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CHAPTER II

LITERATURE REVIEW

2.1 Translation

Translation is the process of transferring meaning from source languages into target languages. According to Newmark (1988), translation is an attempt to render the meaning of a text into another language in the way the author intended the original message. This definition highlights that translation is not only about replacing words but also about conveying meaning accurately and appropriately. Supporting this view, Moentaha (2006) further clarifies that translation involves replacing a source language (SL) with a target language (TL) text while keeping the level of content intact. These definitions suggest that translation is a meaning-oriented process rather than a word to word substitution between languages. Newmark's (1988) emphasis on rendering the author's intended message and Moentaha's (2006) focus on preserving content level both point to the same principle, that fidelity to meaning takes priority over formal correspondence between source and target language. This emphasis on meaning provides the theoretical grounding for examining how the translated text conveys the messages of its source.

2.1.1 Machine Translation

Machine Translation is a modern translation technology that automatically translates text from one language to another language. According to Koehn (2010), machine translation focuses on developing computational models that enable the automatic transfer of text from source languages to target languages without direct human intervention. This is in line with Lin and Chien (2009), who describe that machine translation is a technology based on a translation system. In practice, a machine translation system automatically processes source text and generates translations into the target language through linguistic patterns. Untara and Setiawan (2020) categorize machines into three main approaches:



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Statistical Machine Translation (SMT), Rule-based Machine Translation (RMT), and Neural Machine Translation (NMT). Statistical Machine Translation is a method for generating probabilistic translation models, while Neural Machine Translation is a deep learning and artificial intelligence approach that improves fluency and contextual prediction. According to Sennrich et al. (2016), neural systems significantly enhance translation quality, particularly in handling rare words. Now, social media platforms implement Neural Machine Translation in their auto-translation features to provide instant cross-lingual communication.

2.1.2 Translation Techniques

According to Molina & Albir (2002), translation techniques are specific procedures for analyzing and classifying equivalence in translation. These techniques can be identified by comparing the source and target texts, particularly at smaller units such as words, phrases, or clauses. Molina & Albir (2002) identified five basic characteristics of translation techniques: they impact the translation; they are categorized; by comparison with the original text, they impact small units of text; they are discursive and contextual; and they are functional. These five characteristics are utilized to classify the following 18 translation techniques:

1. Adaptation

This technique involves replacing cultural elements, expressions, or language style from the source text with ones that are more natural and recognizable in the target language. Adaptation is applied to ensure the translation remains contextually and easily accepted by the target audience without losing the original meaning.

SL : *Penumpang bisa naik angkutan umum menuju stasiun*

TL : Passengers can take a **local minibus** to the station



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2. Amplification

Amplification is a translation technique performed by adding information or explanations that are not explicitly present in the source text. This technique is usually applied to clarify meaning and make the message easier to understand in the target language.

SL : *Kami menunggu di **ruang tunggu**.*

TL : We waited in the **passenger waiting room**.

3. Borrowing

Borrowing is a technique that involves taking a word expression directly from the source language and incorporating it into the target language text. Borrowing is divided into two types: pure borrowing and naturalized borrowing. Pure borrowing is borrowing without changing anything. While natural borrowing is a type of borrowing that involves adopting a word from the source language, but adjusting the spelling or pronunciation of the target language.

SL : *Beli kopi di **coffee shop** terdekat*

TL : Buy coffee at the nearest **coffee shop**

4. Calque

Calque is a technique used when a source language phrase or expression is translated literally into the target language.

SL : *Mereka membangun **rumah kaca modern**.*

TL : *They built a **modern glass house**.*

5. Compensation

This technique replaces some information elements in the source language that cannot be provided in the target language.

SL : ***Rumah Sederhana itu***

TL : ***The modest little house***



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6. Description

Description is a translation technique that replaces a term with a descriptive explanation in the target language.

SL : Dia membawa **flashdisk**

TL : He carried a **portable data storage device**

7. Discursive Creation

This technique establishes a completely new equivalence in the target language that has not literal connection to the source text. Discursive creation is highly creative and context-dependent, commonly found in the translation of film or book titles.

