Equivalence in News Headlines Translation: English Headlines Rendered into Bahasa Indonesia in BBC Web News

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Abstract

Equivalence is the leading subject in translation studies; accordingly, many different theories on equivalence have been discussed in detail within this field over the past few decades. Equivalence in translation is affected by many different aspects, i.e., aspects of meaning between words and expressions, grammar and participants in various communicative situations, semantics, pragmatics, etc. The concept of equivalence with the focus on equivalence degrees is provided; the overview and characterization of the main features as well as specifics of translation of media language (headlines in particular) are presented in the article as well. The paper focuses on the equivalence in translation of headlines of on-line news articles, since headlines are considered as crucial and the most important part of news articles. The translation of news headlines across certain journalistic cultures, specifically focusing on headlines translated from English into Bahasa Indonesia. Headlines are an extraordinary type of text, which are considered a separate genre on their own. Since a headline is an entrance to the news details, journalists have to utilize different techniques to make the headline concise, effective and eye-catching to the reader. 40 English headlines and their Indonesian translations have been selected for the analysis which is performed according to the degrees of equivalence: optimum translation, partial equivalence, zero equivalence. Partial equivalence is divided into two narrower subtypes which are: near-optimum and weak translation. The results show that over a dozen of translation procedures have been implemented in rendering headlines in each language pairs concerned. The results thus confirm the validity of the postulation put forward in this paper.

Keywords: *translation*, *news headline, adaptation*, *equivalence*

Introduction

The word 'headline' is a self-explanatory term that does not necessarily need to be explained or defined. Headlines are regarded as a genre or a text type on their own. Crystal and Davy (1990: 180), for instance, describe headlines as "a separate study in themselves, being radically different from the rest of newspaper reporting language". Likewise, Zhang (2013: 396) states that "headlines are a kind of para-texts which occupy a privileged place of pragmatics and strategy in news reports". Due to their significance as a special text type, translation of headlines has particularly attracted translation scholars and researchers (cf. Nord 1995; Sidiropoulou 1995; Valdeón 2007; Zhang 2013). When translating headlines, the two functions mentioned above should be preserved in light of the target language culture and readership. That is why headlines are said to pose challenging translation difficulties (cf. Vinay and Darbelnet 1995: 176). The headline features attributed to headlines are also true of translated headlines. Since cultural diversity and identity are the issues of modern cultures and societies, online media texts need to be analyzed, especially from the perspective of translation. However, no comprehensive studies concerning equivalence have been performed on translation of media texts, specifically headlines of online articles; therefore, the object of

the paper is headlines of online news articles in two (English and Indonesian) languages. As equivalence is one of the most significant dimensions in the translation studies, it needs to be widely analyzed during the study of news articles translation. Therefore, the aim of this paper is to compare and analyze both English headlines of online news articles in BBC world and their Indonesian translations taking into consideration nuances of equivalence. The objectives of the paper are: to overview and characterize the main features as well as specifics of translation of media language and headlines in particular; to present the concept of equivalence with the focus on equivalence degrees; to identify equivalence degree in the translated headlines (from English to Bahasa Indonesia) and the problems of translation equivalence. The translation of a set of 40 news headlines rendered from English into Bahasa Indonesia. All the news headlines are published in year 2017 in BBC world and its translation version in BBC Indonesia.

