

## Examining the Modulation Types and Quality in Indonesian Translation Published in Indonesian Local Online Newspaper

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### Abstract

In today's digital age, the expansion of online platforms has created a growing need for businesses, organizations, and individuals to connect with wider audiences. This has elevated the significance of translation in the realm of online publishing. Specifically, the quality of Indonesian translation, especially when it involves translational shifts, plays a crucial role in maintaining the integrity and successful communication of the original content to the intended readership. This case study aims to: 1) investigate the most dominant type of modulation found in Indonesian translation; 2) verify the quality of Indonesian translations in terms of their accuracy, acceptability, and readability, which existed in Indonesian translations published in Indonesian local online newspapers. There were 38 excerpts modulation data gathered from the Indonesian translation of The World Heritage Sites of UNESCO published in an Indonesian local online newspaper. The data analysis used content analysis based on Vinay & Dalbernet (1995) modulation taxonomy and Nababan (2012) translation quality measurement. The results depict that, first, part-whole was the most dominant type of modulation in Indonesian translation, and second, the existence of modulation in Indonesian translation published online in Indonesian local newspapers was able to enhance the quality of translation based on three measurement aspects, with a score of 2,96 for accuracy and 2,97 for acceptability and readability. These findings, then, reveal that the employment of modulation in Indonesian translation plays a significant role in maintaining the meaning of the source text in the target text, although some rendering cultural and conceptual allusions may affect the translation text and interfere with the comprehension of the entire meaning of the translation text. Thus, this study recommends that translators should not avoid using modulation when translating text with some cultural words.

**Keywords:** *Examining, Indonesian Translation, Modulation Types, Online Newspaper, Translation Quality.*

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## INTRODUCTION

In the era of interactive communication, where mass media plays an important role in various aspects of human life, such as knowledge transfer, information transfer, and even communication transfer, translators have become a highly sought-after profession. The choice of the type of news that grabs readers' attention also determines the success of the communication transfer process through online media. One of the types of news that is favored by mostly online media readers in Indonesia context is soft news. This is due to the fact of the nature of soft news that are casual and playful, so that it could covers topics such as entertainment, infotainment, art, fashion, lifestyle, culture, and society (Lu & Chen, 2011). Evidence suggests that individuals' attention is turning to soft news is related to types of journalism (O'Neill, 2012), such as lifestyle journalism (focusing on fashion, food, and psychology), cultural journalism (focusing on film, music, and theatre), consumer journalism (focusing on cars, technology, and travel), and celebrity journalism. In addition, soft news has also been identified with certain characteristics. For example, news is usually more sensational, more personality-oriented, less time-bound, more practical, and more incident-based than other news (Spragens, 1995). Knowing the difference between hard news and soft news helps audiences understand why this type of news is more viral and gets more attention from readers.

Furthermore, soft news also has a crucial characteristic, that is communicative functions. The fulfillment of this worth characteristics can help to achieve the communicative goals of news stories. Hence, soft news, whether translated or not, primarily aims to entertain or persuade readers, while also serving the secondary purpose of providing information (Fedler, 1997; Richard, 1998). Based on that phenomenon, it is not surprisingly if the necessity of translations makes the role of translation in online publishing indispensable due to the fact that translation is a complex process that involves transferring the meaning of a text from one language to another while maintaining its essence and nuances. In the context of Indonesian translation published in local online newspapers, modulation becomes a critical aspect of ensuring the accuracy and effectiveness of the translated content. According to Christiane Nord, a translation theorist, modulation means changing the message of the source text in such a way that the recipient of the target text can react in the same way as the source text did (Nord, 1997). In simple terms, modulation means changing the tone, style or emotional content of the source text to suit the target language and culture.

Generally, modulation in soft news translation is skillfully adjusting the source content to create an engaging and appealing target text for the readers. This fact constitutes to Fang (2002) who claimed that soft news aims to leverage the beneficial impact of publicity by emphasizing its readability, appealing to readers, and highlighting human emotions and connections. Because of that, the empirical research done by Lü et al. (2012) denotes the translation of soft news

necessitates as an intricate process of adapting and selecting, which considers multiple factors within the translation eco-environment, including writers, readers, sponsors, publishers, and translation critics. In other words, the translation of soft news involves not just converting languages, but also facilitating communication between two cultures.