SL : **Laskar Pelangi**

TL : **Rainbow Troops**

8. Established Equivalent

This technique uses a translation that is already commonly accepted in the target language.

SL : **Perserikatan Bangsa-Bangsa**

TL : **United Nations**

9. Generalization

This translation technique translates into a general or neutral word in the target language.

SL : Mereka selalu menggunakan **KRL**

TL : They are always using **Public Transport**

10. Linguistic Amplification

Linguistic amplification refers to the addition of linguistic elements to clarify meaning in the target language. This technique is commonly used in interpreting or subtitling translations.



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SL : ***Sebentar!***

TL : One moment!

11. Linguistic Compression

This translation technique reduces linguistic elements to maintain the same meaning. The translation becomes shorter but still conveys the original message.

SL : Saya menghadiri **pertemuan para anggota organisasi mahasiswa**

TL : I attended the **student organization meeting**

12. Literal Translation

Literal translation refers to translating the source text word by word while still following the grammatical structure in the target language.

SL : Dia membaca **buku sejarah dunia**

TL : She reads **a world history book**

13. Modulation

These translation techniques change the perspective in the translation. Although the expression changes, the meaning remains the same.

SL : *Gelas itu masih setengah penuh*

TL : The glass is **half empty**

14. Particularization

Particularization is a translation technique that translates by choosing a more specific term in the target language than the term in the source language.

SL : Dia membeli **kendaraan pribadi**

TL : He bought a **motorcycle**



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15. Reduction

Reduction is a type of translation technique that simplifies some words or context in the source text without changing the meaning and message.

SL : *Perusahaan membuka program **pelatihan karyawan baru**.*

TL : The company launched a **training program**.

16. Substitution

This technique replaced the linguistic terms with paralinguistic elements. The substitution technique often occurs in dialogues or audiovisual translation.

SL : ***Shh!***

TL : **Shut up!**

17. Transposition

Transposition involves changing the grammatical category of words or phrases in the translation.

SL : ***Saat presiden tiba***

TL : **the arrival of the president**

18. Variation

Variation refers to changing linguistic elements related to style, tone, dialect, or social variation to better suit the target language.

SL : ***Maaf banget ya!***

TL : I would like to express **my sincerest apologies**

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2.1.3 Translation Accuracy

Translation accuracy is a central concern in translation studies, serving as the primary measure of the extent a translated preserves the meaning and communicative intent of its source. Within the broader framework of translation quality, Nababan et al. (2012) identify accuracy as one of three evaluative dimensions, alongside acceptability and readability, each rated on a scale of 1 to 3, with accuracy positioned as the dimension most directly concerned with meaning transfer between source and target text. Accuracy refers to the degree of faithfulness in transferring the meaning of the source text into the target text, without distortion, omission, or unwarranted addition of meaning. In this study, accuracy is selected as the only focus because the main objective is to examine whether the automatic translation of @KAI121 customer information conveys the intended meaning of the source text, especially in noun phrases.

Table 2.1 Translation Accuracy Scale (Nababan et al., 2012)

Score	Category	Rating
3	Accurate	The meaning of the source text is transferred accurately into the target text, without distortion of meaning.
2	Less Accurate	Most of the meaning is transferred, with minor distortions or omissions are present.
1	Inaccurate	The meaning of the source text is not transferred accurately, there is a significant distortion or omission of information is found.

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2.2 Phrases

Phrase is a grammatical unit consisting of two or more words that functions as a single constituent within a sentence, organized around a central element. Quirk et al. (1985) define phrases as a syntactic unit that functions within a clause and takes its name from the grammatical class of its head word, meaning that a phrase headed by a noun is called noun phrase. Meanwhile Huddleston and Pullum (2002) described a phrase as a unit that is smaller than a clause but larger than a single word, built around a head and determined its grammatical category and function. Among various phrase types, this study focuses on noun phrases because they frequently occur in customer-service communication and carry substantial informational content.