Literature Review

Online Media Language

Nowadays online news articles might be said to be the basis of communication as they are the main source which delivers most up-to-date news on social life, culture, politics, etc. to the audience. The language of this type of media (news articles) is characterized by media register (also referred to as, newspaper or journalistic style) which is different from other registers both in writing strategies and functions. Media register, therefore, is considered to be the means of mass communication. The common functions of the media register are to inform, persuade, reflect the state of the society and form people's attitudes. The register has two main requirements to be followed: novelty and relevance (Biber and Conrad, 2009) as well as winning over readers (Chloupek and Nekvapil, 1993, p.71). It means that 65 information in news articles has to be up-to-date, precise and, of course, informative. The most common features of media register are: clarity and accuracy of the language, generally known terms, periphrastic expressions and journalistic clichés, whereas the emphasis is on situational and cultural context. Linguistically, this register is characterised by positive or negative evaluative adjectives (which work for persuasive function), impersonal expressions, emotionally marked language, euphemisms, metaphors, phraseological units, metonymic, short sentences, active voice, present tense, etc. (Bitinienė, 2007; McNair, 2009, p.75). Language in media is nowadays characterized by commentaries and by imposing personal opinion. What concerns online articles, the requirements for them are, in fact, similar to those of newspaper articles. However, the language of online texts has been affected by readers' fast lives, consequently, the text and the language has been transformed by the content of the articles which are extremely simplified and rather shallow with the main objective to provide information, advertise; some deeper analysis, however, is left overboard. As a result, the role of headlines of online news articles is transformed: they have to actually "attack" the reader, not just to attract their attention (Marcinkevičienė, 2010). Online texts are created on the basis of inverted pyramid style which ensures that the most important and relevant information is delivered to the reader at the very beginning, by the headline in particular (Rich, 2010, p.47, pp.188–189; Craig, 2004). This writing method is valued since the reader can leave the text at any point and still understand it, which is extremely relevant with modern-day online readers, or skimmers. Headline writing, thus, is the craft which makes news articles or even newspapers or magazines (in this case websites) either successful among the audience or not.

Headline writers, however, very often are not those who write articles (Marcinkevičienė, 2008, p.176). The popularity and readability of the article quite often depends on the headline which is a representative part of the article and can, therefore, be considered as the most important part of publicistic articles (Rich, 2010, p.259). It is possible to say that headlines are the "medium" which communicates and interacts between the author and the reader (Bitinienė, 2007, p.62). Headlines have very specific thematic functions: they usually express the most important topic of the news items (Dijk, 1985, p.69). In other words, headlines represent the main ideas of the articles in a condensed form, thus, very often "a forcible and informative element" is included so that the headline could intrigue the reader (Bitinienė, 2007, p.65) and capture his/ her attention (Rich, 2010, p.259). Hence, two types of headlines could be identified (Marcinkevičienė, 2008, p.176): subject headline (the one which defines the subject of the article), thesis headline (the one which includes the main thesis of the article and, therefore, allows to present a subjective opinion). Moreover, there are other types of headlines, e.g., commentative headlines (when comments are reflected in the headline of the article), label headlines (there is a subject which dominates and the predicate is omitted), descriptive headlines (the main information with a comment is presented), etc. One of the most common types of headlines of online articles is a descriptive one (Saxena, 2004, p.45). Moreover, various headlines have different visual appearance (font size, style, etc.) and various linguistic structures but these aspects are not to be analysed in the paper as only linguistic aspects should be taken into consideration. Headline writers and translators should not forget the rules how to make headlines eye catching and intriguing. First of all, headlines have to be neither too long nor too short as they are usually characterised by maximum of information on minimum of space; they should also include some specific keywords. According to Saxena (2006, p.48), headlines are typically characterised by the 5 "Ws" (who, what, where, when and why) and an "H" (how) principle. Therefore, as headlines have to be space saving, the most essential aspects have to be revealed in them. A noun and a verb are quite important, while other parts of speech make the headline attractive to the reader.

Linguistic structures used in headlines are specific (Saxena, 2004, pp.44–50; Rolnicki et al., 2007):

- simple and specific words are the most important requirement in headlines;
- active verbs give some meaning and weight to headlines (while finite verb forms are very often omitted);
- auxiliary verbs help to save space;
- articles are usually omitted (unless the sense is lost);
- widely known abbreviations should/ may be used;
- attributions of those whose statements or comments are presented in articles should be used in headlines;
- present tense is most common (compared to other past tenses, the past simple tense is also appropriate);
- infinitive is often used instead of future tenses; numbers should be written as numerals in order to save space; punctuation should be avoided;
- question headlines have to be replaced by direct sentences as questions refer to some uncertainty, thus, if the topic is interesting enough, question headlines might be used;
- long words have to be replaced by short ones;
- the most important words should be put in the beginning, etc.

Furthermore, factual errors should never occur in headlines (as well as in articles) as the website may soon lose the 66 audience; such mistakes could, therefore, cause worse side effects (such as enmity among cultures, etc.). Therefore, as headline writers make their efforts to write headlines, the translators have to do the same when adapting both the information and the headline for the target reader. Moreover, there are specific rules for headlines and they are to be followed so that headlines could satisfy the requirements of publicity register. Furthermore, headlines have to be both eye catching and linguistically correct as the majority of readers are known to be skimmers of websites.

