

PAPER NAME

**Artikel Nad.docx**

AUTHOR

**Nadya SS (Sayang Simus)**

WORD COUNT

**8103 Words**

CHARACTER COUNT

**47323 Characters**

PAGE COUNT

**26 Pages**

FILE SIZE

**61.1KB**

SUBMISSION DATE

**Sep 1, 2024 9:27 AM GMT+7**

REPORT DATE

**Sep 1, 2024 9:28 AM GMT+7**

### ● 10% Overall Similarity

The combined total of all matches, including overlapping sources, for each database.

- 9% Internet database
- 4% Publications database
- Crossref database
- Crossref Posted Content database

### ● Excluded from Similarity Report

- Bibliographic material
- Small Matches (Less than 10 words)

# ANALYSIS OF TRANSLATION TECHNIQUES FOR VERBS IN THE IPHONE 13 PRO MAX MANUAL AND THEIR IMPACT ON TRANSLATION QUALITY.

Nadya Safitri<sup>a</sup>, Nine Febrie Novitasari<sup>b</sup>, Ahmad Yusuf Firdaus<sup>c</sup>

<sup>9</sup>  
a,b,c Universitas Abdurachman Saleh Situbondo

Jalan PB. Sudirman No. 7 Situbondo, Situbondo, Indonesia

\*Pos-el: [nadyasafitri076@gmail.com](mailto:nadyasafitri076@gmail.com), [ninefebrie@gmail.com](mailto:ninefebrie@gmail.com), [yusuffirdaus@unars.ac.id](mailto:yusuffirdaus@unars.ac.id)

## Abstract

Translation is frequently used for product manuals, particularly to simplify product usage for buyers. Clear and easy-to-understand manuals boost buyer confidence in operating their purchased products. For instance, the iPhone manual includes written translations to ensure that the information is effectively communicated. A notable example is the translation of the iPhone manual. This study explores the translation of verbs in the iPhone 13 Pro Max manual by holistically gathering and analyzing verb data using Spradley's analysis model. The research utilizes translation techniques from Molina & Albir (2002) and Nababan et al. (2012) to assess translation quality. The findings reveal that <sup>7</sup> the Established Equivalent technique is the most commonly used in the translation. However, the Reduction (Deletion) technique has a notable negative impact on translation quality, resulting in decreased accuracy, acceptability, and readability. This highlights the importance of careful technique selection to maintain high translation quality.

Keywords: *Translation Technique, Translation Quality, Verbs, iPhone 13 Pro Max Manual Book.*

## Introduction

Translation is frequently used in product manuals, particularly to provide clear and easy-to-understand instructions, making it easier for buyers to use the product. With well-translated manuals, buyers feel more confident in operating their purchase. Additionally, accurate manuals

can help expand the product's market by making it accessible to consumers from different language backgrounds. A good understanding of the instructions allows users to optimize the product's performance and reduce the risk of damage from improper use. For instance, the iPhone manual includes translations, with instructions available in both English and Indonesian, ensuring the message is effectively conveyed.

The iPhone 13 Pro Max manual is more concise compared to the Android manual because Apple prioritizes the straightforward and simple delivery of information. This approach aligns with Apple's goal of maintaining a minimalist user experience, avoiding the overload of excessive details. The iPhone 13 Pro Max manual is available in two languages, English and Indonesian, to help users in different countries easily understand the device's instructions. According to goodstats.id (2024), the iPhone ranks third in popularity in Indonesia, with Samsung in first place, followed by Xiaomi. Globally, the iPhone is most widely used in China, despite being originally from the U.S., due to China's large population.

Several studies have examined the technical and quality aspects of translation in manuals. The first study, conducted by Puspitasari (2017), is titled *An Analysis of Translation Techniques and Translation Quality in Instruction Usage on Unilever Products*. This research aims to describe the translation of instructions for Unilever products by analyzing the techniques used, the quality of the translation, and the impact of these techniques on translation quality. The study draws on the theories of Molina and Albir (2002), Moentaha (2006), and Nababan et al. (2012). The second study, by Febryanto et al. (2021), is titled *Analysis of Translation Techniques and Quality of Translated Terms of Mechanical Engineering in Accredited National Journals*. This research investigates the techniques used to translate mechanical engineering terms from Indonesian to English in abstracts of accredited national journals, and assesses the quality of the resulting translations. The study references the work of Molina and Albir (2002) and Nababan and Nuraeni (2012). The third study, conducted by Lubis et al. (2020), is titled *Translation Techniques and Translation Quality of Indonesian Subtitles of Coco Movie: A Comparative Study of Two Subtitles*. This research seeks to identify the types of translation techniques used, evaluate the translation quality, and examine the effect of these techniques on translation quality in the Indonesian subtitles of the movie *Coco*. The study uses the theoretical frameworks of Molina and Albir (2002) and Nababan (1999).

The researcher selected the iPhone manual because the iPhone is recognized as a high-quality, premium brand. Specifically, the iPhone 13 Pro Max manual has been translated into English to assist customers in using the product correctly. Accurate translation is crucial, as errors in conveying the manual's message can lead to misuse of the product. This makes the quality and techniques of translation vital in the process. Moreover, there has been no prior research focusing on the translation techniques and quality of the iPhone manual. This study addresses this gap by examining the techniques and quality of translation used in the iPhone 13 Pro Max manual. Unlike previous studies, which primarily explored translation techniques and quality in films, novels, or other products, this research focuses on the iPhone 13 Pro Max manual, particularly its usage instructions. Past studies often analyzed directive speech acts, expressions, and expressive speech acts, but this research specifically investigates the iPhone manual.

This approach allows researchers to explore new areas of study with a different focus from previous research. Building on the results of prior studies, the researchers conducted a study titled *An Analysis of Translation Techniques Used to Translate Verbs in the iPhone 13 Pro Max Manual Book and Their Impact on Translation Quality*. This research examines the translation techniques and quality in the iPhone manual, with a specific focus on identifying the techniques and quality of verbs used in the instructions. The instructions were selected as they form the core structure of the iPhone 13 Pro Max manual. The study employs the theories of Molina and Albir (2002) to analyze translation techniques and Nababan et al. (2012) to assess translation quality.