2.2.1 Noun Phrase

Noun phrase is one of the syntactic units that function as subject, object, or complementary in the sentence. Quirk et al. (1985) explain that a noun phrase is a linguistic unit built around a noun as its head, which serves as the central element of the phrase. Supporting this, Huddleston and Pullum (2002) add that noun phrases can also function as a complement in clause, further confirming the central role of the head noun in determining how the phrase operates within a sentence. While the head noun is always present, modifiers are optional elements that can be added before or after it to provide more specific information. This study uses Quirk et al. (1985) to classify noun phrases into three types: pre-modifier noun phrase, post-modifier noun phrase, pre and post-modifier.

2.2.1.1 Pre-modifier Noun Phrase

Pre-modifier noun phrase is a noun phrase in which one or more modifiers are placed before the head noun. According to Quirk et al. (1985) pre-modifier describe or specify the head noun. In English, this is the most common structural type, as the grammatical convention of the language

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consistently place descriptive elements before the noun. The following are examples of pre-modifier noun phrase:

1. *Seekor kucing*: the modifier *seekor* precedes the head noun *kucing*
2. *Beberapa penumpang*: the determiner *beberapa* precedes the head noun *penumpang*

2.2.1.2 Post-modifier Noun Phrase

Post-modifier noun phrase is a noun phrase in which the modifier is placed after the head noun. Quirk et al. (1985) state that post-modifier take the form of prepositional phrases, relative clauses, or non-finite clauses that follow the head noun to provide more specific or detailed information about it. The following are examples of post-modifier noun phrases:

1. *Jendela di lantai dua*: the prepositional phrase *di lantai dua* follows the head noun *jendela*
2. *Anak dengan tas merah*: the prepositional phrase *dengan tas merah* follows the head noun *anak*

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2.2.1.3 Pre and Post-modifier Noun Phrase

Pre and Post-modifier noun phrase is a noun phrase in which modifier appear on both sides of the head noun, with one or more pre-modifiers preceding the head noun and one or more post-modifiers following it, Quirk et al. (1985) explain that this type is the most structurally complex of the three, as it combines the characteristics of both pre-modifier and post-modifier noun phrases. The following are examples of pre and post-modifier noun phrase:

1. *Setiap rumah di jalan itu*: the determiner *setiap* precedes the head noun *rumah* as a pre-modifier, while the prepositional phrase *di jalan itu* follows it as a post-modifier.
2. *Tiga buku milik perpustakaan*: the determiner *tiga* precedes the head noun *buku* as a pre-modifier, while the prepositional phrase *milik perpustakaan* as a post-modifier

2.3 Social Media Communication

Social media is defined as a group of internet-based applications that build on the ideological and technological foundations of Web 2.0, allowing the creation and exchange of user-generated content (Kaplan & Haenlein, 2010). As a digital platform, social media continues to expand both in reach and function. Institutions have increasingly adopted social media as a primary channel for communicating with the public, enabling real-time interaction, information dissemination, and direct engagement with all users. In the field of customer service, organizations utilize social media to deliver timely and accessible information to their audiences, making it an increasingly prominent medium in service oriented sectors. The bilingual nature of institutional social media content, where information is communicated in both the source and target language, introduces translations as a critical component



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in ensuring that the intended message is accurately and appropriately conveyed to social media users.

2.3.1 X

X or previously named Twitter, is a social media platform that enables users to share short messages and interact with others through replies, reposts, and likes. This social media platform is one of the world's largest platforms. Many organizations, companies, and public institutions use the platform to share announcements, interact with audiences, and provide updates related to their services. The platform facilitates communication among users from different backgrounds, which encourages the use of automatic translation features to help users understand posts written in various languages and support cross-language interaction.