One thing that makes modulation should be concerned in its application in Indonesian translation is the fact that Indonesia is a very diverse country, with more than 700 regional languages and dialects that each have different cultural and linguistic characteristics. As such, this cultural and linguistic diversity is often reflected in the way people in Indonesia communicate, express their feelings, and convey their messages. As a result, translating information into Indonesian requires a deep understanding of what is intended to be conveyed accurately while respecting the cultural context. For that reason, modulation usage in Indonesian translation becomes critical since it involves the subtle manipulation of linguistic elements to convey the intended message in a way that resonates with the target audience, specifically Indonesian online newspaper readers.

Moreover, the quality of modulation in Indonesian translation is a topic of significant interest and importance, especially in the context of content published in local online newspapers. As the digital landscape continues to expand, the demand for high-quality translation services for online content has grown exponentially. With the proliferation of online news platforms and the increasing need to reach diverse audiences, the accurate and culturally relevant translation of news articles, opinion pieces, and other content has become increasingly critical. Moreover, using modulation as a technique for translating bilingual text is advantageous because it allows the translator to adjust the perspective of the message without altering its meaning, leading to a more accurate and culturally appropriate rendering of the text as well as helps to overcome challenges related to differences in grammatical structures and cultural elements between languages (Karunananda & Hansani, 2023; Grassilli, 2016).

Furthermore, measuring modulation in Indonesian translation also involves taking into account the formal and informal registers of the language. There are some reasons why modulation becomes an interesting topic to be investigated in Indonesian translation text. Firstly, it is a technique used to achieve naturalness and idiomaticity in the target language, which is essential for effective communication with the target readers (Misbah, 2017; Putranti, 2018; Effendi and Harjanto, 2022). Secondly, modulation also allows translators to overcome challenges in message transfer, such as rethinking intervals and limits in space and time, changing symbols, and maintaining naturalness (Agung, 2016; Hendrawati & Budiarta, 2017). Finally, the study of modulation provides insights into the various procedures and types of modulation used in translation, contributing to a better understanding of the translation process and the challenges faced by translators

(Yahya et al., 2021). Shortly, investigating modulation in translation is crucial for enhancing the quality and effectiveness of translated texts.

Additionally, Indonesia has various levels of formality and politeness, which are reflected in the choice of words, expressions, and sentence structures. Translators must carefully modulate the language to align with the appropriate level of formality based on the context and the intended audience. Failure to measure modulation accurately can result in a negative outcome (i.e. misunderstanding or misinterpretation of the messages derived from the original source text) as it may lead to a lack of naturalness and idiomaticity in the target language text. This fact coins to Pamungkas (2017) who states that “a translator should have deep comprehension about the source text and the target text as well as the cultures in order to produce a good and naturally acceptable translation because modulation demands a skillful translator”.

Recognizing the importance of modulation in Indonesian translation as well as the quality of modulation in Indonesian translation published in local newspapers in Indonesia, this paper frames this important study into two main objectives as follows:

1. To investigate the most dominant type of modulation found in Indonesian translation published in Indonesian local online newspaper;
2. To verify the quality of Indonesian translations, which published in Indonesian local online newspapers, in terms of their accuracy, acceptability, and readability.

By recognizing the dominant modulation types published in online newspapers as well as measuring the overall translation quality, this study can significantly provide better insights into the challenges and opportunities in ensuring the accuracy, acceptability, and readability of Indonesian translation in online media, which is sometimes influenced by local cultural terms in the digital era.

## **LITERATURE REVIEW**

### **Naturalness of Translation**

Every translator knows that translating a text is more than just finding the right words in the target reader's language and using the right grammar. Even if the translation is literal, it is not always accurate or sound natural in the target reader's language. When this happens, the difference in point of view between the original and the target readers can be one of the causes. Furthermore, Fadee (2011) claimed that “an effective translator will prioritize on the intended audience and context, focusing on achieving naturalness, clarity, and an acceptable level of formality, if needed. When the primary objective of the text is to provide information and persuade the reader, such as in storybooks, a translation approach that is natural must be employed”. It then briefly convincing the idea of naturalness is the main feature of evaluating translation text.