## **Review of Literature**

The term "translation" has been defined in various ways by experts. Generally, it is understood as the act of converting text or speech from one language to another (Wandasari and Cahyaningrum, 2023). According to House (2016), translation involves transforming a source text into a new text through processing and replication. A translation is recognized when it maintains correspondence with the original text in both message and linguistic form. While achieving message similarity is usually possible, exact form similarity is often limited due to differences between source and target languages, typically occurring only at the micro or text level. For example, translating a research abstract involves ensuring the translated version captures the full content or message of the original text; otherwise, the translation may be considered inadequate (Nababan et al., 2012). Therefore, the researcher defines translation as the process of converting

text or speech between languages to enable effective cross-language communication and understanding.

<sup>15</sup> Molina and Albir (2002: 509) define translation techniques as methods used to analyze and classify how a translation relates to its original text. <sup>5</sup> They have five key characteristics: 1) They influence the outcome of the translation. 2) They are categorized by comparing them to the original text. 3) They impact micro-units of the text. 4) They are discursive and contextual by nature. 5) They are functional. Molina and Albir's proposed techniques are compared with those of other translators. The types of translation techniques include:

### <sup>2</sup> 1. Adaptation

This technique involves replacing cultural elements from the source language (SL) with similar elements from the target language (TL) culture (Molina & Albir, 2002:509). It doesn't always mean adapting the entire text, but rather specific elements, unless the whole text is adapted. For example, "Dear sir" might be translated as "terhormat," and "Sincerely yours" as "hormat saya."

### 2. Amplification

This technique adds extra information to clarify elliptical expressions, avoid ambiguity, or add connectors (Molina & Albir, 2002:509). For instance, "Ramadan" could be translated as "the month of fasting for Muslims."

### 3. Borrowing

This involves incorporating <sup>2</sup> words or phrases from the source language into the target language. Newmark (1988:82) describes it as using the source language's pronunciation or form. An example is translating "computer" as "komputer."

### 4. Calque

This technique involves translating <sup>2</sup> words or phrases from the source language literally into the target language, both lexically and structurally (Molina & Albir, 2002:509; Dukate, 2007:44). For instance, "Secretariat General" becomes "sekretaris jenderal."

### 5. Description

This technique replaces terms with descriptions of their forms or functions (Molina & Albir, 2002:509). For example, <sup>6</sup> the Italian word "panettone" might be <sup>16</sup> translated as "kue tradisional Italia yang dimakan pada saat tahun baru" (a traditional Italian cake eaten during New Year).

## 6. Generalization

This technique involves using more general or neutral terms in the target language (Molina & Albir, 2002:509). For example, "penthouse" may be translated as "tempat tinggal" (place of residence).

## 7. Modulation

This technique changes the cognitive perspective, focus, or category related to the source language, either structurally or lexically. Hoed (2006:12) and Newmark (1988:88) also discuss modulation. For instance, "You are going to have a child" might be translated as "You will be a father."

## 8. Particularization

This technique uses more specific and concrete terms instead of general ones (Molina & Albir, 2002:509). For example, "air transportation" could be translated as "helikopter" (helicopter).

## 9. Reduction

This technique involves omitting implicit information because it is already understood in the target language. This is similar to Newmark's (1988:90) concept of reduction. For example, "The month of fasting" might be translated simply as "Ramadan." Scandura (2004) notes that deletion can occur due to a translator's failure to recognize critical information in the source text or to remove redundancy and repetition, as seen in "The committee has failed to act" translated to "Komite tidak bertindak."

## 10. Compensation

This technique adds information or stylistic effects elsewhere in the target text if it cannot be placed in the same position as in the source text (Molina & Albir, 2002:509; Newmark, 1988:90). For example, "Never did she visit her aunt" could be translated as "Wanita itu benar-benar tega tidak menemui bibinya" (The woman was truly heartless not to visit her aunt).

## 11. Discursive Creation

This technique involves creating a temporary, contextually unpredictable match. It is often used for translating titles to establish a relevant match outside the original context (Molina & Albir, 2002:509). For example, the book title \*Si Maling Kundang\* might be translated as \*A Betrayed Son: Si Malin Kundang\*.

## 12. Established Equivalent

This technique uses terms that are commonly accepted in the target language, often found in dictionaries, as equivalents for source language terms (Molina & Albir, 2002:509). For example, "efficient" and "effective" are preferred over "sangkal" and "mangkus."

## 13. Linguistic Amplification

This technique involves adding linguistic elements to make the translation longer (Molina & Albir, 2002:509). For example, "I get it" might be translated as "biar saya saja yang mengangkat telepon" (let me answer the phone).

## 14. Linguistic Compression

This technique simplifies linguistic elements to make them more understandable (Molina & Albir, 2002:509). For instance, "You must find out!" could be translated as "Carilah!" (Find out!).

## 15. Literal Translation

This technique translates words or expressions word-for-word (Molina & Albir, 2002:509). For example, "I will ring you" is translated as "Saya akan menelpon Anda."

## 16. Substitution

This technique replaces linguistic elements with their intonation or vice versa, often used in translation (Molina & Albir, 2002:509). For example, "he shakes his head" might be translated as "dia tidak setuju" (he does not agree).

## 17. Variation

This method substitutes language components such as intonations, styles, social, and regional dialects, impacting linguistic diversity. It is frequently used in translating scripts and novels. For instance, translating a novel into a play for young audiences may involve altering dialects or tone to suit the new context.

## 18. Transposition

This technique involves shifting grammatical categories, structures, or units in the translation (Molina & Albir, 2002:509). For example, "You must get the money" might be translated as "Uang itu harus kamu dapatkan" (The money must be obtained by you).

According to Nababan et al. (2012:49), translation quality is determined by the accuracy in conveying the message, the acceptability from the source to the target language, and the readability of the translated text. Peter Newmark, in *\*A Textbook of Translation\** (1988), defines translation

quality as the ability to faithfully represent the meaning, nuances, and style of the source text while ensuring the translated text is understandable to the target audience. Although Newmark does not offer a rigid definition, he emphasizes balancing fidelity to the source text with readability in the target language. Nababan (2012) underscores the importance of evaluating translation quality by assessing translation manuals, a task that demands exceptional skill. Thus, Nababan's approach, which assesses translation quality based on accuracy, acceptability, and readability, is preferred by the researcher for its measurable and objective evaluation, particularly for technical texts like the iPhone 13 Pro Max manual.