2.4 PT Kereta Api Indonesia (KAI)

PT Kereta Api Indonesia (KAI) is a state-owned company responsible for providing railway transportation services in Indonesia. The company operates passenger and freight rail services across various regions, especially in Java and Sumatra islands. As a public transportation provider, KAI plays an important role in supporting mobility, economic activity, and national connectivity through its railway infrastructure and services. To provide good facilities, the company also develops digital communication channels to deliver customer information and public service announcements. These channels include the official website and social media platforms that provide updates regarding schedules, ticketing, regulations, and travel information for passengers. According to the company profile, PT Kereta Api Indonesia continuously develops service innovations and digital communication strategies to improve information accessibility and enhance customer service in the railway sector.



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2.5 Relevant Studies

Several previous studies have been useful for the researcher. The studies related to automatic translation on digital platforms. A relevant study by Nabila & Fatimah (2024) analyzed translation techniques used in translating CNN news articles platforms, applying the framework proposed by Molina & Albir (2002). The study identified several techniques used in journalistic translation and showed that the selection of techniques was transferred into the target language. Another study by Fitrohati (2024) analyzed the quality of the conceptual metaphor of automatic translation on X. The research examined how conceptual metaphor in Kompas and Tempo.com posts were translated by machine translation, focusing on the types of metaphors, translation techniques applied, and quality in terms of accuracy, acceptability, and readability. Different from the present study, both studies focused on news media automatic translation in content rather than operational service communication in the transportation sector.

Other studies also discussed the lexical errors in Instagram automatic translation. According to Nadilla & Lubis (2023) found that Instagram automatic translation frequently produced lexical errors when translating news content from the CNN Indonesia account, especially in terms of inappropriate word choice and the inaccurate rendering of context-specific expressions. A similar study by Wiwekananda & Utami (2024) analyzed lexical errors produced by the Instagram machine translation feature when rendering English captions from the NYTimes account into Indonesian. The study identified the types of lexical errors that appeared most dominantly in the automatic translation output, finding that the machine translation system consistently struggled with context-specific vocabulary and domain-sensitive terminology. These studies examine the automatic translation in an Instagram news media account, rather than automatic translation in an X railway operational communication account.



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Another study also discussed the quality of translation by automatic translation. Ghithrif & Nugroho (2024) analyzed translation quality on bilingual commercial websites by Garudafood, employing Newmark (1988) cultural categories framework, translation techniques by Molina & Albir (2002), and translation quality by Nababan et al. (2012). That study found many machine-translated outputs require revision to achieve acceptable levels of naturalness and clarity. While these studies examined translation quality in media, game, and commercial website contexts, none addressed the translation quality of operational customer service information in the railway sector. Furthermore, Araghi & Palangkaraya (2024) also discussed the challenges of machine translation and emphasized that linguistic complexity, ambiguity, and cultural references often affect translation quality. These studies highlighted the importance of evaluating translated texts, especially when the translation is produced automatically. The study found a negative correlation between translation difficulty and machine translation quality, suggesting that texts with higher linguistic complexity tended to lower quality machine translation outputs. While both studies offer important frameworks for understanding translation quality evaluation in automatic translation, neither examined the noun phrases in the operational communication of a transportation institution.

A different perspective is offered by studies focusing on TikTok as a platform for automatic translation. Shafira & Nugroho (2023) analyzed the error types in the TikTok Indonesian-English automatic translation feature and found that missing words and incorrect word order were the most dominant issues affecting translation quality. Meanwhile, Adlina (2024) analyzed the translation strategies applied to TikTok specific terms and identified borrowing and equivalence as the most frequently used strategies in rendering English terms into Indonesian. Despite their contributions, these studies either applied different error classifications or focused on translation strategies rather than providing a comprehensive error analysis. Therefore, the present



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study examined the translation quality, techniques, and noun phrases in automatic translation on X.

Further insights into automatic translation were provided by studies that examined different machine translation tools and comparative approaches. Fitria (2023) conducted a comparative analysis of translation errors produced by several machine translation systems, such as, google translate, microsoft translator, and DeepL, in translating Indonesian scientific abstracts into English. The findings indicated that all systems still produced grammatical and lexical errors, although with varying frequencies and levels of accuracy. In a similar comparative context, Limin et al . (2023) analyzed translation outputs from the Instagram built-in translation feature and Google Lens, revealing differences in error distribution and translation techniques across the two systems, particularly in handling informal Indonesian expressions.