Likewise, in English-Indonesian translation and vice versa, the issue of naturalness has become a complicated problem due to the large

lexical gap based on cultural differences. One problem that often occurs is that SL messages cannot be translated due to differences in vocabulary and grammar used in one language compared to the other. If this happens, TL readers may not be able to understand the message conveyed in the translation because the translation does not sound natural to them. Thus, according to Nida (1964), a good translation is natural because it includes three things: “(1) the language and culture of the recipient as a whole, (2) the context of the particular message, and (3) the audience of the recipient language” (Nida in Venuti (2000:136). This indicates that there is a natural translation. In other words, natural translation can be achieved when translators take into account the cultural background of the audience, the context of the translation, and the characteristics of the audience.

### **Modulation in Translation**

As mentioned earlier, not all texts can be translated literally. In cases where an SL text is translated literally into another language, there will be a wide lexical gap or missing information in the TL, which is called untranslatability. According to Bassnett (1991:32), “untranslatability” occurs when there is no lexical or syntactical substitute in the TL for an SL item.” Bassnett's notion of untranslatability relates to the lexical gap problem proposed by Vinay & Darbelnet (1995), especially when it comes to the relationship between untranslatability and the absence of lexical equivalents in TSu. Therefore, Vinay and Dalbernet (1995) cited in Venuti (2000;89) claimed that “in many cases, the different perspectives and ways of thinking of the Source Language (SL) reader can cause the translated text to fail to convey the Target Language (TL) reader’s message. Even if the translation has been done correctly, the result is considered “inappropriate, unusual or awkward in the TL”. This fact then coins to Newmark (1988:88) that regarded modulation as “a change in the point of view or a change of perspective when rendering the message from the ST into the TT”. In essence, modulation is a change in language caused by a change in perspective, which can be justified even when literals are transposed. It is commonly used to emphasize meaning, affect coherence, or find a natural TL form.

Although modulation is considered as a technique that helps translators maintain the naturalness of the target language by using various forms to change the point of view of the message, there are still some limitations to its use. One limitation is that it can be challenging to find an appropriate phrase in the target language that conveys the same meaning as the source language. This can be especially difficult when translating idiomatic expressions or culturally specific phrases. For example, an idiomatic expressions as ‘break a leg’ which similar to ‘good luck’ in English, but cannot be translated separately as ‘break (= *pecah*)’ and ‘a leg (= *sebuah kaki*)’ in Indonesian. Therefore, it supports O’ Dell & McCarthy (2010) cited by Abdala (2023) who define idioms as “fixed combinations of words whose meaning is often difficult to guess

from the meaning of each individual word". In brief, translating expressions that contain cultural nuances can be difficult since it may be challenging to find an equivalent phrase in the target language that fully captures the cultural connotations of the original expression.

### **Modulation in Indonesian Translation Published in Online Newspapers**

In the context of translation, modulation is often viewed as a translation technique that changes the meaning, style, or tone of the source text to make it more suitable or understandable to the target audience without changing the main message. Additionally, Chesterman (1997) states that modulation can be used at various levels of language, including vocabulary, grammar, and stylistic elements. Therefore, translators can adjust the content according to the language, cultural, and social standards of the target audience, which results in effective communication.

As modulation is crucial in translation, it plays important role for news translation because the translation must be accurate and culturally appropriate. Furthermore, news articles often contain evaluation, persuasion, and subjectivity, which can be altered to appeal to the target audience while maintaining the veracity of the information. Therefore, news translation includes not only language translation but also conversations about cultural and political contexts. Then, it in line with Bielsa & Bassnett (2009) who view modulation as an essential tool for effective intercultural communication. Similarly, Nida and Taber (2003) stated that the use of modulation is essential to deliver news articles in a way that resonates because the diverse language, culture, and social attributes of the target audience affect the application of modulation in translation. Therefore, in Indonesian translation, careful modulation will be necessary to ensure effective communication.

### **Types of Modulation Based on Vinay and Dalbernet (1995)**

Resonating Vinay and Dalbernet (in Newmark, 1988: 88) theory of modulation, which also known as semantic shift, it is clear that this technique can be applied to search for equivalence meaning and the regulation of variations by changing perspectives and categories of thought from the Source Language (English) into the target language (Indonesian). Vinay and Dalbernet as cited in Newmark, 1988: 88) also relevant to Venuti (2000), who states that "modulation is a variation of the form of the message that is attained by a change in a point of view." From this point, it is clear that modulation is a shift in cognitive level. The change in point of view or perspective in modulation is necessary because of the requirements of the target language's (TL) reader. The following are types of modulation by Vinay and Dalbernet (1995) as follows:

### 1. Abstract for Concrete

This type of modulation shifts the use of concrete words over abstract words to make them quicker to recognize and easier to remember. For instance:

SL: She sleeps in the open.