### 1. Accuracy

Nababan et al. (2012:44) describe "accuracy" in translation as <sup>8</sup>the degree to which the target language text mirrors the source language text. Coherence ensures that both texts convey similar messages or content. Successful translations effectively communicate the same meaning as the original. Translation strategies like addition and reduction aim to create a translation that is both understandable and effective, rather than merely adjusting content arbitrarily.

### 2. Acceptability

Nababan et al. (2012:45) define "acceptability" as how well a translation aligns with the customs, norms, and cultural conventions of the target language. Even an accurate translation can be rejected if it doesn't fit the target culture's expectations. For example, in English, addressing a grandfather by his first name may be acceptable, but in Javanese or Batak Tapanuli cultures, it is considered disrespectful. This illustrates that cultural propriety is relative and varies across different societies.

### 3. Readability

"Readability" involves the clarity and ease of understanding in both the source and target texts. It reflects the core principle of translation, which deals with two languages simultaneously. Despite some ambiguity in readability criteria, understanding the principles of readability in both languages is crucial for translators, as it helps ensure the translated text is comprehensible and effective (Nababan et al., 2012).

In English language learning, verbs are essential components of sentences, as highlighted by Deterding and Poedjosoedarmo (2002:36), who state that "verbs are the key elements in sentences." This is evident in the iPhone manual, where verbs like "review," "see," "retain," and "select" are used to provide clear instructions. Accurate use of verbs is crucial for clarity and user



understanding. <sup>12</sup> There are three main types of verbs: action verbs, linking verbs, and helping verbs. Mastering these verb types enhances overall English skills and improves communication in various contexts, including academic writing, research reports, and everyday conversations, where precise verb usage contributes to effective and meaningful communication.

## Method

According to Spradley's theory (1980), data collection involves a series of interrelated activities designed to gather reliable information for research purposes. In this study, the researcher employs two methods: content analysis and Focus Group Discussion (FGD). The researcher will read the iPhone 13 Pro Max manual to identify and analyze the verbs used in the English text. To analyze these translations, the study uses Molina and Albir's (2002) <sup>18</sup> translation techniques and Nababan et al.'s (2012) criteria for assessing translation quality.

## Results and Discussion

### Results

In the iPhone 13 Pro Max Manual book, one hundred and seven verbs were identified. iPhone 13 Pro Max Manual book utilized six out of the eighteen. translation techniques proposed by Molina and Albir for translating these verbs. Established equivalent was utilized seventy-four times, Reduction (Deletion) was used twenty-three times, linguistic compression was employed twelve times, compensation was applied three times, transposition two times, and modulation one time. The data is discussed in detail in the explanation below.

**Table 4.1 Translation techniques used in verb**

No	Translation technique	Total	Percentage
1	Established Equivalent	74	69,15%
2	Reduction (Deletion)	23	21,49%
3	Linguistic Compression	12	11,21%
4	Compensation	3	2,8%
5	Transposition	2	1,8%
6	Modulation	1	0,93%

## 1. Established Equivalence

### Datum 1

SL: Before using iPhone, review the iPhone User Guide at [support.apple.com/guide/iphone](https://support.apple.com/guide/iphone).

TL: Sebelum menggunakan iPhone, tinjau Petunjuk Pengguna iPhone di [support.apple.com/id-id/guide/iphone](https://support.apple.com/id-id/guide/iphone).

The verb "review" is translated as "tinjau" using the equivalence technique, which is appropriate when a term in the source language (SL) has a direct and widely accepted counterpart in the target language (TL). "Review" means to examine something thoroughly, and in the iPhone 13 Pro Max Manual, it directs users to carefully check the instructions before using the device.

In a Focus Group Discussion (FGD), this translation received a score of 3 for accuracy, acceptability, and readability. This high rating indicates that "tinjau" accurately reflects the original meaning of "review," is culturally appropriate for the target audience, and is clear and easy to understand. Using the established equivalence technique ensures the translation effectively conveys the intended message with high quality.

## 2. Reduction (Deletion)

### Datum 16

SL: iPhone is hearing aid compatible as determined by ANSI C63.19-2011.

TL : -

In this example, where the sentence "iPhone is hearing aid compatible as determined by ANSI C63.19-2011" is omitted in the Indonesian translation, this represents the technique of omission or reduction (deletion). Omission involves removing words, phrases, or entire sentences from the source text (SL) that are considered irrelevant or unnecessary for the target language (TL). The purpose of this technique is to simplify the text by eliminating elements deemed superfluous for the target audience.

The omission of this particular sentence significantly impacts the accuracy and overall quality of the translation, as the target language audience is left without crucial information. As a result, the translation's quality, including its accuracy, readability, and acceptability, is rated very low, scoring just one.

### 3. Linguistic Compression

#### Datum 45

SL :Operation is subject to the following two conditions:

TL :Pengoperasian tunduk pada dua ketentuan berikut:

This translation employs linguistic compression, which conveys meaning more concisely in the target language (TL), often leading to the omission of some components from the original expression. The word "is" in English functions as both an auxiliary verb and a linking verb. As an auxiliary verb, "is" helps form tenses, aspects, modality, and the voice of the main verb.

In the sentence "Operation is subject to the following two conditions," "is" serves as a linking verb, connecting the subject "Operation" with the complement "subject to the following two conditions," which provides additional details about the subject. Linking verbs connect the subject with a phrase that adds information rather than indicating action.

The use of linguistic compression maintains the translation's efficiency and contextual relevance. The translation accurately conveys the implied imperative invitation in "Operation is subject to the following two conditions." It is well-accepted by native Indonesian speakers, as "is" effectively links the subject with the complement, enhancing the overall clarity and readability. As a result, this technique contributes to a high level of accuracy, acceptability, and readability, achieving a score of three.

### 4. Compensation

#### Datum 43

SL: Go to Settings > General > Legal & Regulatory.

TL: Buka Pengaturan > Umum > Legal & Pengatur.