Another study of types of noun phrases in English and Indonesian was conducted by Giffari (2025), who examined translated noun phrases in a scientific text and found structural discrepancies between the two languages. Similarly, this study also classified noun phrase data based on their modifiers and revealed that pre-modifier noun phrases were the most dominant type. Meanwhile, Sembiring (2025) examined religious noun phrases translation in “don’t waste your life” movie in acceptability assessments. Both studies used types of noun phrases in a different focus.

Another research examined automatic translation in social media by focusing on specific linguistic aspects and translation quality. Ismailia (2023) analyzed the performance of machine translation in translating informative texts from English into Indonesian and found that, although the general meaning could be conveyed, the outputs still contained grammatical inaccuracies and issues related to cultural appropriateness. In a similar study, Az-Zahra (2025) investigated the translation of acronyms generated by TikTok automatic



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translation features in @kumparan captions, focusing on translation techniques and quality assessment. The findings revealed that techniques such as borrowing and established equivalence were frequently applied. However, the overall translation quality remained less accurate and less acceptable due to the system limitations in interpreting abbreviated form and context dependent meaning. Both studies provided valuable insights into automatic translation; they primarily focused on specific aspects, namely general text accuracy and acronyms translation.

Based on the previous studies above, most research on translation techniques and translation quality has been carried out in the context of the literary text, subtitles, news articles, or general digital media content. While these studies offer valuable insights into how translation choices affect meaning and naturalness in various text types, none of them specifically examines noun phrase translations in the operational customer service communication of a transportation institution. The present study addresses this gap by focusing on the Indonesian to English automatic translation of noun phrases found in the post of @KAI121 on X, analyzing the translation techniques applied based on Molina & Albir (2002) framework and assessing translation accuracy based on Nababan et al. (2012) model.

2.6 Theoretical Framework

The theoretical study from this study started by analyzing the noun phrases from the source text (Indonesian) to the target text (English) in KAI X's customer information. Next, the data are classified into types of noun phrases by Quirk et al. (1985). After the classification, the translation analyzed the translation technique by Molina & Albir (2002) that was applied in the text. The accuracy and acceptability were conducted by rater with focus group discussion (FGD) theory based on the theory of Nababan et al. (2012).

