

TRANSLATION NORMS OF NEOLOGISM IN SOCIAL MEDIA INTERFACE

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Abstract: Social media interface has been translated into variety of languages, including Indonesian. This research aims to identify dominant types of neologisms found in social media interface, describe translation procedures applied by translators in translating neologisms and translation norms in neologism translation. This research is a qualitative research that was conducted by applying Newmark's neologism typology and translation procedures (1988) and Toury's concept of translation norms (1995). The results showed that 1) existing lexical items with new sense (words) is type of neologism dominantly found in interface, 2) transference, couplets and through translation are dominant procedures applied by translators which become norms in translating neologism in social media interface. It can be concluded that neologisms found in social media interface have not had equivalents in Indonesian and neologisms can not be translated since they are terms or jargons used in social media interface.

Keywords: Neologism, social media interface, typology, procedures, norms.

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1. INTRODUCTION

Language development has been influenced by various aspects in life; one of them is aspect of technology. The existence of social media as the impact of technology development triggered language growth both in English and Indonesian. This growth is marked by the appearance of new lexical items (coinages) with new meanings or existing lexical items that have new meanings or additional meanings and used by society which is called neologism. Newmark (1988, p.13) stated that neologisms are generally formed due to certain needs and most of them usually have single meaning. The word *phub* or *phubbing* for example, is a term formed as the results of the existence and usage of social media in the society. This word is a combination (blend) of the word *phone* and *snubbing* that means people's tendency or someone's habit to ignore somebody else around him as the impact of focusing himself on cell phone or other kinds of communication device. *Phubbing* is a form of neologism that has been come into English dictionary and it has not had correct equivalent in Indonesian.

According to Merriam-Webster Dictionary, social media is forms of electronic communication (such as websites for social networking and microblogging) through which users create online communities to share information, ideas, personal messages, and other content (such as videos). While Kaplan and Haenlein (2010) defined social

media as a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of user-generated content. Dominic (as stated in Mworio, 2017) described that online communication involves special techniques namely participation, conversation, sharing, collaboration and linkage.

While Cambridge dictionary, defines “interface” as a connection between two pieces of electronic equipment, or between a person and a computer. In the context of software, interface defines as a facility, media or operation system used to connect processor to users. While in the context of hardware, interface is electronic component that connects processor to other component or device in a system. The translation of social media interface is a translation conducted by human (human translation) while the translation of the content of social media is conducted by machine (machine translation). This is because interface is controlled directly by system while the content is controlled by social media users.

The usage of neologisms can be found in social media both in its content and interface. In social media content, some forms of neologism found such as LOL (Laugh Out Loud), BFF (best Friend Forever) and selfie (a picture taken by own self). In social media interface, they are the word *tweet*, *Google+*, *URL*, *cookie* and *malware*. These words are terms or jargons used in social media interface and contain new meanings or different meanings compared with the actual meaning when they are used in interface. The word *tweet* and *cookie* are old lexical items that have new meanings. *Tweet* formerly referred to chirping sounds of small birds. Today, it has additional meaning. When it is used in social media interface, it refers to a posting or action of posting something or some information in interface by users. The word *cookie* also changes its meaning when it is used in interface and computer. According to Oxford dictionary, the word *cookie* in social media interface and computer is defined as a packet of data sent by an Internet server to a browser, which is returned by the browser each time it subsequently accesses the same server. Cookie is used to identify users or track user's access to server. The word *Google+* and *malware* are new lexical forms (new coinages) while *URL* is a new form (acronym). *Google+* or *Google Plus* is a name of one of internet-based social networking owned by Google while *URL* is an acronym of *Uniform Resource Locator* that refers to *web address*.

According to Moghadam & Sedighi (2012, p.1), translation of neologism from one language to another language can become a challenge for translators. They have to be able to identify neologism in Source Language (SL) and find a correct equivalent in Target Language (TL). This is because neologism can be part of important meaning in every language and it cannot be ignored when translating a text. Language experts, lexicographers and terminologists have tried to define this neologism phenomenon from various perspectives. Rey's 1995 study (as cited in Hameed, 2002) concluded that there are no objective criteria of a word to be determined as a neologism. He stated that neologism is a new lexical unit that is considered new by language users. Then, he stated that a word is considered neologism depending on its time of appearance. However, he also concluded that there are no objective criteria for novelty of a word. Therefore, the label of neologism is subjective.