The verb "Go" is translated as "Buka" using the compensation technique. Compensation introduces stylistic adjustments in the target language (TL) to replace missing elements from the source language (SL). While the literal translation of "go" is "pergi," which implies physical movement, "pergi" is not suitable for navigating or opening a menu on a device. Instead, "buka" is more appropriate for the iPhone 13 Pro Max Manual book as it clearly instructs the user to open or access a section.

Using "buka" in place of "go" is an example of compensation, ensuring that the

instructions are relevant, clear, and functional in the TL. This approach helps maintain the clarity and effectiveness of the instructions, matching the context of use and user expectations. As a result, the translation is accurate, effectively guiding users to follow steps in the manual, and achieves high levels of accuracy, acceptability, and readability, earning a score of three.

## 5. Transposisi.

### Datum 53

SL: Batteries should be recycled or **disposed of** separately from household waste and according to local environmental laws and guidelines.

TL: Baterai harus didaur ulang atau **dibuang** secara terpisah dari sampah rumah tangga dan sesuai dengan undang-undang serta panduan lingkungan setempat.

13 Transposition is a translation technique that modifies the grammatical structure from the source language (SL) to the target language (TL). It involves altering the form of words, phrases, or sentences to produce a translation that feels more natural and grammatically correct in the TL.

For example, in English, "disposed of" is a verbal phrase that means "to discard" or "to get rid of." In Indonesian, this is translated to "dibuang," a single verb that conveys the action of discarding. This technique simplifies the phrase by using a single verb, making the translation more fluid and grammatically appropriate for Indonesian.

The use of transposition in translating "disposed of" to "dibuang" ensures that the translation is both accurate and contextually appropriate. This technique improves readability and maintains the clarity of the message in Indonesian. As a result, the translation achieves high quality in terms of accuracy, acceptability, and readability, with a score of 3.

## 6. Modulation

### Datum 76

1 For Australian Consumers: Our goods **come with** guarantees that cannot be excluded under the Australian Consumer Law.

TL: Untuk Konsumen Australia: Produk kami **dilengkapi** garansi yang tidak dapat dikecualikan menurut Undang-Undang Australia mengenai Konsumen.

Modulation is a translation technique that involves shifting the perspective or point of view between the source language (SL) and the target language (TL). This can include changes in expression, such as switching from active to passive voice, to better fit the style and norms of the target language.

For instance, the phrase "Our goods come with guarantees" uses the active expression "come with," which emphasizes that the products are provided with guarantees. In the Indonesian translation, "Produk kami dilengkapi garansi," the term "dilengkapi" shifts the focus to a passive voice, highlighting that the guarantees are included with the products rather than who provides them.

This use of modulation effectively ensures that the translation is both accurate and contextually appropriate for Indonesian. By adapting the expression to fit the target language's conventions, the translation improves readability and maintains clarity. As a result, modulation enhances the overall quality of the translation, achieving high scores in accuracy, acceptability, and readability.

## **7. Translation Quality of Verbs in the iPhone 13 Pro Max Manual Book**

This section evaluates how different translation techniques impact the quality of translations for verbs in the iPhone 13 Pro Max Manual book. The study identifies and analyzes one hundred and seven verbs, using six out of eighteen translation techniques proposed by Molina and Albir. Translation quality is assessed based on accuracy, effectiveness in conveying the original meaning, tone, and nuances in the target language.

The following table summarizes the use of each translation technique and its impact on translation quality.

**Table 4.2 Componential Analysis**

Translation technique of Verbs in iPhone 13 Pro Max Manual book	Translation Quality									Total
	Accuracy			Acceptability			Readability			
	3	2	1	3	2	1	3	2	1	
<b>Establish Equivalence</b>	73	1	0	73	1	0	73	1	0	<b>74</b>
<b>Reduction (Deletion)</b>	0	0	23	0	0	23	0	0	23	<b>23</b>
<b>Linguistic Compression</b>	11	1	0	11	1	0	11	1	0	<b>12</b>
<b>Compensation</b>	3	0	0	3	0	0	3	0	0	<b>3</b>
<b>Transposition</b>	2	0	0	2	0	0	2	0	0	<b>2</b>
<b>Modulation</b>	1	0	0	1	0	0	1	0	0	<b>1</b>

### 8. Assessment of Accuracy of Verbs in the iPhone 13 Pro Max Manual Book

Accuracy in translation is measured by how well the translated text adheres to the norms and conventions of the target language, ensuring it reads smoothly and naturally (Nababan, 2012). Effective translation goes beyond word-for-word translation; it captures the original meaning and nuances, making the reader feel as if they are engaging with the original text in their own language.

For this research, the accuracy of verbs in the iPhone 13 Pro Max Manual book was evaluated based on three criteria proposed by Nababan (2012): high accuracy (score of 3), acceptable accuracy (score of 2), and low accuracy (score of 1). The average accuracy score for the verbs is 2.2, suggesting that the translations are generally well-accepted, with a tendency toward high accuracy.

**Table 4.3 Total Accuracy Level of Verbs in iPhone 13 Pro Max Manual Book.**

No	Accuracy Table	Total	Percentage
1.	Accurate	73	68,22%
2.	Less Accurate	1	0,93%
3.	Inaccurate	23	21,49%

<sup>27</sup> The table presents the distribution of translations based on their accuracy levels. The majority of the data, at 68,22% is classified as accurate. This indicates a high level of accuracy in more than half of the translations. However, 0,93% of the translations are considered less accurate, containing some discrepancies or minor errors that reduce their accuracy but still convey the general meaning of the original text. Additionally, 21,49% are categorized as inaccurate, featuring significant errors or misunderstandings that substantially alter the meaning of the original text. This distribution highlights the need for improvements in translations to achieve a higher overall level of accuracy.

#### **a. Accurate Translation**

According to Nababan's (2012) framework for evaluating translation quality, a translation is deemed accurate and awarded a score of 3 if it fulfills specific criteria. The translation must faithfully convey the meaning of the source text without loss or distortion, fit naturally within the target language (TL) context, and sound fluent and natural. Furthermore, an accurate translation captures all the nuances and subtleties of the original text. In this study, 73 translations, or 68.22%, fall into the accurate category, indicating a high level of precision in these translations.