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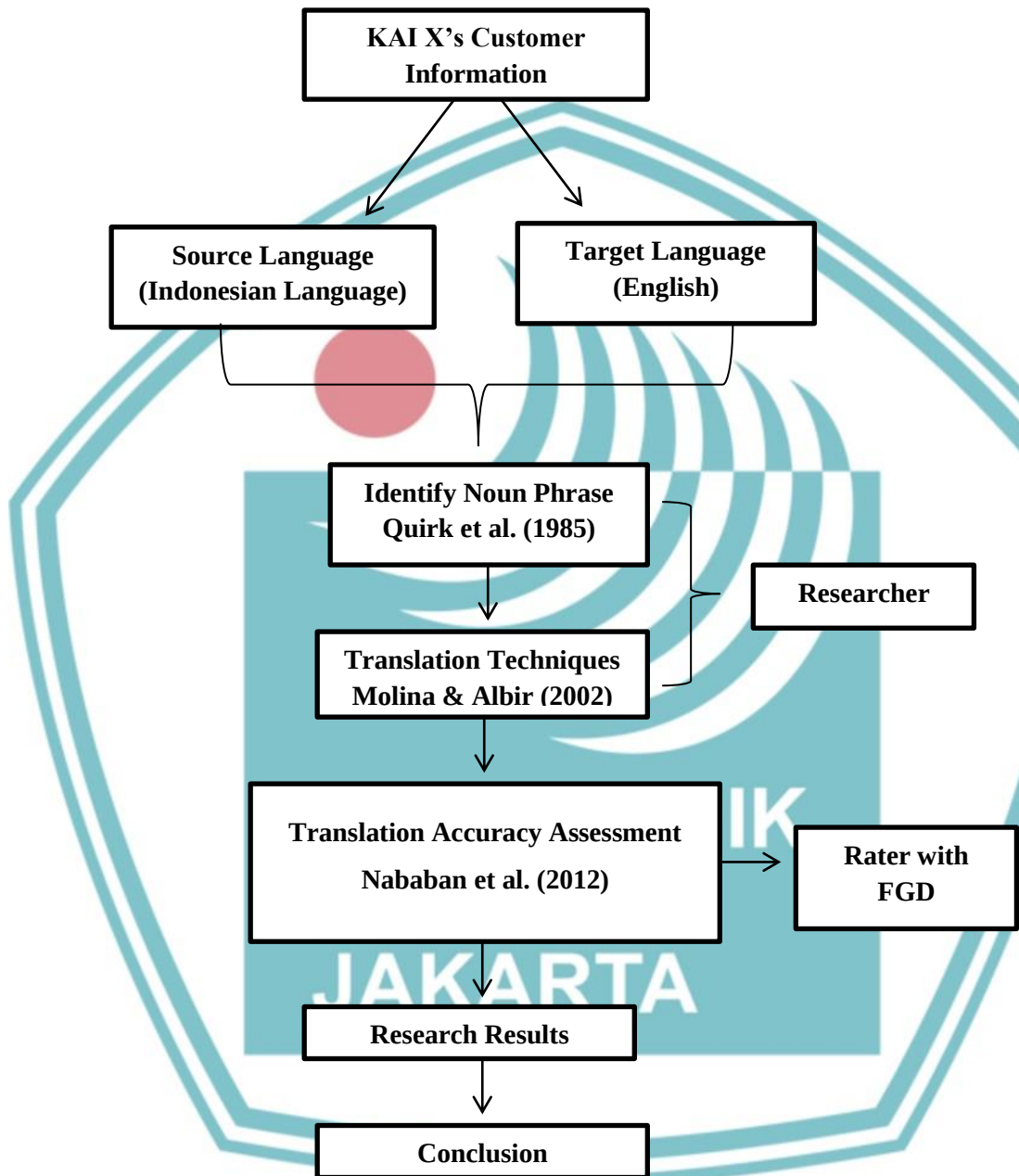


Figure 2.1 Theoretical Framework



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CHAPTER III

RESEARCH METHOD

3.1 Research Design

This study employs a descriptive qualitative method to analyze types of noun phrases, translation techniques, and quality in customer information published on PT Kereta Api Indonesia (KAI) official social media. Qualitative research is defined as a study that primarily utilizes a descriptive method to explore phenomena through words rather than numerical data (Sugiyono, 2022). This approach provides an in-depth analysis of the research on noun phrases by Quirk et al. (1985), translation techniques by Molina & Albir (2002), and quality by Nababan et al. (2012). Three points of concern guided this research: the types of noun phrases found in the automatic translation, the translation techniques applied in the translated posts and the quality of automatic translation in terms of standards of accuracy. Therefore, applying this approach provided a comprehensive examination of the translated texts with reliable findings.

3.2 Source of Data and Data

3.2.1 Source Data

The source data refers to the origin of the data obtained in a study, documents, locations, information, or other sources (Santosa, 2017). In this study, the data source consists of customer information posts on the official X account of PT Kereta Api Indonesia (KAI), the automatic translation in English from 19 January to 15 April 2026 and translation accuracy with Focus Group Discussion by rater.

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3.2.2 Data

This study is divided into two types: primary data and secondary data. Primary data is the original data obtained directly from the source. Secondary data is obtained from other studies or references that support the study. In this study, the primary data consist of noun phrases identified in the customer information posts on the @KAI121 X account. The translation techniques are examined from the source text (Indonesian) to the target text (English) generated automatic translation by X's translation feature, and the accuracy was assessed through Focus Group Discussion (FGD) with rater. The secondary data are collected from previous studies, journals, academic books, and other studies related to noun phrase.