Translation of Headlines
Translation is the means which helps people to communicate internationally and still maintain cultural and linguistic identity. Considerable number of online news articles is written in English, but there is a need to adapt these products (texts) to the target cultures, which are called target markets of international business. Therefore, an instant demand of news is increasing every day in the world and the aim of news translation is to make news articles available to the greater audience. Thus, one of the important areas of media translation is the translation of news articles and headlines.

When it comes to headline translation, one of the difficulties is the lack of context, i.e., whilst headlines present only a very condensed idea of articles, there is no additional information and various associations might appear in the minds of readers. Some other problems could be faced as well:

- complicated structures of headlines (when they are not correct grammatically and are difficult to understand for the translators who are native speakers of the target language);
- differences of syntactic structures of headlines in different languages;
- problems of absence of equivalent terms/ words in the target language;
- culturally non-acceptable or non-understandable words used in the source headlines (unusual or not widely known abbreviations, acronyms, names, titles, and others), etc.

What concerns translation from English to Indonesian, same headlines might highly differ in the two languages as both the requirements for publicity register and the language itself are quite different. Besides, writing traditions of news websites in various cultures might be quite diverse. Moreover, "the way in which narratives of global media events are constructed for local audiences is mediated by translation" (Bielsa et al., 2009, p.72). Therefore, as every language is determined by certain cultural aspects, sometimes the source language (SL) message can be misinterpreted in the target language (TL). Also, with the need for a good product, both the journalist and the translator should work on the issue; the journalist should be responsible for the text to correspond to the "market" and attract the highest number of readers, while the translator should be responsible for the translated text to correspond both the original text and the TL the best. Yet, as urgency is one of many requirements for news articles, there is often a problem of quality of translation work and many inaccuracies might appear.

Translation Equivalence

One of the most important aspects of translation process is finding appropriate equivalents in the TL; thus, translation equivalence in an important area in the translation studies as well. Equivalence is mostly based on word, sentence or text level; therefore, it is related to units of equivalence which could be morphemes, words, phrases, clauses, idioms, proverbs, etc., i.e., equivalence level and units of equivalence are highly connected. In the production and analysis of translations not only linguistic equivalence is to be taken into consideration; cultural equivalence is an important criterion as well. Although, there are many scholars who have worked on the theories of equivalence, two main approaches are most common: linguistic approach and pragmatic approach.

The majority of translation procedures are based on translation transformations with equivalence among them; for example, Vinay and Darbelnet have introduced seven procedures for translation (1995, pp.30–40):

- borrowing (when words are taken directly from the SL so that the semantic shift could be avoided);
- calque (a source expression is transferred to the TL but some semantic deviations might appear); literal translation (word-for-word translation);
- transposition (one part of speech is replaced by another with the sense maintained);
- modulation (deviation from literal translation as some clarification is introduced);
- equivalence;
- adaptation (texts are adapted to target cultures and absolutely different wording might be involved).

The scholars actually regard translation as equivalence oriented study, when the message of the source text (ST) is translated in absolutely different words of the TL, but the stylistic impact is maintained. The goal of translation process is to substitute a SL statement with a TL statement which accounts for the same situation, although there is no formal or semantic correspondence. Semantic level, therefore, is much more important than lexical one. According to Munday (2001, p.58), equivalence for Vinay and Darbelnet is an ideal method when dealing with proverb, idiom, cliché, nominal or adjectival phrases translation. This type of equivalence might be compared with localization process, i.e., when fixed expressions are translated, the equivalents with the same effect but different wording of the TL have to be introduced since, if translated literaly, they may loose the equal meaning and effect.

Jakobson (1959) introduces equivalence in difference which is assumed to be the most important problem in different languages. He suggests three kinds of equivalence: intralingua (rewording or paraphrasing within one language), interlingua (between two languages) and inter-semiotic (between sign systems). According to him, in interlingua translation there are no absolute equivalents as languages differ; however, there are no untranslatable texts. When there is no best equivalent to a unit of the SL, there is a possibility to use loanwords, neologisms, semantic shifts and circumlocutions. Thus, he claims that the biggest problem in equivalence is terminology and the structure of languages, but not the ability to convey a message.