#### **Datum 8**

<sup>1</sup> SL: For information about charging, see "Important safety information" in the iPhone User Guide

TL: Untuk informasi mengenai pengisian daya, lihat "Informasi penting mengenai keselamatan" pada Petunjuk Pengguna iPhone.

In the translation of the sentence <sup>1</sup> For information about charging, see 'Important safety information' in the iPhone User Guide," the verb "see" is translated as "lihat" in Indonesian.

This translation utilizes the technique of established equivalence, where terms and phrases in the target language (TL) correspond directly to those in the source language (SL).

The use of "lihat" to translate "see" exemplifies established equivalence effectively. This approach ensures that the translation accurately conveys the original meaning, maintains clarity, and remains faithful to the source text. By choosing an appropriate and familiar term, the translation supports high quality, resulting in a score of 3 for accuracy, readability, and acceptability.

#### **b. Less Accurate Translation**

In the context of Nababan's (2012) framework for assessing translation quality, a translation rated as less accurate, receiving a score of 2, conveys the general meaning of the source text but contains minor errors or omissions. These issues slightly distort the meaning and may affect how well the translation fits within the cultural and contextual norms of the target language (TL). While the translation remains understandable, it might feel somewhat awkward or less polished.

In this study, 0.93% of the translations fall into this category. This indicates that there are a few instances where the translations are generally comprehensible but exhibit minor inaccuracies that impact their overall quality.

#### **Datum 45**

SL: Operation is subject to the following two conditions:

TL: Pengoperasian tunduk pada dua ketentuan berikut:

This technique focuses on simplifying information from the source language (SL) to make it more succinct in the target language (TL) while preserving its core meaning. For example, the phrase "Operation is subject to" is abbreviated to "Pengoperasian tunduk pada" in Indonesian, which conveys the idea of "Operation is bound by" or "Operation is subject to." Instead of translating the verb "is" directly, it is implied within "tunduk pada." This method streamlines the translation while maintaining the original meaning. While the verb "is" typically acts as a linking verb, the phrase "tunduk pada" indicates a condition or requirement rather than a literal translation of "is." Direct translations like "adalah" or "merupakan" would not fit the context as well. Thus, "tunduk pada" effectively communicates the notion that the operation is governed by specific conditions.



### c. Inaccurate Translation

Inaccurate translation occurs when the translated text fails to faithfully represent the meaning of the original content. According to Nababan (2012), ensuring semantic accuracy and cultural relevance is crucial for achieving a precise translation. This requires a thorough understanding and contextual awareness of both the source and target languages. In this study, twenty-three instances, accounting for 21.49%, were identified as inaccurate translations.

#### Datum 27

SL: <sup>1</sup> However, there may be some newer wireless technologies used in this phone that have not been tested yet for use with hearing aids.

TL: -

In this case, the omission of the sentence <sup>1</sup> "However, there may be some newer wireless technologies used in this phone that have not been tested yet for use with hearing aids" in the Indonesian translation represents an instance of omission or reduction (deletion). Omission involves removing parts of the source text—such as words, phrases, or even entire sentences—that are deemed unnecessary or irrelevant for the target language audience. This technique aims to simplify the text by eliminating non-essential elements.

The absence of this sentence from the translation significantly affects the overall accuracy and quality, as the target audience is left without important information. Consequently, the translation's accuracy is notably compromised, resulting in a low overall quality score of one.

## 9. Assessment of Acceptability Level of Verbs in the iPhone 13 Pro Max Manual Book

According to Nababan (2012), "acceptability" assesses <sup>25</sup> whether a translation aligns with the norms, conventions, and cultural context of the target language. This aspect is vital because a translation, even if accurate in its content, might be rejected if it does not conform to the cultural and linguistic expectations of the target audience.

In this study, the acceptability of verbs in the iPhone 13 Pro Max Manual was evaluated using three criteria outlined by Nababan (2012). Translations that were deemed acceptable received a score of 3. Those with minor issues were rated as less acceptable with a score of 2, while translations considered unacceptable were scored as 1. The average acceptability score for the verbs in this manual is 2.2, indicating that most translations are generally very acceptable.

**Table 4.4 Total Acceptability Level of Verbs in iPhone 13 Pro Max Manual Book.**

No	Acceptability Table	Total	Percentage
1.	Acceptability	73	68,22%
2.	Less Acceptability	1	0,93%
3.	Unacceptability	23	21,49%

The table provides an overview of translation acceptability based on Nababan's (2012) criteria, divided into three categories: Acceptable, Less Acceptable, and Unacceptable. Most translations, seventy-three in total, fall into the Acceptable category, reflecting that more than half of them adhere to high standards of fluency and appropriateness in the target language.

Conversely, one translation, representing 0.93%, is classified as Less Acceptable. These translations are generally suitable but exhibit minor issues that make them somewhat awkward or less fluid. Furthermore, twenty-one translations, or 21.49%, are deemed Unacceptable. These translations fail to meet the target language's norms or are rejected by readers due to significant deviations from cultural and conventional standards.

#### **a. Acceptable Translation**

Based on Nababan's (2012) criteria, a translation deemed Acceptable and receiving a score of 3 adheres to the grammatical rules of the target language. It employs correct sentence structures and appropriate vocabulary, making it easily comprehensible for readers. This translation preserves the meaning and nuances of the source text without distortion or omission. Additionally, it aligns with the cultural context of the target language, avoiding any potential misunderstandings or cultural discrepancies. As a result, readers find the translation comfortable and natural, as if it were originally crafted in their own language. High acceptability ensures that the translation is not only accurate but also relevant and appropriate for the target audience.

#### **Datum 37**

SL: **Avoid** hearing damage

TL: **Menghindari** kerusakan pendengaran

In the translation of "Avoid hearing damage" to "Menghindari kerusakan pendengaran," the verb "avoid" is translated as "menghindari," showcasing the use of established equivalence. This approach ensures that the term <sup>21</sup> in the target language (TL) effectively mirrors the meaning of the term in the source language (SL). By using "menghindari," the translation remains clear and precise, accurately conveying the original message's intent without any confusion. This method enhances the translation's quality, resulting in a translation that is both contextually fitting and easy to understand. Overall, the choice of "menghindari" for "avoid" demonstrates a high level of acceptability and contributes to a well-executed translation

### **b. Less Acceptability Translation**

. Translations deemed less acceptable and assigned a score of 2 typically display problems that impact their quality and fluency, though they remain understandable. These problems might include minor inaccuracies, awkward phrasing, or partial loss of meaning. For instance, overly literal translations can lead to unnatural expressions in the target language or fail to capture the original text's nuances completely. Furthermore, less acceptable translations might employ inappropriate terminology or terms that do not align with the cultural context of the target language, resulting in a translation that feels foreign or misaligned with the reader's expectations.