TL: Ia tidur di bawah langit beratapkan bintang-bintang.

The abstract word 'open' is translated into 'beratapkan bintang-bintang', which is more concrete and easily defined in TL readers or in Indonesian context.

### 2. Explicative Modulation

This type of modulation technique is more likely to clarify the implied meaning, or make something of implicit meaning explicit. Explicative modulation types include cause and effect, means for result, substance for object, or vice versa. For instance:

Example:

SL: These conflicts, which more often than not have regional causes....

TL: Konflik-konflik ini, yang lebih sering disebabkan oleh sebab-sebab regional ...

From the above example, the phrase 'more often than not' is not translated into the target language readers because the meaning is already clear for Indonesian readers.

### 3. Part – whole

This type of modulation occurs when certain words, terms, or phrases in the source language (BSu) are translated into more generalized terms. It is also referred to as a synecdoque (a figure of speech that replaces the whole. For instance:

SL: Penthouse, mansion

TL: Tempat tinggal

In Indonesian translation, it is translated into 'tempat tinggal' or 'a building used as a place to live for certain period of time'.

### 4. Part another Part

This is a type of modulation that occurs when a certain part of something is translated into another part. For example

SL: From cover to cover.

TL: Dari halaman pertama sampai halaman terakhir.

In this example, the Indonesian translation 'cover to cover' is 'halaman pertama sampai halaman terakhir'. The first 'cover' term refers to 'first page' and the second 'cover' term means 'the last page'.

### 5. Reversal of terms

This type of modulation is a technique that rotates the position of words to make the language sound natural. However, it is optional. For example:

TL: Money laundry

SL: Pencucian uang (not 'uang pencucian')

In Indonesian translation, the term 'money laundry' is often understood as 'pencucian uang', an illegal practice in which

money gained from criminal activities is concealed to make it look like it was legitimately gained.

6. Negation of opposite

This type of modulation is also called positive for double negative shift or negative for double positive shift. It is a concrete translation procedure that can be applied to any verb tense, adjective, or adverb. The nature of the translation is free. In theory, the double negative is not as strong as the positive. Therefore, the strength of the double negative is highly dependent on the formulation and the context in which the word is used. This type is also often equated with litotes. For example:

SL: Conflicts are bound to occur.

TL: Konflik militer tak urung terjadi juga.

In Indonesian translation, the phrase 'are bound' is translated into 'tak urung' which actually use double negative in TL readers. The word 'tak' means 'not' in English, and the word 'urung' is a Javanese term that means 'not' in English, too. So, because there are two negative words in Indonesian translation than it refers to positive meaning 'tidak berhenti'.

7. Active for passive

This type of modulation is a generalized transposition. It is obligatory when there is no passive and can also be suggested where the preferred reflexive form is the passive, as in Indonesian. For example:

SL: I cut my finger. (active)

TL: Jariku teriris. (passive)

In Indonesian context, passive voice is more acceptable than active voice, especially when it is talked about accident or negative situation. So, instead of focusing on the doer or the subject as the important element of the sentence, Indonesian people will focus on the object of the sentence as "Jariku teriris". In addition, if it is translated literally as 'Saya potong jariku' will consider as awkward translation or not acceptable by the logic.

8. Space for time

This type of modulation is commonly referred to as metalepsis (a figure of speech where a word or phrase from figurative language is used in a new context). This happens when a word or phrase that denotes space (usually preceded by a preposition of place, e.g., at, in, on) is translated into a word or phrase that represents time. For example

SL: I'm in a difficulty.

TL: ketika saya sedang bersedih.

In the example above, the prepositional phrase 'in a difficulty' is translated to 'ketika saya sedang bersedih' where preposisi 'in' refer to 'time of event'. Thus, it is translated into 'ketika or saat'. Also, the word 'difficulty' refers to condition or situation. Therefore, it is translated into 'sedang bersedih', a situation when someone in a difficult condition.

#### 9. Interval and limits

A type of modulation where there is a change when phrase intervals are translated into boundary symbols. For Example:

TL: In the period between 1900 and 2000, industries were growing up.

SL: Di era modern ini, industri terus berkembang.

The phrase interval in SL 'period between 1900 and 2000' is translated into 'era modern' since 1900 – 2000 is considered as symbols of 'modern era'.