3.3 Sampling Technique

Sampling technique refers to the method used by a researcher to select data from the available population in a study (Sugiyono, 2022). This study applies purposive sampling to select data based on specific criteria relevant to the research objectives. Purposive sampling is a technique in which samples are intentionally selected based on particular characteristics that align with the purpose of the study (Campbell et al., 2020). These sampling units included noun phrases by Quirk et al. (1985) classification, including pre-modifier, post-modifier, pre and post-modifier. The data selection was guided based on the following criteria: (1) customer information posts published on the official X account of PT Kereta Api Indonesia (KAI), (2) posts that include automatic translation, (3) identify the noun phrase, and (4) publicly accessible data.

3.4 Technique of Data Collecting

3.4.1 Content Analysis

Content analysis is a technique used to analyze textual data systematically and objectively in order to draw valid conclusions from



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the data (Krippendorff, 2018). In this study, content analysis is used to examine customer information posts on the official X account of PT Kereta Api Indonesia (KAI) with the automatic translations. The study utilized content analysis to collect and analyze the data through the following steps:

1. Collecting customer information posts from the official X account of PT Kereta Api Indonesia (KAI) that include the automatic translation features.
2. Identifying and selecting relevant data based on predetermined criteria
3. Identifying noun phrases within each selected post based on Quirk et al. (1985) classification framework
4. Comparing the source text and target text for each identified noun phrase to examine the translation techniques applied based on Molina & Albir (2002)
5. Evaluating translation quality of each noun phrases in terms of accuracy based on Nababan et al. (2012)

To support the analysis process, the data are organized in the form of tables to make the classification clearer and easier to analyze.

3.4.2 Focus Group Discussion (FGD)

Focus Group Discussion (FGD) is a method of data collection used in a qualitative study approach which is suitable for exploring contextual and subjective matters, allowing the researcher for better understanding of diverse options within the group (Santosa,2021). In this study, FGD is used to support the evaluation of translation quality, particularly in terms of accuracy. The validity of the research was supported by one rater with expertise in translation studies and experience in English-Indonesian translations. The FGD in this study is conducted through the following steps:



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- 1) Selecting rater who have knowledge and understanding of social media automatic translation (Indonesian - English)
- 2) Providing the selected data to the rater
- 3) Asking the rater to assess the translation quality based on accuracy
- 4) Discussing the results of the assessment to reach a more balanced evaluation

3.5 Data Validity

Data validity is required to ensure the credibility and accuracy of the data obtained in a study (Sugiyono, 2022). The data validity is divided into triangulation of data sources and triangulation of methods.

3.5.1 Triangulation of Data

Triangulation of data is a data validation technique that cross-checks findings by gathering data from multiple and different sources to obtain a comprehensive and valid conclusion (Sugiyono, 2022). In this study, the data sources are the source text and target text obtained from automatic translation of the @KAI121 account, accuracy assessment by rater. To strengthen the validity of the analysis, the findings were compared with translation quality assessments provided by one rater through focus group discussion. This process ensured that the results were supported by previous research on the topic of this research.

3.5.2 Triangulation of Methods

Triangulation of Methods is a data collection technique that uses different methods to obtain data from the same source, ensuring that the findings are consistent and reliable (Sugiyono, 2022). This study applies several data collection methods: content analysis and Focus Group Discussion (FGD).



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3.6 Technique of Data Analysis

The data in this study were analyzed using the four stages of qualitative data analysis proposed by Spradley's theory in Santosa (2021): domain analysis, taxonomic analysis, componential analysis, and cultural theme analysis. This analytical framework allows the researcher to systematically examine how noun phrases in the post of @KAI121 are translated from Indonesian to English, identify the translation techniques applied to each noun phrase based on Molina & Albir (2002) framework, and assess how those techniques affect translation accuracy based on Nababan et al. (2012) model.

3.6.1 Domain Analysis

Domain analysis is the process of identifying and grouping data into broad categories based on the focus study (Santosa, 2021). The customer information posts on the official X account of PT Kereta Api Indonesia (@KAI121), alongside their automatic translation from Indonesian language to English and identifies the noun phrases by Quirk et al. (1985) within those texts as the unit of data.