Moreover, Nida (1964, p.126 in Venuti, 2000:129) claims that it is not possible to have absolutely exact translations as there are no identical languages. Nida and Taber (2003) define two types of equivalence: formal and dynamic (or functional) equivalence. Formal equivalence is based on the form and content of the message. For example, there might be "poetry to poetry, sentence to sentence and concept to concept equivalence" (Nida, 1964,

p.159 in Venuti, 2000, p.129). This type of equivalence is possible when the item of the target text (TT) is almost the same as the one in the SL. Moreover, formal equivalence is associated with grammatical units, consistency in word usage and meanings in terms of the source context. It is related to cultural values, whereas dynamic equivalence is more associated with the equivalent relation between the receiver and the target message and the relation between the receiver and the source message. Thus, dynamic equivalence is based on the principle of the effect being equivalent and the TT being as natural as the ST. With this type of equivalence translators may face difficulties when cultures are rather similar but languages differ greatly and vice versa.

Catford's theories on translation equivalence are linguistically based and rather influential. He defines various levels of equivalence and factors affecting equivalence (i.e., linguistic and cultural); moreover, he also differentiates two types of translation equivalence: textual and formal (Catford, 1965). Catford describes shifts within languages which are based on the diversity between formal and textual equivalence and are associated with non-equivalence problems as well. Moreover, he divides the shifts across languages into level shifts and category shifts. Category shifts are based on structure (grammatical structure, e.g., word order), class (part of speech), unit (linguistic unit such as sentence, clause, phrase or word), and intra-system (articles, quantity, etc.) shifts. Level shifts, however, appear when SL unit in one linguistic level appears in another level of the TL (tense, gender, etc.), i.e., the transformations are involved in the process of translation.

Moreover, Baker introduces new approaches and new types of translation equivalence. She analyses equivalence at various levels (Baker, 1992):
- equivalence at word level;
- equivalence above word level;
- grammatical equivalence;
- textual equivalence (information and cohesion);
- Pragmatic equivalence.

According to Baker, during the process of translation the attention is given to the meaning of a separate word (or morpheme) when it is spoken about the meaning of a word (Baker, 1992, p.11) and the difficulty is faced when that word has more than one meaning or even has no equivalent with the same meaning in the TL. Moreover, she also discusses equivalence above word level, i.e., translation of word combinations such as fixed phrases, idioms and collocations. What concerns grammatical equivalence, she notices that grammatical systems (time, number, gender, etc.) of languages differ a lot and absolute grammatical equivalence is almost impossible. Textual equivalence includes lexical cohesion (conjunctions, etc.), whereas pragmatic equivalence is based on coherence (logical connection or consistency) of the text.

Koller, however, has introduced four levels of equivalence: denotative, connotative, textual, and pragmatic (Koller, 1979, pp.188–189 in Byrne, 2006, pp.26–27). Moreover, he suggests that the types of equivalence should be associated with the levels of equivalence. Under such circumstances he has also generalized the main types of translation equivalence, which are (Ibid.):
- denotative or referential equivalence (one common object or concept is referred to in one text; it is related to equivalence of the extralinguistic content of a text);

- connotative equivalence (connotative meaning is maintained in both the original text and its translation; it is related to the lexical choices, especially between near-synonyms);
- textual equivalence (typical text features are maintained; it is related to different text types and their behaviour in different ways);
- pragmatic or communicative equivalence (it is related to the form of the text, includes word plays and the individual stylistic features of the ST; focus on the expectations of the reader);
- formal equivalence.

The typology suggested by Koller is quite similar to that offered by Baker and Saldanha (2008, p.97) and appears to be most detailed and precise. Thus, the analytical part of the paper is partially based on it. Moreover, translation equivalence is associated not only with its typology, but also with various degrees of equivalence, i.e., equivalents are analyzed on the basis of how the units of equivalence in translations correspond to the units in source texts. Bayar (2007, pp.213–223), for instance, suggests seven types of equivalence degrees:

- optimum translation (the text looks semantically and grammatically well-formed, with sentences that cohere to each other to provide the message of the ST and preserve its content; also the TT is readable and easily understood);
- near-optimum translation (the message of the ST is rendered to the TT cohesively and coherently, however, the readability of the optimal degree from a textual point of view is not achieved);
- partial translation (the message is translated partially);
- weaker and stronger translation (the message of the ST is reproduced and conveyed in weaker or stronger words so that the effect of the text is either weaker or stronger);
- poor translation (the main problem is readability; the main idea is also hardly transferred); mistranslation (TT is unreadable);

Zero equivalence/ non-translation (no one-to-one equivalence between the ST and the TT).