Bauer (1996), then, divided neologism based on its formation stage. First, nonce formation (a stage when a new lexeme is formed by language users or writers in a sudden due to certain needs (Bauer 1996, p. 45). In this stage, lexeme is unstable, only accepted and used by small groups and have not accepted institutionally. Secondly, institutionalization. This stage is divided into two phases, namely diffusion phase (lexeme has already had its users but it has not accepted widely), and phase in which lexeme has been known and may be accepted. In this last stage, lexeme is more stable and institutional. Thirdly, lexicalization (lexeme has been accepted for its novelty and can be analyzed linguistically, has become a part of language and has a clear meaning).

In connection to this condition and the rapid growth of social media and neologism nowadays; this research was conducted to analyze types of neologism, translation procedures of neologism used by translators when translating neologism from English into Indonesian and describe the translation norm of social media interface.

The model of Newmark's neologism typology and neologism translation procedure (1988) and Toury's concept of translation norm (1995) were applied in this research. Newmark divides neologism into two types: 1) *Existing lexical items with new senses (Words and Collocations)*; and 2) *new forms (New Coinages, Derived words (including blends), Abbreviations, Collocations, Eponyms, Phrasal Words, Transferred Words (new and old referents), Acronyms (new and old referents), Pseudo-neologisms, and Internationalisms)*. Then Newmark [1988] divides neologism translation procedure as follows:

- 1) *Transference* (also known as *borrowing*, *transcription* and *transliteration*) is a translation process from ST into TT by transferring the word from ST into TT directly without changing the form. Generally, this procedure is conducted when translating names of brand or company, for example *Microsoft*, *Apple*, dan *iPhone*.
- 2) *Naturalisation* is conducted by adopting the word in ST and transfer it to TT by adapting its pronunciation and morphological forms so it sounds natural in TT. For example, the word *click* (English) is translated into *klik* (Indonesian).
- 3) *Cultural Equivalent* is a translation procedure conducted by finding the most suitable equivalent in TT from the aspect of culture. For example, the phrase of *baby shower* (English) is translated into *tujuh bulanan* (Bahasa Indonesia).
- 4) *Functional Equivalent* is a procedure that is nearly similar to *cultural equivalent*. However, this procedure focuses on function. Therefore, it is conducted by translating cultural terms with a more specific term or another term that has no connection to culture at all. For example, the word *cutter* (English) is translated into *pisau* (Indonesian).
- 5) *Descriptive Equivalent* is a procedure conducted by describing the meaning of a word or phrase in detailed description. For example, the phrase *vacation responder* is translated into *penjawab saat libur*.
- 6) *Componential Analysis* is conducted by adding one or two semantic components to TT in order to obtain the equivalency or at least the meaning in TT is close to the

meaning in ST. For example, the word *unfriend* is translated into *hapus pertemanan*.

- 7) *Synonymy* is conducted by translating a word by finding a word that has similar meaning in TT. This procedure is used for ST that has no equivalent meaning in TT. For example, the word *browse* is translated into *jelajahi*.
- 8) *Through-Translation*, also called literal translation, is a procedure conducted by translating the meaning of a word in ST literally into TT. For example, the word *site* is translated into *situs*.
- 9) *Shifts* (Catford, 1965) or *Transposition* (Vinay & Darbelent, 1995) is a translation procedure conducted by changing the grammatical form in TT. For example, the word *websites* is translated into *situs web*.
- 10) *Modulation* is conducted when both text in ST and TT have different perspectives. It is applied by changing polarity, changing active into passive sentence and etc.
- 11) *Recognized Translation* is conducted by translating general terms in ST by using recognized terms used in TT.
- 12) *Compensation* occurs when loss of meaning, sound effect, metaphor or pragmatic effect in one part of a sentence is compensated in another part, or in a contiguous sentence.
- 13) *Paraphrase* is describing the meaning of a word by using paraphrase.
- 14) *Couplets* occurs if translation of a word or phrase applied two types of procedures at the same time. A word or phrase can also be translated by using three procedures (*triplets*) or more.
- 15) *Notes* is describing the meaning of a word by giving information in a form of footnote or additional explanation in the end of a paper or chapter.