#### 10. Change of Symbol

A comparison of fixed metaphors reveals that the symbolism used in different languages is based on very different images. This type of modulation includes fixed metaphors and new metaphors. For instance:

TL: She is a bookworm.

SL: *Ia seorang kutu buku* (not '*cacing buku*').

In Indonesian context, 'bookworm' is translated into 'kutu buku', a term for people who like to read or have a hobby of reading.

### **Measuring Quality of Modulation in Translation**

In translation, accurate and impactful communication is essential, especially in reaching a diverse and multicultural audience. In Indonesian translation, the translator must capture the essence of the message, adapt it to the cultural context, and ensure that it resonates with the Indonesian audience in a meaningful way because accurate and impactful communication is critical to maintaining the integrity of the original message. Machali (2000:110) stated that "A translated text can be declared of high quality if it is able to convey the message or meaning appropriately". It simply verifies that the meaning between SL and TL should be equivalent in the sense that it is appropriate, so that the message is conveyed correctly. In this case, the message in the SL should not be distorted or has the same information. Also, the equivalence of translation is not only related to meaning, but also includes grammatical and pragmatic aspects. Hence, when content is translated into Indonesian, it is important to maintain the intended tone, style and cultural references of the original text. Because by maintaining quality of modulation, it can allow translators to maintain the accuracy of the message while adapting it to the linguistic and cultural nuances of Indonesian to ensure that the translated context is appropriate for the target language.

Besides accuracy, the readability of the translated text also greatly influences the opinion of the reader of the translated text. A translated text should have a degree of ease to be understood and read (Nababan, 2003: 62). To achieve this ease, a good level of readability is needed in order to easily understand the sentence. Furthermore, Nababan (2012) stated that "a readable translated text can be characterized by writing that no longer looks like a translated text". It means, the reader may not even think that the text is a translated text.

Acceptability here means a translation product should be in accordance with the norms, rules, and culture of the target language. Translated works that emphasize the point of view of acceptability can be felt naturally in grammar and diction that are socio-culturally applicable. Similarly, Lingshun (2014) also mentioned that the evaluation process of translation techniques should depend on the balance of the truth seeking of the source language and the author, the utility attainment by the target readers, and acceptability in the social context.

To measure the quality of translation, which modulation involved in it, using a standardized translation assessment is vital in order to find out the accuracy, the acceptability, and the readability of the translation text. One of prominent translation quality measurement framework is Nababan's Translation Quality Assessment (TQA). This assessment framework is a comprehensive model for evaluating various dimensions of translation quality because the framework comprises a set of criteria and parameters that enable a systematic and holistic assessment of translated texts. The TQA framework consists of three main dimensions: accuracy, acceptability, and readability.

*1) Accuracy (2 ref)*

Accuracy is a term used to determine whether the source language text and the target language text are equivalent. To ensure accurate translation, one must thoroughly study the lexicon, grammatical structure, communication situation, and cultural context of the source language text. By analyzing these elements, the translator can determine the intended meaning and reconstruct it using the appropriate lexicon and grammatical structure that align with the receptor language and its cultural context (Larson, 1999:3). Hence, the concept of equivalence is critical in analyzing the quality of translation accuracy of a text because it leads to the similarity of content or message between the source text and the target text. As a result, translators make efforts to reduce or add the content or message of the source language text to the target language text (Nababan, 2012). When additions and subtractions are made to translated texts, it is feared that they can obscure the true meaning or message of the source text and pose a fatal risk. This is particularly true for translated texts in the fields of law, medicine, religion, and engineering. The parameters for assessing the accuracy of translation in this study will be explained in the following table:

**Table 1. The Ratings Scale of Accuracy**

The aspects of translation quality	Scores	Parameters Qualitative
Accurate	3	The meaning of words, phrases, clauses, and sentences from source language (SL) are transferred accurately into the target language (TL), there is no distortion
Less Accurate	2	The meaning of words, phrases, clauses, and sentences from source language (SL) are transferred accurately into the target language (TL), there is no distortion
Inaccurate	1	The meaning of words, phrases, clauses, and sentences from source language (SL) are transferred accurately into the target language (TL), there is no distortion