However, optimum or absolute equivalence is claimed to be impossible to reach as structures of languages differ. Equivalence in translation is, therefore, one of the most important directions in translation studies, which is often regarded in the analysis of translations. Thus, it is an essential part and the basis of the paper; various types, levels and degrees of equivalence have been introduced and are to be respected in the research of the paper.

Methodology

The methods of comparative and descriptive analysis are applied in the research. Since headlines can be referred to as the most important part of news articles (Rich, 2010, p.259), the paper focuses on the equivalence in the translation of English headlines into Bahasa Indonesia in BBC web news. For the analysis, 40 headlines have been selected from January 2017 to December 2017 most common Indonesian news. The headlines have been found in BBC world and BBC Indonesia websites. All the headlines are to be analyzed according to the degrees of equivalence introduced by Bayar (2007, pp.213–223):

- optimum translation (headline pairs which meet both extralinguistic and intralinguistic criteria; semantic, formal, stylistic and dynamic / pragmatic equivalence is maintained);

- partial equivalence (when one or more criteria are satisfied, but headlines do not meet all the requirements for absolute equivalence); partial equivalence appears to be too broad, so it is divided into two narrower subtypes which are: near optimum and weak translation
- Zero equivalence (headline pairs exhibit no or rather poor equivalence).

Findings and Discussion
Equivalence in Headlines Translation

1. **Optimum translation** is characterized by equivalence at all the levels, i.e., Indonesian headlines may correspond to English headlines at these levels:

- equivalence on the semantic level;
- equivalence on the stylistic level;
- equivalence on the pragmatic/ dynamic level.

Semantic equivalence is maintained when there is both connotative and denotative equivalence between words and phrases both in Indonesian and English headlines. Denotative equivalence is transferred when the lexical meaning of words in both the original and the translation is maintained the same; whereas, connotative equivalence is pertained to readers by the same associations. Stylistic equivalence is, therefore, maintained when the source headline sounds natural in the TL and culture.

Since optimum translation appears as soon as equivalence is maintained at all the levels mentioned above and no variations or uncertainties are possible in this case, i.e., headlines of optimum translation may be characterized by one-to-one correspondence. Thus, only eight headlines out of one hundred correspond to these requirements and may, therefore, be labeled as headlines with absolute correspondence, the examples of optimum translation,:

1. <u>Australia and Indonesia</u> restore full military ties
   <u>*Indonesia dan Australia*</u> *Pulihkan Hubungan Militer*

It is possible to see that the Indonesian headline corresponds to the English one at both linguistic and extra linguistic levels greatly (example 1), i.e., the Indonesian headline is equivalent to the original headline stylistically and semantically, and the information is maintained the same. All the words of the English headline are transferred into the Indonesian headline and all of them are semantically equal. Although the place of a subject order in both headlines differs, neither the message nor the form of it is distorted.

2. Thousands leave their houses as Mount Agung volcano erupts

   *Ribuan mengungsi karena potensi letusan Gunung Agung meningka*t

Although the visual form of the two headlines differs example 2, the requirements of optimum translation are satisfied as Indonesian is often more specific. The translation of a word erupts is supposed to be *letusan* only in Indonesian equivalent. Moreover, there is a tendency to introduce additional information into Indonesian translation *potensi letusan ….. meningkat* especially when translating from English. The Indonesian headline is stylistically conveyed rather well and sounds natural for TL users.

3. <u>Twelve</u> killed in Bali village landslide in Indonesia;

12 tewas tertimbun longsor di Kintamani, Bali;

Although there is some visual differences (example 3) in the headlines since the number is in a word **Twelve** in the original while it is translated into numeral **12**, the meaning of the headline is not changed and the information is not distorted. Furthermore, there is a tendency to write numbers in Indonesian when the number more than two digits. The word killed in English means the "*terbunuh or tewas*", in Indonesian, it means that accidentally killed thus the word killed is translated into the verb phrase *tewas tertimbun*, hence, the information is conveyed appropriately. Moreover, the noun Bali village is in the original, but in the translation it translated into the name of the village *Kintamani, Bali*; therefore, this example might also be labeled as an optimum translation because the English headline is translated literally and the semantic meaning is maintained.