The concept of *Translation Norm* was introduced by Toury [1995] by connecting translation norm to social norm which defines as values used by a group of people who act in the same approved behaviors. In translation, norm controls behaviors and it is also the result of behaviors patterns. Chesterman (1998) stated the analysis of translation norms proposed by Toury [1995] had offered solutions to describe why translation is conducted as the way it is. Toury divides norms into two types: *Preliminary Norm* (a series of consideration taken by translators in the process of translation) and *Initial Norm* (the decisions taken in translation process). In this case, *Initial Norm* can be studied by analyzing the application of translation procedures.

Some research related to neologism and translation procedures have been conducted by other researchers, namely *A Probe into Translation Strategies of Tech English Neologism in Petroleum Engineering Field Studies* (Liu, 2014), *Use of English Neologisms in Social Media: A Case of Twitter Language in Kenya* (Mworio, 2015), *Neologism in News English* (Zhou, 2016), *Translation English Neologism in Military and Political Texts into Arabic: Issues and Strategies* (Hanaqtah, 2016), *Translation of Neologisms in Fishery-Engineering based on Kurki's (2012) Framework: A Strategy-Based Analysis* (Fumani, 2017) and *An Analysis of Translation Quality of Technical Terms in Rangnarok Online Game Created by Gravity* (Putra, D.A., Djatmika & Wiratno, T., 2017).

2. METHODS

2.1. Data Collection

This research was a descriptive qualitative research. The source of data was taken from seven kinds of social media interfaces that had the highest users frequency in Indonesia. The seven social media platforms were *Facebook*, *Google+*, *Instagram*, *Linked-in*, *Pinterest*, *Twitter*, and *Youtube*. These platforms had been equipped with language options that could be chosen by users, including Indonesian. Data collecting method was conducted by using techniques of observation and documentation (Sudaryanto, 2015). Data collection was limited only to words or phrases which were included as neologism both in the forms of terms and jargons found in social media interface.

Data collection process was started by capturing interface pages both in English and Indonesian by using *mspaint* computer program. From all pages collected, data were identified and selected by using observation and documentation technique. Then, it was followed by the process of data input into Excel and data numbering. Total data found from seven interfaces was 205 (142 words and 63 phrases).

2.2. Data Analysis

Table 1 shows data analysis process. Data analysis technique was conducted by applying Miles, Huberman and Saldana (2014)'s interactive model of data analysis which consists of three components, namely: 1) *data condensation*, 2) *data display* and (3) *conclusion drawing/ verification*. Based in this model, data analysis was started from stage of data collection until drawing conclusion. After data were collected, they were condensed through a process of *selecting*, *focusing*, *simplifying*, and *abstracting*. Types of neologism were identified and classified based on their characteristics. Each data, then, was tabulated and numbered so that the data could be tracked easily and same data input could be avoided. System of data numbering used 3 digits number, the first digit referred to social media platform arranged namely: (1) *Facebook*, (2) *Google+*, (3) *Instagram*, (4) *Linked-in*, (5) *Pinterest*, (6) *Twitter*, and (7) *Youtube*; while the other two digits referred to number of data.

Table 1. Data Tabulating and Numbering

No Data	Data	Type of Neologisms	Translation	Translation Procedure
1.01	Account	Existing lexical items with new senses – word	Akun	naturalisation
1.02	Apps	Existing lexical items with new senses – word	Aplikasi	naturalisation
1.03	Block	Existing lexical items with new senses – word	Blokir	Through translation
1.04	Browse	Existing lexical items with new senses – word	Jelajahi	synonymy
1.05	Browser	Existing lexical items with new senses – word	Browser	transference

Furthermore, translation procedures applied by translators were analyzed by comparing neologism found with its equivalent in Indonesian. Translation norms were described according to the frequency of translation procedures applied. Research data and results, then, were displayed by using tables. The stage of data analysis was ended by the process of *drawing conclusion*.