Thus, maintaining accuracy is crucial in the process of translation, as it guarantees the faithful portrayal of the original message in the target language, while also preserving its naturalness. Through modulation, translators have the ability to present the same scenario from an alternative perspective, all while keeping the message's intended meaning intact (O'rozovich, 2021). In addition, to help translator ensures accuracy in translation with modulation, a translator need to 1) have understanding both source and target language by reflecting the intended meaning of the original text; 2) convey the same meaning as the original text in natural way; 3) pay close attention to semantic and syntactic changes; 4) considering the cultural context of both the source and target languages is crucial to ensure that the modulated text is culturally appropriate and accurately conveys the intended message; and 5) changing the linguistic point of view through modulation requires careful consideration to maintain the accuracy and naturalness of the text in the target language (Rahmatillah, 2017; Alwazna, 2022). Briefly, translators can ensure that the use of modulation with maintaining translation's accuracy by achieving naturalness in the target language.

### 2) *Acceptability*

Acceptability refers to whether a translation has been expressed in accordance with the rules, norms, and culture that apply in the target language or not, both at the micro level and at the macro level (Nababan et al., 2012). The concept of acceptability is very important because even if a translation is accurate in terms of content or message, it will be rejected by the target readers if the way of expression is contrary to the rules, norms, and culture of the target language. Besides, acceptability plays a crucial role in translation with modulation as it guarantees that the translated material is both linguistically natural and culturally suitable in the target language since it enables translators to present the same issue from an alternative perspective while preserving the message's essence, so enhancing the authenticity of the target language text. Hence, to ensure the modulated text is well-received and effectively conveys the desired

message, translators should strive to preserve acceptability that involves ensuring that the translation is linguistically and culturally appropriate for the target audience (Mahmud, 2022). The following table shows the parameters for measuring the acceptability of translation.

**Table 2. The Ratings Scale of Acceptability**

The aspects of translation quality	Scores	Parameters Qualitative
Accurate	3	Translation feels natural, technical terms used are commonly used and familiar to the reader, phrase, clause, and sentence used in accordance with the rules of the target language.
Less Accurate	2	Translation feels natural, technical terms used are commonly used and familiar to the reader, phrase, clause, and sentence used in accordance with the rules of the target language.
Inaccurate	1	Translation feels natural, technical terms used are commonly used and familiar to the reader, phrase, clause, and sentence used in accordance with the rules of the target language.

The rating scale above helps translator to measure the quality of translation acceptability with modulation. The above measurement supports Siregar (2016) conveys that “Indonesian translators measure the acceptability of modulation in their translations by using a scoring system based on the assessment of data pairs. The score of 3 is given to acceptable translations, which feel natural and familiar to the reader, while the technical terms used are commonly used and familiar to the reader”. Thus, the application of translation quality criteria can assist translators to evaluate the naturalness and familiarity of the translated texts.

### 3) *Readability*

In the context of translation, the term readability basically concerns not only the readability of the source language text but also the readability of the target language text. This is in accordance with the nature of every translation process, which always involves both languages at once. Readability in translation with modulation pertains to the lucidity and simplicity of comprehending the information conveyed by a modulated signal within the realm of language translation (McDonald, 2020).

In Nababan’s Translation Quality Assessment (2012), readability involves the average sentence length, number of new words and grammatical complexities of the language used. These factors make the

text difficult to understand for non-bilingual readers. So, low readability translation can include problems with punctuation, ambiguous words and sentences, incomplete sentences, improper grammatical aspects, and wrong sentence construction, among others (Richard et al. in Nababan (1999: 62)). The table below describes the parameters for measuring the readability of translation.

**Table 3. The Ratings Scale of Readability**

The aspects of translation quality	Scores	Parameters Qualitative
Accurate	3	Word, phrase, clause, and sentence translation can be easily understood by the reader.
Less Accurate	2	Word, phrase, clause, and sentence translation can be easily understood by the reader.
Inaccurate	1	Word, phrase, clause, and sentence translation can be easily understood by the reader.

All in all, accuracy, acceptability, and readability play an important role in determining translation quality play an important role in determining the quality of a translation. Accuracy has the highest weight followed by acceptability and readability. This means that when translating a text, the translator should pay more attention to the three important aspects to get a high-quality translation.