4. <u>Tourist</u> attacked by Komodo dragon in Indonesia
   Terlalu dekat, seorang turis asing digigit komodo;

The length of the two headlines (example 4) same; thus, the majority of words in the English headline are translated properly semantically. The denotation of the two words — attacked and *digigit* — slightly differs, but the connotation is the same as both words have same meaning associated with aggression both in Indonesian and English languages. *digigit* is a common Indonesian expression which is semantically rather equal to bitten. The style of the English headline is conveyed in the translation as well.

As there are only eight headlines labeled out of 40 headlines as examples of optimum translation (with optimum equivalence), it might be suggested that it is difficult to achieve optimum translation; thus, absolute equivalence is not that common in the translation of headlines of news articles.

2. Partial Translation (partial equivalence) is divided into two subtypes: near-optimum translation and weak translation.

2.1 Near-optimum translation is exhibited when headlines: do not correspond stylistically; the form is rendered in a different way; the semantic equivalence is conveyed (but very insignificant or nonessential inaccuracy might appear at semantic level); the same information is maintained. Near-optimum translation is pretty close to optimum translation since only some insignificant uncertainties are exposed in the translated headlines of this degree, while the main idea and the information (especially at the semantic level which is very important in maintaining the meaning and the same effect of the whole headline) is conveyed.

5. <u>Indonesia captain</u> arrested after boat fire left 23 dead
   Nahkoda KM Zahro Express dijadikan tersangka

The headlines (example 5) are quite equivalent in form, function and meaning. There is a denotative equivalence between the two fixed phrases: <u>Indonesia captain</u> arrested and <u>Nahkoda KM Zahro Express</u> dijadikan tersangka. Only phrase … after boat fire left 23 dead is excluded from the translation which probably would not make any difference in the effect on the news reader. Still, the Indonesian headline is partially equivalent to the English one.

6. Indonesia's Aceh: Two Gay Men Sentenced to 85 lashes;
   Pertama di Aceh, pasangan gay dihukum 85 kali cambuk;

Example 6 show differently in the main focus; Indonesia's Aceh though it is translated into *Pertama di Aceh*, which makes the Indonesian headline more stylistically and grammatically acceptable. Thus, the subject of the two headlines is different, the main focus of the headlines differs.

7. <u>Indonesia</u> counts its islands to protect territory and resources;
   <u>Mengapa pemerintah Indonesia</u> mendaftarkan 1.700 'pulau baru' ke PBB?

There is a stylistic change in the translated headline in example 7 above. Semantically both headlines are equal but the Indonesian version make it more specific by adding detail number of islands and is probably introduced in the Indonesian headline with the aim to attract more readers. Moreover, the same intention is exhibited further, as the headline is converted into a question, despite the fact that question headlines are supposed to be inaccurate (q.v. the qualities of headlines).

8. <u>No place to hide</u> for LGBT people in Indonesia's Aceh province
   <u>Banyak LGBT Aceh</u> yang pintar tapi sekarang takut dan pergi

There are some stylistic deviations in example 8 as well: a long phrase LGBT people in Indonesia's Aceh province is translated into short phrase *<u>Banyak LGBT Aceh</u>*; thus, it is lost in the translation. Semantically, the English headline <u>No place to hide</u> translated into *takut dan pergi* in the Indonesian Headlines. It is identical in some part but those differ in focus of subject yet, the effect and the idea of the English headline are conveyed in the translation.

Thus, there is the tendency to adding information of headlines. There 19 headlines are of near optimum translation, i.e., the headlines of this type of equivalence, when there is semantic equivalence maintained but the style or form differs, constitute 47.5%. Thus, the results of the research indicate that this type of equivalence is quite common in the translation of headlines.

