Text 3 – S58/ Error of terms

**Source Language:** *We passed VA Choice, VA Accountability, Right to Try, and landmark criminal justice reform.*

**Target Language:** *Kita memberikan Pilihan VA, hak Akuntabilitas, untuk Mengadili, dan reformasi peradilan pidana yang penting.*

There are some errors in translating legal terms that cause misinformation in the target language. Some terms, such as "VA Choice" (Pilihan VA) and "VA Accountability" (hak Akuntabilitas), are not translated correctly, which reduces the accuracy of the translation. This translation maintains the meaning of the program name but there is an inaccuracy, 'VA Accountability' should be 'Akuntabilitas VA'. Then, the phrase "Right to Try," (hak untuk Mengadili), this is not equivalent. A more accurate translation would be "Hak untuk Mencoba". 'Right to Try' is a program that allows patients to try experimental treatments. And "landmark criminal justice reform" is translated as "reformasi peradilan pidana yang penting". This translation maintains the meaning but could be more accurate with "reformasi bersejarah dalam peradilan pidana".

#### Describing the information corresponding to automatic translation of closed-caption in the video text.

This research found 197 data from analyzing three speech texts on The White House channel. From the results of the analysis of 197 data, it was found that 185 data (93,9%) were obtained with correspondence (IC) and 14 data (7,1%) were not very suitable in (NIC).

#### Data Text 1

The translation results for text 1 titled "President Biden Marks One Year since the School Shooting in Uvalde, Texas," show that the translation is indicated as corresponding to the information contained in the original language. The results are based on the

translation equivalence analysis. The study revealed that 46 (23.3%) of the 53 data points corresponded to the information in the text, while 7 (3.6%) did not. This suggests that the intended reader can accept the data. The YouTube automatic translator produces well-structured language 28 data (14.2%) and accurately in the meaning according cultural context with 18 data (9.2%). Some translations are able to capture the meaning of the message well, such as; the translation of adjectives. Although the translation is correct, the language feels stiff and awkward, and some words or phrases may cause confusion for the target reader. This is due to the literal translation of text 1 and errors in data related to 'periods and commas', which affects the translation's clarity and accuracy.

### Data Text 2

The translation of text 2 titled "President Obama on Death of Osama bin Laden," show translation indicated correspondence to the information contained in the original language. The results are based on the translation equivalence analysis. This study found that 67 (34.1%) of the data in the text were consistent with the information. This indicates that the data in the text is easily understood by the intended audience. YouTube's automatic translation reveals well-structured language in 42 data (21.3%) cases, while maintaining the original clause form, and translation capturing cultural

context of the target language with 25 data (12.6%). The resulting translation is generally accurate, with no significant errors that may confuse the target reader, including nouns, terms, and proper words. The language in the translation flows naturally based on the context of the text. While certain data may feel stiff and uncomfortable, it does not confuse the target reader.

### Data Text 3

The translation results for text 3 titled "Supporting the People of Florida Farewell Address of President Donald J. Trump," corresponds to the information contained in the original language. These results are based on the translation equivalence analysis. The study revealed that 70 (35.6%) data points that corresponded to the information in the text, while 7 (3.6%) did not. This indicates that the intended reader got the material well. YouTube's automatic translation reveals a well-structured language as many as 40 data (20,3%) and captures the meaning according to the cultural context of the target language as many as 30 data (15.2%). The target reader may understand the information in the translation based on the context. While certain data may feel stiff and unnatural, it does not cause misunderstanding. The translation is generally correct, with only a few notable inaccuracies that may cause confusion for the target reader, such as proper names, terms, and vocabulary.

Table 2. The results of Information Correspondence

No.	Title	Information Correspondent	No-Information Correspondent
1.	President Biden Marks One Year since the School Shooting in Uvalde, Texas.	46 (23,3%)	7 (3,55%)
2.	President Obama on Death of Osama bin Laden.	67 (34,1%)	0 (0%)
3.	Supporting the People of Florida Farewell Address of President Donald J. Trump.	70 (35,6%)	7 (3,55%)
Total	197 Data	185 (93,9%)	14 (7,1%)

### Discussions

In this description, the researchers will present a discussion description that aims to explain the results of the research that has been conducted and discuss its relationship with the results of previous research in chapter 2. The discussion in this study is described in accordance with the formulation of the problem and objectives contained in the introduction, based on the equivalence analysis data of the automatic translation results of YouTube videos

on the White House channel with 3 video titles totaling 197 data. The data that has been taken is divided into two categories, namely formal equivalence and dynamic equivalence according to Nida and Taber's theory. The results of the study found that the tendency of translation is oriented towards formal equivalence, which makes the results of information correspondence in the translation more translated literally, still rigid, and fixated on the source language.

The finding of the type of translation equivalence is corresponding to the study conducted by Hanggraningtyas (2022) that analyzed Indonesian translations. It is shown that both types of equivalence, formal equivalence and dynamic equivalence, can be found in the translation of poetry. The results, in line with the current study, show that there is a mixture of formal equivalence and dynamic equivalence in those texts. This is the same result as research by Lia Nurmalia (2021) who analyzed translations of English novels into Indonesian. Thus, it shows that each of the translations has different kind of equivalence, one is dominated by dynamic equivalence and the other is dominated by formal equivalence. It can also be understood that the translation equivalence results found depend on the type of text being translated. It is also supported that both of the translation equivalence types can be found in both this study and current study.

However, the findings of previous studies, such as the study conducted by Nurul (2020), show contradictions in the form of translation equivalence analysis. In her study, Nurul only focused on the results of translation equivalence in video transcripts. However, in the content of translation equivalence analysis on formal equivalence and dynamic equivalence, her study also included additional information related to the topic of discussion in the data/text in full as part of the translation equivalence analysis results. This is different from the current study which focuses more on analyzing translation equivalence, be it each word or phrase, with an accurate explanation according to data needs. It can also be concluded that differences in the form of analysis do not hinder the findings of the analysis results, with the main point being that it does not eliminate the analysis criteria according to the theory used.

## CONCLUSION

The results of the study revealed that there were 2 categories of translation equivalence data that were divided according to Nida and Taber; Formal Equivalence with 110 data (55.8%), which is influenced by more dominant literal translation. And Dynamic Equivalence with 73 data (37%), indicates that the translation focuses on pragmatic meaning than literal meaning. Then, there are 14 (7.1%) data points were categorized as Errors in Proper

Nouns, Terms, and Words. The equivalency analysis confirms that the material in the text accurately correspondence of information, with 197 data points; 1). 74 translations accurately captured content and emotional subtleties within the target language's cultural context. 2). 109 translations effectively retained text structure, but were generally literal, resulting in stiff, uncomfortable, and weird language. 3). 14 data points are marked as "no-correspondence" due to substantial errors in proper nouns, phrases, or keywords. The researchers provides suggestions that are expected to be useful, namely: 1). Enhancing Subtitle Technology: Given the significant percentage of data categorized under "Moderate Correspondence" (55.3%) and "No-Correspondence" (7.1%), it is recommended that YouTube and similar platforms improve the algorithms used for automatic subtitling. Incorporating more advanced Natural Language Processing (NLP) models, especially those trained on formal contexts, could enhance the accuracy and reliability of translations, particularly for proper nouns, terms, and specialized language. And, 2). User Feedback Mechanism: To continuously improve subtitle accuracy, platforms should consider incorporating a user feedback mechanism, allowing viewers to flag or correct errors in automatic subtitles. This crowd sourced approach could lead to quicker identification and resolution of recurring issues in specific contexts or languages.

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