### **Datum 45**

SL: Operation is subject to the following two conditions:

TL: Pengoperasian tunduk pada dua ketentuan berikut:

<sup>32</sup> The word "is" is not directly translated in the target language.

Instead of translating "is" explicitly, the phrase "Pengoperasian tunduk pada" conveys its meaning indirectly. This approach uses linguistic compression, which involves simplifying and condensing information <sup>20</sup> from the source language (SL) to the target language (TL). In this translation, the verb "is" is not directly translated but is implied within the context of "tunduk pada," which means "subject to" or "bound by." Linguistic compression is utilized to produce a more concise and fluent translation while preserving the essential meaning of the original text. This technique is often employed in formal and legal documents to ensure clarity and brevity, even if it means not translating certain words directly.

### c. Unacceptability Translation

According to Nababan (2012), a translation may be deemed unacceptable to the target audience if it adheres too rigidly to grammatical rules. Literary translations often feature expressive and idiomatic language that does not always fit formal grammar constraints. Strict adherence to grammar can strip away the nuances and stylistic elements that give the original work its character, reducing its overall appeal and effectiveness. To ensure a translation remains engaging and true to the original, it is crucial for translators to convey the stylistic and artistic expressions of the source text in the target text.

#### Datum 35

SL: <sup>3</sup> If you **have** questions about return or exchange policies, consult your service provider or phone retailer.

TL : -

When the sentence <sup>3</sup> "If you have questions about return or exchange policies, consult your service provider or phone retailer" is omitted from the Indonesian translation, it exemplifies the Reduction (Deletion) technique. This technique involves removing words, phrases, or entire sentences from the source text (SL) because they are considered irrelevant or unnecessary for the target text (TL).

The omission of this sentence greatly affects the acceptability of the translation. By leaving out this information, the target language readers miss out on essential details that were present in the source text. As a result, the acceptability of the translation suffers because it fails to deliver the complete set of instructions or information as originally intended. This can lead to confusion or dissatisfaction among readers who do not receive the guidance they need.

In summary, the deletion of this sentence significantly reduces the quality of the translation, as the target text no longer fully meets the informational needs and cultural expectations of the readers, leading to lower overall acceptability.

## 10. Assessment of Readability Level of Verbs in iPhone 13 Pro Max Manual Book

According to Nababan's (2012) framework, readability refers to how easily the text can be read and understood in both the source and target languages. Effective translation ensures that the text flows smoothly and is comprehensible without requiring excessive effort from the reader. For

this study, three criteria proposed by Nababan (2012) were used to assess the readability of verbs in the iPhone manual. Translations that were highly readable were assigned a score of 3, those with medium readability received a score of 2, and those with low readability were given a score of 1. The average readability score for the verbs in the manual is 2.46, which suggests that the translations generally have a medium level of readability.

**Table 4.5 Total Readability Level of Verbs in iPhone 13 Pro Max Manual Book.**

No	Readability Table	Total	Percentage
1.	High Readability Level	73	68,22%
2.	Medium Readability Level	1	0.93%
3.	Low Readability Level	23	21,49%

The table shows that out of seventy-three data points, 72.83% of translations are rated as having high readability, meaning they require a higher level of comprehension. Only 1.23% are categorized as medium readability, and 25.92% are classified as low readability, indicating they are easier to understand.

For this research, three criteria proposed by Nababan (2012) were applied to evaluate the readability of phrasal verbs in the Scary Girl cartoon. Translations were scored as 3 for high readability, 2 for medium readability, and 1 for low readability. The average readability score of 2.2 suggests that the translations generally achieve a high level of readability.

**a. High Readability Level**

A translation that is classified as having a high readability level ensures that the text is easily understood in both the source and target languages. This is a key aspect of effective translation, which needs to work seamlessly in both languages. The translation should be clear and fluent, making sure that it reads smoothly and naturally. Furthermore, it should preserve the context and cultural relevance of the original text, so that the meaning is accurately conveyed and well received by the target audience.

**Datum 63**

1. Apple warrants the included hardware product and accessories against defects in materials and workmanship for one year from the date of original retail purchase

TL: Apple **menjamin** produk perangkat keras dan aksesoris yang terakup atas cacat dalam bahan dan pengerjaan selama satu tahun dari tanggal pembelian ritel awal.

The term "warrants" is translated as "menjamin," which is an example of established equivalence. "Menjamin" is a standard translation for "warrants" in legal and warranty contexts, where "warrants" means to provide a guarantee against defects. This translation is well-regarded and appropriate for warranty-related contexts.

Using "menjamin" is natural and fitting in Indonesian for this situation. It supports readability by ensuring that the text flows smoothly and is easily understood, without causing confusion. By choosing a precise term like "menjamin," the translation accurately conveys the meaning of "warrants," making the text clear and reader-friendly. This choice enhances both the accuracy and readability of the translation, ensuring that it is pleasant and effective for the reader.

#### **b. Medium Readability Level.**

Translations categorized as having a medium readability level and receiving a score of 2 often display some specific traits. These translations usually convey the main ideas and essential information but may struggle with occasional ambiguities or awkward phrasing. Such issues can lead to confusion for the reader and may result in a lack of natural flow in the language used.

#### **Datum 45**

SL: Operation **is** subject to the following two conditions:

TL: Pengoperasian tunduk pada dua ketentuan berikut:

The absence of a direct translation for the verb "is" in the sentence can make the translation feel less natural or fluid in the target language. The phrase "Pengoperasian tunduk pada" might come across as somewhat formal and rigid compared to more naturally flowing expressions in Indonesian.

This translation employs linguistic compression, which involves simplifying and streamlining information from the source language (SL) to the target language (TL) to produce a more concise and fluid result. Here, "is" is implied within "tunduk pada," meaning "subject to" or "bound by," rather than being explicitly translated.