3. RESULTS AND DISCUSSION

3.1. Types of Neologism in Social Media Interface

The results of this research show that there are six types of neologism found from seven different types of social media interfaces. Both existing lexical items with new senses and new forms are found. Types of neologisms are described based on their percentage as appearing in table 2.

Table 2. Types of Neologisms Found from Seven Social Media Interface

No.	Types of Procedure	Amount	Percentage
1.	Existing lexical items with new senses: Words	89	43%
2.	New Forms: New Coinages	41	20%
3.	Existing lexical items with new senses: Collocations	32	16%
4.	New Forms: Phrasal Words	22	11%
5.	New Forms: Collocations	17	8%
6.	New Forms: Acronyms (new and old referents)	4	2%
TOTAL		205	100%

Table 2 shows that not all types of neologisms proposed by Newmark can be found in social media interface. Only 6 out of 12 types of neologisms proposed are found in interface. The highest frequency of neologism is existing lexical items with new senses (words) with the percentage of 43% and the lowest is new forms (acronyms) with the percentage of 2%. Existing lexical items with new senses (words) dominantly found in interface so that users can run the interface without difficulties. These neologisms represent certain functions in interface. Those words or phrases only change their meaning once they used in social media and mostly the meaning is not far different with the former meaning. In Facebook interface, for example, the word *home* is translated into *beranda* instead of *rumah*. This is because *home* in interface functions as the main page when users access the interface either from application or website and does not refer to the platform. Due to this similar meaning between *home* referred in ST and *beranda* in TT, translators chose *beranda* as the equivalent for *home*. The examples of existing lexical items appear in table 3.

As table 3 suggest each neologism in English has different meaning or the meanings are adapted once they used in interface. When these neologisms are translated into Indonesian, some equivalents in TT are not available yet so the translators either use the original meaning or borrow the term directly into TT.

Table 3. Existing lexical items with new senses

Neologism (ST)	TT
Poke	colek
Mentions	penyebutan nama
Highlight	sorotan cerita
Threads	utas
Mute	senyap
Network	jaringan
Spam	spam
Menu	menu
Refresh	refresh
Drive	drive
Page	halaman

It is also found that the second dominant type of neologism found in interface is new form or new coinage. These words or phrase are mostly names that should not be translated namely Chromes, Yahoo!, Google; picture basic unit namely Pixel and new coinage namely emoji. In addition, there are only four new forms of acronyms found in interface namely GIF, URL, IP and HAR. It shows that the usage of new forms of acronym is relatively small compared to other types of neologism and mostly are computer-related jargons or terms. GIF (Graphic Interchange Format) is ideograms and smileys used in electronic messages and web pages. In interface, GIFs are available for users to use in order to add emotions to messages or information posted. URL (Universal Resource Locator), IP (Internet Protocol), and HAR (HTTP Archive) are jargons or terms that automatically arrived once the interface is operated by users and most of them do not pay attention to these jargons since they are related to system.

3.2. Translation Procedures of Neologism in Social Media Interface

The results defined table 4 show that there are 10 types of procedures applied by translators in translating neologism in interface. The most dominant procedure are transference (31%), couplets (24%) and through translation (22%). While the percentage of naturalization, synonymy, functional equivalent, descriptive equivalent, recognized translation, triplet and componential analysis were 5%, 4%, 4%, 3%, 3%, 2% and 2%, respectively.

The high usage of transference shows that 31% of English neologisms in social media interface do not have or have not had equivalents in Indonesian. Transference is chosen by translators may be caused by three factors: 1) neologisms found are the name of product or company that should not be translated (eg, Playstore, Picasa and Facebook) ; 2) TT language has limited vocabularies to describe a meaning of a word or phrase given by ST (eg, cookie, feed and cache); and 3) these neologisms are transferred to TT in their original forms as a way to introduce them to social media users worldwide (eg, web, drive and desktop).