2.2 Weak Translation

Weak Translation refers to weak degree of equivalence maintained in the headline translation. The translation is considered weak when there is: 70 not enough equivalence or even there is no equivalence at semantic level; the form and the style is maintained; the information is conveyed; additional information is added or some information is omitted. Consider:

9. Indonesia massacres: <u>Declassified US files shed</u> new light
   <u>Dokumen rahasia Amerika</u>: AS mengetahui skala pembantaian tragedi 1965

The English headline (example 9) possesses a strong connotative meaning since the phrase Indonesia massacres means slaughters, translated into *pembantaian tragedi 1965*, which does not give any specific meaning to the Indonesian headline. Therefore, it might be concluded that the Indonesian headline is weak equivalent connotatively, while there is no such reference (*mengetahui skala pembantaian tragedi 1965)* in the original.

10. Indonesian maid in Hong Kong charged with child pornography;
    Unggah video tiga anak sedang mandi ke medsos, TKI di Hong Kong diciduk polisi

The headlines above (example 10) completely differ and only such words as Indonesian maid (TKI) and Hong Kong unify them. In fact, the form and the linguistic structure of the headlines differ. The subject of the original is Indonesian maid. In addition, there is a

difference between Indonesian maid and TKI, as maid is one of job title of TKI, but maid is rather intensively used in term of TKI. Moreover, the original used words pornography as should is translated *pornografi* in the text, however the translation is characterized by accuracy with the use of long phrase *Unggah video tiga anak sedang mandi ke medsos*. There is additional information about pornography is provided in the translation.

> 11. <u>Meet</u> the Donald Trump of Indonesia
> *Wawancara eksklusif Hary Tanoe: tentang Donald Trump, bisnis dan politik;*

The idea of the headline example 11 is conveyed, but the information in the result of the translation is more detail in Indonesian. There are only a few words the English headline compares to the Indonesian version, and these are: <u>Meet</u> the Donald Trump of Indonesia. A short sentence translated into, *Wawancara eksklusif Hary Tanoe: tentang Donald Trump, bisnis dan politik*. The translation is long and with the detail explanation. Although the idea is conveyed, different wording is used in the translation which, therefore, differs semantically and stylistically from the original. It is possible that the Indonesian headline is translated in such a way to intrigue the readers make them read the article. Thus, the length of both headlines differs greatly, and it is obvious that the Indonesian headline adds some information.

Thus, the idea of the headline is conveyed in a weak manner and the effect is not maintained. Similarly to the near-optimum translation, weak translation is also rather frequent in headline translation, i.e., 25 % of all the headlines are of weak translation. 10 translated headlines do not exhibit semantic equivalence. Moreover, information is usually added or omitted in headlines of weak translation.

Thus, partial translation, both near-optimum and weak, is identified in the major part of online news articles headlines translation. Most of the translated headlines are characterized by stylistic, formal, semantic or other insignificant deviations.

3. Zero Equivalence is characterized by: absolutely different wording; a reference to the main idea of the original (however, the information is different as the semantics of the translated headline as a whole is not maintained); different style; different form. In other words, the translated headlines with zero equivalence do not exhibit any equivalence at any level. There is, of course, some common and unifying idea which is expressed differently, as demonstrated in the examples:

> 12. <u>Indonesia Islam:</u> Governor's blasphemy conviction divides a nation
> *<u>Dampak vonis penjara Ahok</u> terhadap politik di Indonesia*

The headlines example 12 exhibit non-equivalence as the idea is similar, but the effect and the means of the language used are different. There is only one phrase Governor's blasphemy which is equivalent semantically and is translated as **Ahok (name of governor who accused blasphemy)**. There is also a reference to the political issues; however, it is presented quite differently. This article is obviously targeted at the global audience who is aware of Indonesian politics, while for the majority of Indonesian this information might be very familiar, thus, the headline is localized so that the target meaning could be understood.

> 13. Indonesia's Orang Rimba: <u>Forced</u> to renounce their faith;

Orang Rimba masuk Islam demi KTP: 'Kini mereka mengenal Tuhan' kata Menteri Khofifah

The headlines examples 13 are composed of two different styles: statement and direct quotation, whereas the original headlines is made of one simple statement. There is even a strong word in the original headline which makes the headline influential and eye catching, i.e., Forced to renounce their faith in original translated into *Orang Rimba masuk Islam demi KTP*. Consequently, the Indonesian headline is rendered as a positive and neutral sentence which does not appear to be as attractive as the original headline. In general, the form of the two headlines varies; some information is added, while another is omitted. As a result, the general information is changed so that the effect of the translation is not equivalent to that of the original headline. Therefore, there is almost no equivalence in the two headlines.