While linguistic compression maintains the essential meaning of the original statement and creates a more concise translation, it can sometimes impact readability. The omission of certain words or the use of formal phrases might result in a translation that feels less smooth or natural in the target language. Despite this, linguistic compression is frequently used in formal and legal contexts to ensure clarity and brevity.

### c. **Low Readability Level**

Translations rated with a low readability level and a score of 1 typically suffer from issues that make the text hard to read and understand. These problems often stem from awkward sentence constructions, poor word choices, or overly literal translations that disrupt the natural flow of the target language. Moreover, the use of complex or contextually inappropriate language can cause confusion, and a lack of attention to language norms, such as grammar and punctuation, further detracts from readability.

#### **Datum 36**

SL: <sup>3</sup>if you have questions about return or exchange policies, consult your service provider or phone retailer.

TL : -

When the text <sup>3</sup>"if you have questions about return or exchange policies, consult your service provider or phone retailer" is not translated into Indonesian, it illustrates the technique of "Reduction (Deletion)." This method involves removing words, phrases, or sentences from the source text that are considered unnecessary or irrelevant for the target audience. Such omission might be due to the perceived unimportance of the information, an oversight, or an effort to simplify the text.

The exclusion of this segment means the target audience misses out on essential information regarding return or exchange policies. This lack of translation affects the overall understanding and usability of the text. Without this crucial information, readability suffers, leading to potential confusion or lack of clarity for the readers. As a result, the quality of readability is significantly diminished.

**Table 4.6 Table of Average Score**

<b>Average Score</b>				
<b>Accuracy</b>	<b>Acceptability</b>	<b>Readability</b>	<b>Total</b>	<b>Average</b>
<b>73 x 3</b>	<b>1 x 2</b>	<b>23 x 1</b>	<b>244: 107</b>	<b>2, 2</b>

## **Discussion**

This research examined the translation of verbs in the iPhone manual using six of the eighteen techniques proposed by Molina and Albir. The predominant technique was Established Equivalent, applied seventy-four times (69.15%), followed by Reduction (Deletion) used twenty-three times (21.29%). Other techniques included Linguistic Compression (twelve times, 11.21%), Compensation (three times, 2.8%), Transposition (twice, 1.8%), and Modulation (once, 0.93%). This pattern reflects a preference for using well-established terms and occasionally simplifying content by omitting less critical information.

The use of only six techniques reflects the specific needs of a technical manual, emphasizing clarity, simplicity, and accessibility for readers. These techniques were selected to ensure that the translation remained accurate and clear while being understandable to users with varying levels of technological knowledge. The other twelve techniques were deemed less relevant or too complex for instructional texts.

The frequent use of Established Equivalent and Reduction (Deletion) techniques was suited for maintaining clarity and ease of understanding, minimizing complexity and the risk of misinterpretation. The limited use of Modulation and Transposition techniques is due to the need for precision and simplicity in technical text.

In contrast, Lubis et al. (2020) analyzed subtitles by Pein Akatsuki and Deni Aurora, employing a broader range of techniques. They frequently used single techniques (48% for Pein, 50% for Deni) and couplets (39% for Pein, 41% for Deni), with less frequent use of triplets and quadruplets. Their dominant techniques were Literal Translation, Borrowing, and Modulation, reflecting a varied approach to maintaining the original meaning while adapting to the target language context. The translation quality for the iPhone manual was 69.15% accurate, with seventy-three instances classified as accurate, while twenty-three instances (21.49%) were inaccurate due to Reduction (Deletion). Acceptability mirrored accuracy, with 69.15% deemed



acceptable and 21.49% unacceptable. Readability was also high, with 69.15% of translations being easily readable, though Reduction (Deletion) contributed to 21.49% being less readable. The average translation quality score was 2.2 out of 3.

For Pein Akatsuki and Deni Aurora's subtitles, Pein Akatsuki's translations scored higher in accuracy (58%), acceptability (56%), and readability (84%) compared to Deni Aurora's, who scored 50% in accuracy, 49% in acceptability, and 66% in readability. This shows Pein Akatsuki's slightly superior performance in translation quality.

In the mechanical engineering study, a variety of techniques were used for specialized vocabulary. Literal Translation was predominant, used 179 times out of 292 terms, indicating its suitability for clear, direct equivalents. Adaptation, used 29 times, involved modifying the source text for the target audience, often adjusting cultural references. Common Equivalent, applied 34 times, used widely accepted terms, while Calque (six times) and Pure Borrowing (forty-five times) were used to translate phrases and internationally recognized terms, respectively.

This study differed by employing Established Equivalent most frequently (fifty-four times), ensuring clarity and consistency with widely recognized terms. Reduction (Deletion) was used twenty-one times, risking the loss of important nuances. Linguistic Compression (eleven times) was employed to enhance readability, while Compensation, Transposition, and Modulation were used less frequently but effectively.

Febriyanto et al. (2021) reported high-quality translations with near-perfect scores for accuracy, acceptability, and readability. Techniques like Adaptation and Calque consistently scored high, while Pure Borrowing had a respectable mean score of 8.93.

In this study, Established Equivalent achieved perfect scores for accuracy, acceptability, and readability in seventy-three out of seventy-four instances. However, Reduction (Deletion) had a significant negative impact, affecting all quality metrics. This highlights the challenges of certain techniques in maintaining high standards across all quality measures.

Puspitasari's (2017) study on Unilever product instructions used a wide array of techniques, with Literal Translation and Amplification being particularly effective. Despite their success, Reduction (Deletion), though accurate, was less well-received in terms of acceptability. Techniques like Description and Discursive Creation were precise and acceptable but used sparingly, while Borrowing and Particularization showed lower acceptability and readability.

Comparing these studies reveals key differences and similarities. The iPhone manual's reliance on Established Equivalent contrasts with the diverse techniques used in Unilever instructions, reflecting a more flexible approach in the latter. The Unilever instructions generally exhibited higher accuracy, acceptability, and readability compared to the iPhone manual, indicating varying effectiveness of techniques based on application.

A common challenge is the impact of Reduction (Deletion) on translation quality. Although it was used effectively in Unilever instructions, it was less successful in the iPhone manual, highlighting its potential drawbacks. Despite differences in texts and techniques, the research shares goals of producing accurate, acceptable, and easily understood translations.