Table 4. Translation procedures of neologism applied in interface

No.	Types of Procedure	Amount	Percentage
1	Transference	63	31%
2	Couplets	50	24%
3	Through-Translation	46	22%
4	Naturalization	10	5%
5	Synonymy	8	4%
6	Functional Equivalent	8	4%
7	Descriptive Equivalent	7	3%
8	Recognized Translation	5	2%
9	Triplet	4	2%
10	Componential Analysis	4	2%
TOTAL		205	100%

The application of couplets in interface is the combination of Transference, Shifts, Compensation, Naturalization, Descriptive Equivalent, Synonymy, Through Translation, Functional Equivalent and Componential Analysis. In social media interface, shifts mostly occur when plural neologisms are translated into singular ones. This shift occur in order to create an effective interface language which is short and has clear meaning. The distribution of couplet is described in table 5.

Table 5. The Distribution of Couplets in Interface

No.	Jenis Couplet/ Triplet	BSu	BSa
1	Compensation – Naturalization	caption	subtitel
2	Synonymy – Transference	sign out	log out
3	Through Translation - Functional Equivalent	hacked account	akun yang diretas
4	Through translation – Naturalization	photo folder	Folder foto
5	Through Translation – Transference	default text	teks default
6	Transference - Componential Analysis	go live	live streaming
7	Descriptive Equivalent – Shifts	highlights	sorotan cerita
8	Naturalization – Shifts	icons	Ikon
9	Synonymy – Shift	viewers	pengunjung
10	Through Translation – Shifts	pinners	pengepin
11	Transference – Shifts	hashtags	hashtag

Furthermore, through translation is applied by translators as the third dominant way in translating neologism. This procedure applied both for word and phrases such as follow is translated into *mengikuti* and *friend suggestion* is translated into *saran teman*. It is also found that translators translate neologism literally with some variations in Indonesian. For example, in Youtube interface, the word *stream* is translated into *arus* and *aliran*. In other case, the word *follow* is translated into *mengikuti* in Facebook interface and *ikuti* in Linked-in interface; and the word *tag* is translated into *tandai* in Facebook interface and *menandai* is translated into Youtube interface. These variations

show that the meaning in ST is translated in their original meaning from dictionary and each equivalent in TT is relatively similar to each other.

3.3. Translation Norms of Neologism

Translation norms can be described by the regularity patterns of dominant translation procedures chosen by translators. The translation norms in translating interface neologisms from English into Indonesian can be described in three patterns. Translators tend to either translate neologisms in social media interface by transfer the terms directly to TT (*transference*), translate the terms literally (*through translation*), or combine two or three types of translation procedures simultaneously (*couplets* or *triplets*). These translation norms can generally be applied to neologism translators when they face some problems in finding the equivalent in Indonesian.

4. CONCLUSION

The existence of social media interface as communication media triggers the need of neologism usage, one of them is in social media interface. From the findings, it can be concluded that new lexical items with new senses is the dominant type of neologism found in interface and translation procedures of neologism from English into Indonesian were dominated by the application of *Transference*, *Couplets* and *Through Translation*. This tendency was caused by the condition either English neologisms used in interface had no equivalent in Indonesian or it can not be translated since it is a term, jargon or name of product or company. The pattern of translation procedures in translating neologism in social media interface shows the norms applied by translators when facing technology-related neologisms. The application of transference, couplets and through translation is a way that translators used in order to fill language gap between English and Indonesian. Although some neologisms do not have equivalent in TT, the application of translation procedures help translators to solve language inadequacy. In addition, it can be concluded that translation norms applied by translators help the users understand the meaning of terms and jargons in each interface. It can be proved by the ability of Indonesian users to operate social media interfaces for communication easily.

The result of this research hopefully can be useful for translators who practice translation field and translation students who are learning about translation procedures, strategies or techniques, especially in correlation to computer or technology neologism. Some translators may find various types of neologism from different kinds of field such as law, engineering, linguistics, etc and it gives certain challenge in the process of translation. The research hopefully can give description of neologism and solution for the problem. Moreover, this research can motivate others to do research related to neologism and its translation, semantics and teaching since the study of neologism is about learning the change of meaning of a word or phrase and its usage based on certain field.

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