14. Indonesia's first daughter in a lavish Javanese wedding
   Perkawinan putri Jokowi: Kirab kereta kencana, senyum Kahiyang, dan kuda bernama Srikandi

Example 14 is different from the previous one, as the Indonesian version is linguistically more figurative, with a few explanations about the horse and the daughter's name and the original headline is stylistically almost neutral as it is a simple fragment with no semantically magnified expressions. Thus, neither stylistic nor semantic equivalence is maintained in these headlines, although the main idea remains the same. The effect of both headlines is, therefore, highly different. As the majority of scholars working on translation studies and translation equivalence emphasize the same effect of the translation and the original, it is noticeable that the effect of both headlines differs greatly. Consequently, the Indonesian headline may be labeled as of zero equivalence.

15. Why an X-Men comic has ignited political debate in Indonesia
   Mengapa komikus Indonesia menyusupkan Al Maidah dan aksi 212 di komik Marvel?

The last example 15 demonstrates that translated headlines might be totally different style and all the "unnecessary" information may be added in the translation version. In the original ignited political debate is main idea otherwise the translation added some information about what the political debate is. While the original conveys the main and important idea: how the sun X-Men comic has ignited political debate in Indonesia, but the style of the Indonesian headline exhibits some unnecessary because the phrase *Al Maidah dan aksi 212* is additional information. Thus, both the style and the semantics are not conveyed in the translation. Thus, this example may be labeled as zero equivalence as well.

Headlines with zero equivalence, therefore, make only the minority (7.5% %) of the analyzed translated headlines. Therefore, headlines of this type are slightly more common compared with the headlines of optimum translation (20 %).

The distribution of equivalence degrees in the translation of headlines is presented in the figure below: The distribution of equivalence degrees
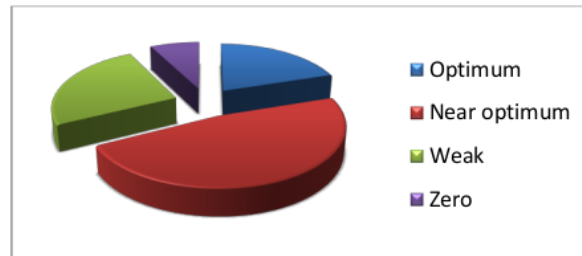
 The figure above reflects that one-to-one correspondence is quite rare in the translation of news articles headlines. Headlines with some deviations, e.g., stylistic, formal, semantic and informational non-correspondence are quite frequent. Consider that readers from different cultures and societies are interested in headlines differently. The analysis has also revealed that in addition to stylistic and formal equivalence, connotative, denotative and pragmatic equivalence is important in conveying the key sense of the original English headlines. Since the last three types of equivalence are considered of more relevance in conveying the sense in translation, the headlines exhibiting no equivalence at semantic (denotative and connotative) and pragmatic levels have been labeled as those of weak translation. As a result, the degree of near optimum translation includes translated headlines with minor deviations in the meaning, whereas the headlines of weak translation show significant deviations in the meaning.

Conclusions

Equivalence is one of the key aspects in translation studies, the results of the analysis show that absolute equivalence is quite hard to be achieved in the translation of headlines of online news articles. Online news articles are characterized by Media style and the main features of it are accuracy and clarity. Headlines are the most important part of online news articles, they have to capture readers' attention, intrigue and at the same time provide the reader with a considerable amount of information. The results of the analysis reveal that in translation from English to Indonesian, there is a tendency to complicate headlines: quite often some information is added, simple words are translated longer, modifications in style and structure of headlines are performed and/or completely different wording is used. The most frequent degree of equivalence in the translation of headlines has been identified: the majority of the headlines are of partial equivalence amount to 72 % (47.5 % of near-optimum translation and 25 % of weak translation) out of forty analyzed headlines; whereas the minorities of the headlines are of zero translation (7.5 %) and optimum translation (20%). Thus, the analysis has revealed that in order to make a more comprehensive study on the translation of media language (headlines in particular), there is a need to analyze not only the headlines, but the articles as well, although such a study may be performed with respect to some other perspectives and tone of translation studies, i.e., not only equivalence but also other criteria of translation studies could be the aspects of more importance.

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