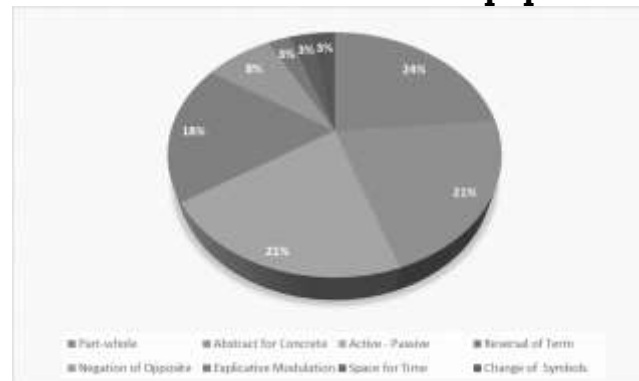
## METHOD

This study employs a descriptive qualitative research approach as the research design. a descriptive qualitative research approach is used because it can offer a meticulous examination and depiction of the translation process, encompassing the social and cultural practices entailed. In addition, this approach enables to examine the norms, shifts, and choices made by translators, with the goal of comprehending the influence of these choices on the translated text. Also, descriptive qualitative research is highly useful for studying the authenticity of translations, especially for quality of modulation in Indonesian translation as the target text (Rana et al., 2023).

In this study the data were systematically and accurately analyze using Vinay & Dalbernet (1995) modulation taxonomy and Nababan's Translation Quality Assessment (TQA). There were 38 excerpts of data taken from Indonesian translation text of The World Heritage Sites UNESCO that published in a local online newspaper in Indonesia. The analysis will employ descriptive analysis on identifying the most dominant modulation type that occurred in the Indonesian translation text and evaluating how this type modulations affect the quality of translation texts in terms of accuracy, acceptability, and readability for target language (TL) readers.

## RESULTS AND DISCUSSION

### The Most Dominant Modulation Found in Indonesian Translation Published in Indonesian Local Online Newspaper



**Figure 1. Types of Modulation in Indonesian Translation Published in Indonesian Local Online Newspaper**

Figure 1 above displays types of modulation found in Indonesian translation published in local online newspaper in Indonesia. There were 8 (eight) types out of 10 (ten) types of modulation included in Indonesian translation that published in online newspapers. Among eight of them, the highest percentage was Part-Whole with 24% (9 case), then followed by Active – Passive and Abstract for Concrete with each type has 21% (8 case). Next was Reversal of Term with 18% (7 case). Last but not least, there was Negation of Opposite with 8% (3 case). Finally, there were and Space for Time, Change of Symbols, and Explicative Modulation with 3% (1 case) for each type. The findings indicate that the most dominant modulation type used by the translator in Indonesian translation of the book *The World Heritage sites-UNESCO* which published in Indonesian local online newspaper was Part-Whole. Also, findings verified that the translators used almost all categories of Vinay & Dalbernet's (1995) modulation types with the aim of producing an equivalent and reasonable translation in accordance with the language rules of Indonesian language in order to make the translations were acceptable as an example as follows:

#### **DM014**

SL (English): Calakmul is especially noteworthy for the **large number** (120 to date).

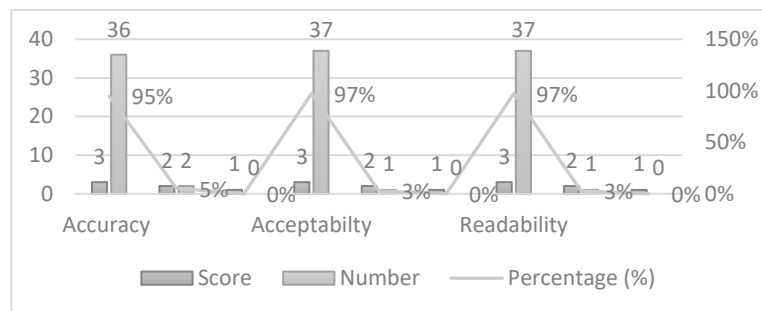
TL (Indonesian): *Calakmul secara khusus sangat terkenal dengan sejumlah monumen (sekitar 120) yang diketemukan di sana.*

In the above example, the phrase 'large number' in the SL changes to the word 'sejumlah' in the TL (Indonesian). According to Collins Cobuild Dictionary Online (August, 2023), *large number* means a large thing or person is greater in size than usual or average or in other words refers to the meaning of something that is large in number. On the other hand, the word 'sejumlah' means 'sebanyak-banyaknya' or 'beberapa' in KBBI (Indonesian Dictionary). Therefore, in this example, there is a shift from specific meaning (part) or i.e 'large number' 'sebanyak-banyaknya' to general meaning (whole) or i.e 'sejumlah' that means equitably large. Then, this finding constitutes with Yahya's

(2021:100) claim that ‘when a particular word, phrase, or sentence is translated into a more general term, part-whole modulation changes the SL that occurs in that word, phrase, or sentence into the TL that uses the more general term’. In other words, part-whole modulation involves translating from a whole to a part. This technique can be applied when a literal translation would result in awkward or unnatural text and when there is a need to achieve the highest degree of equivalence in the translation.