## **Conclusion**

Although all studies aim to assess translation quality, they differ in source materials, specific findings, and methodological approaches. This research focuses on translating verbs in the iPhone 13 Pro Max manual, emphasizing the significant impact of the technical context on translation quality assessment. A common theme across all studies is the critical role of effective translation techniques in achieving high-quality results. This study identified the Established Equivalent technique as the most frequently used, yielding positive outcomes in accuracy, acceptability, and readability. In contrast, the Reduction (Deletion) technique had a notably adverse effect on translation quality, highlighting the need for careful selection of translation techniques to achieve the best results.

The study underscores the necessity for improving translation techniques to enhance accuracy, acceptability, and readability to meet audience expectations. Despite claims of good accuracy, the study's findings suggest that the quality of the translations still requires significant improvements across all aspects.

## **Suggestion**

For future research, it is essential to delve deeper into the impact of the Reduction (Deletion) technique on translation quality. This study indicates that this technique adversely affects accuracy, acceptability, and readability, so exploring alternatives or methods to mitigate its negative effects is crucial for maintaining high-quality translations. Additionally, investigating less frequently used techniques such as Compensation, Transposition, and Modulation could be

valuable. Despite their limited application in this study, these techniques might provide more effective solutions in certain contexts. Further research on their application could enhance existing translation methods. While the Established Equivalent technique has proven effective, its consistent application across various situations warrants further investigation. Research into how this technique performs consistently and identifying when other techniques might be more suitable could provide valuable insights. Conducting qualitative analyses of translated texts could offer deeper understanding of how translation techniques influence the overall user experience. Comparing techniques across different document types and target languages could also shed light on their effectiveness in diverse contexts. By addressing these areas, future research can better tackle identified weaknesses and improve translation quality across different scenarios.

## References

- Cahyaningrum, I.O. and Wandasari, S. (2023) 'Analysis of Translation Techniques and Qualities in Terms of Accuracy and Acceptability in Translating Figurative Language in the Movie Songs of Camp Rock 2: the Final Jam', *English Language and Education Spectrum*, 3(2), pp. 61–74. Available at: <https://doi.org/10.53416/electrum.v3i2.138>.
- Febryanto, M., Sulyaningsih, I. and Zhafirah, A.A. (2021) 'Analysis of Translation Techniques and Quality of Translated Terms of Mechanical Engineering in Accredited National Journals', *PROJECT (Professional Journal of English Education)*, 4(1), p. 116. Available at: <https://doi.org/10.22460/project.v4i1.p116-125>.
- Lubis, A.R.K., Muchtar, M. and Mono, U. (2020) 'Translation Techniques and Translation Quality of Indonesian Subtitles of Coco Movie: A Comparative of Two Subtitlers', *Ethical Lingua: Journal of Language Teaching and Literature*, 7(2), pp. 227–235. Available at: <https://doi.org/10.30605/25409190.203>.
- Molina, L. and Albir, A.H. (2002) 'Translation techniques revisited: A dynamic and functionalist approach', *Meta*, 47(4), pp. 498–512. Available at: <https://doi.org/10.7202/008033ar>.
- Nababan, M., Nuraeni, A. and Sumardiono, & (2012) 'Pengembangan Model Penilaian Kualitas Terjemahan (Mangatur Nababan, dkk', *Kajian Linguistik dan Sastra*, 24(No. 1), pp. 39–57.
- Newmark, P. (1988). *A Textbook of Translation*. Prentice HaH International vUIO Ltd. <https://doi.org/10.1111/cura.12479>

● **10% Overall Similarity**

Top sources found in the following databases:

- 9% Internet database
- 4% Publications database
- Crossref database
- Crossref Posted Content database

TOP SOURCES

The sources with the highest number of matches within the submission. Overlapping sources will not be displayed.

1	<b>manuals.info.apple.com</b> Internet	2%
2	<b>repository.uhn.ac.id</b> Internet	1%
3	<b>digital.library.unt.edu</b> Internet	<1%
4	<b>grafiati.com</b> Internet	<1%
5	<b>pdffox.com</b> Internet	<1%
6	<b>jos.unsoed.ac.id</b> Internet	<1%
7	<b>repository.umsu.ac.id</b> Internet	<1%
8	<b>eudl.eu</b> Internet	<1%
9	<b>sastra.unars.ac.id</b> Internet	<1%

10	<b>doaj.org</b> Internet	<1%
11	<b>makingsociety.com</b> Internet	<1%
12	<b>abdessamady.wordpress.com</b> Internet	<1%
13	<b>fdocuments.us</b> Internet	<1%
14	<b>jurnal.unw.ac.id</b> Internet	<1%
15	<b>lib.unnes.ac.id</b> Internet	<1%
16	<b>sinta.unud.ac.id</b> Internet	<1%
17	<b>Niswatin Nurul Hidayati. "Analysis of Translation Techniques, Methods...</b> Crossref	<1%
18	<b>e-journal.unair.ac.id</b> Internet	<1%
19	<b>Elsa Vula, Nazli Tyfekçi. "Navigating Non-Literal Language: The Compl...</b> Crossref	<1%
20	<b>Mega Tri Utami, Nisrina Satyaningrum. "Translation Techniques of Ind...</b> Crossref	<1%
21	<b>dspace.ut.ee</b> Internet	<1%

22	Ahmed Mohammed Moneus, Yousef Sahari. "Artificial intelligence and ... Crossref	<1%
23	publikasi.lldikti10.id Internet	<1%
24	repository.uinjkt.ac.id Internet	<1%
25	unkartur.ac.id Internet	<1%
26	atlantis-press.com Internet	<1%
27	Bijaya Shrestha, Roshan Thapa. "Impact of Employees' Turnover on the... Crossref	<1%
28	Dewinta Khoirul Anis. "A Translation Study on Responding of Requesti... Crossref	<1%
29	ejournal.upi.edu Internet	<1%
30	jurnal.uns.ac.id Internet	<1%
31	repository.iainbengkulu.ac.id Internet	<1%
32	repository.uin-malang.ac.id Internet	<1%
33	scribd.com Internet	<1%