### **Modulation Quality in Indonesian Translation Published in Indonesian Local Online Newspaper**

Based on Nababan’s Translation Quality Assessment (TQA), there are three aspects or parameters, such as accuracy, acceptability, and readability that should be counted in measuring the quality of modulation in Indonesian translation published in local online newspapers in Indonesia. These three indicators of translation quality are assessed based on scores, namely Score 3, Score 2, and Score 1. The result of assessing modulation in this study are described as follows:



**Figure 2. Modulation Quality in Indonesian Translation published in Indonesian local Online Newspaper**

The finding in Fig. 2 shows modulation in Indonesian translation published in local online newspapers in Indonesia had only two types of scores out of 3 scores; they are Score 3 and Score 2. Another score or Score 1 was not found on the TL text with modulation data. However, there is a slight difference in the accuracy rating scores, where the percentage of Score 3 was slightly lower than Score 2 for each parameter. For accuracy, score 3 has a 2% smaller percentage than Acceptability and Readability Accuracy scoers. Score 3 on the accuracy indicator is only 95%, while score 3 on the other two indicators (acceptability and readability) is balanced at 97% for each indicator.

The same thing is also shown by the medium score or Score 2 on the three quality indicators (Accuracy, Acceptability, and Readability). There is a significant difference or 2% between the percentage of Score 2 Accuracy and the percentage of Score 2 Acceptability and Score 2 Readability. The percentage of Score 2 on the Accuracy indicator is 5% while Score 2 on the Acceptability and Readability indicators is 3% for each indicator.

When viewed from the percentage of each quality indicator on modulation data, the results conclude that the percentage of translation

quality indicators Modulation data among the three parameters or indicators was nearly reach the perfect percentages of the rating scale scores. Therefore, the percentage of each quality indicator such as Accuracy, Acceptability, and Readability in Modulation data is 95% for Accuracy and 97% for Acceptability and Readability.

Later the above finding is relevant to determine the scores of each aspect of translation quality as shown below:

**Table 4. Translation Quality with Modulation**

Translation Quality Aspects	Scores	Number	Average Scores	Average Score x Value	Total Quality Scores
Accuracy	3	36	2,95	8,85	$8,85 + 5,94 + 2,97$
	2	2			6 (3+2+1)
	1	0			2,96
Acceptability	3	37	2,97	5,94	
	2	1			
	1	0			
Readability	3	37	2,97	2,97	
	2	1			
	1	0			

From the description of the findings, the translation with modulation technique data can be categorized as a good translation. This happens because the three aspects of translation, namely accuracy, acceptability, and readability, also get high scores. The accuracy aspect has an average of 2.95, which is obtained from 36 data points translated accurately with a score of 3, and only 2 data points translated less accurately with a score of 2. Furthermore, the acceptability aspect has an average of 2.97, which is obtained from 37 data points that are acceptable to the language rules applied in the TL with a score of 3, and 1 data point that is less acceptable to the language rules applied in the TL with a score of 2. Furthermore, the readability aspect also has an average of 2.97 obtained from 37 data points that are easily understood by the target readers with a score of 3 and 1 data point that is less understandable by the target readers with a score of 2. From the average aspects of accuracy, acceptability, and readability, it can be seen that the total average of Indonesian translation quality with modulation technique is 2.96. Therefore, the translation quality was good because the content and context of the translation can be conveyed effectively, although there are some modulations in the translated text.

## CONCLUSION

In the process of conveying meaning across languages, linguistic adaptation, cultural resonance, and stylistic precision all interact in complex ways. By recognizing the different types of modulation and using robust quality measurement techniques, translators and academics can work to improve the effectiveness and cultural authenticity of Indonesian translation. Additionally, this research is a testament to the importance of modulation in Indonesian translation

and the need to rigorously evaluate its quality of translated texts with modulation. In conclusion, the exploration of modulation in Indonesian translation offers an interesting lens through which to appreciate the complexity and artistry of the translation process, highlighting the various strategies employed to bridge the language and cultural gap with nuance and precision.

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