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Table 3.1 Domain Analysis Worksheet

SL	TL	Type of Noun Phrase		
		Pre	Post	Pre + Post
Saat musim mudik , banyak pelanggan mencari informasi tiket kereta.	During the mudik season , many customers are looking for train ticket information.		✓	
silakan cek link berikut : http://bit.ly/2H9FJ	please check the following link : http://bit.ly/2H9FJ		✓	
KAI langsung melakukan penguatan konstruksi rel untuk memastikan jalur aman dilalui.	KAI immediately carried out reinforcement of the rail construction to ensure the tracks were safe for passage.		✓	

1.6.2 Taxonomic Analysis

Taxonomic analysis involves breaking down each identified domain into more specific analysis and detailed subcategories (Santosa, 2021). After classifying the of noun phrase found in the data into pre-modifier, post-modifier, and pre and post-modifier, the researcher identified translation techniques applied by Molina & Albir (2002).



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Table 3.2 Taxonomic Analysis Worksheet

SL	TL	Type of Noun Phrase			Translation Techniques
		Pre	Post	Pre + Post	
<i>Saat musim mudik, banyak pelanggan mencari informasi tiket kereta.</i>	During the mudik season , many customers are looking for train ticket information.		✓		Literal Translation + Borrowing
<i>silakan cek link berikut: http://bit.ly/2H9FJ</i>	please check the following link : http://bit.ly/2H9FJ		✓		Literal Translation
<i>KAI langsung melakukan penguatan konstruksi rel untuk memastikan jalur aman dilalui.</i>	KAI immediately carried out reinforcement of the rail construction to ensure the tracks were safe for passage.		✓		Literal Translation

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1.6.3 Componential Analysis

Componential analysis concerns the examination of contrasting features and specific components within each data category (Santosa, 2021). In this study, componential analysis is conducted after all data have been analyzed to identify patterns in the translation results. The translation quality of each noun phrase is then assessed in terms of accuracy based on Nababan et al.'s (2012) instrument, in which accuracy is measured on a scale of 1 to 3, with score 3 indicating an accurate translation, score 2 indicating a less accurate translation, and score 1 indicating an inaccurate translation. The assessment is carried out through FGD with one rater, and the findings are compared to reveal the relationship between the translation results and their accuracy levels.

Table 3.3 Complement Analysis Worksheet

SL	TL	Type of Noun Phrase			Translation Techniques	Translation Accuracy		
		Pre	Post	Pre + Post		3	2	1
Saat <i>musim mudik</i> , banyak pelanggan mencari informasi tiket kereta.	During the mudik season , many customers are looking for train ticket information.		✓		Literal Translation + Borrowing			✓



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<i>silakan cek link berikut:</i> <i>http://bit.ly/2H9FJ</i>	please check the following link: http://bit.ly/2H9FJ		✓		Literal Translation	✓		
<i>KAI langsung melakukan penguatan konstruksi rel untuk memastikan jalur aman dilalui.</i>	KAI immediately carried out reinforcement of the rail construction to ensure the tracks were safe for passage.		✓		Literal Translation	✓		

Description:

SL : Source Language (Indonesian Language)

TL : Target Language (English)

Pre : Pre-modifier

Post : Post-modifier

Pre +Post : Pre and Post-modifier

3 : Accurate

2 : Less Accurate

1 : Inaccurate

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3.6.4 Cultural Theme Analysis

Cultural theme analysis is an analytical stage used to draw overarching conclusions by integrating all findings from the preceding stages into a comprehensive understanding of the data (Santosa, 2021). The findings on noun phrase, translation techniques, and accuracy of customer information on the social media X account of PT Kereta Api Indonesia (@KAI121). The relevance between the three aspects was examined by comparing the findings with relevant theories and previous studies of this study. This analysis provides an understanding of the translation phenomena produced by X's automatic translation feature in the context of institutional customer service communication.

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CHAPTER IV

RESULTS AND DISCUSSION

In this chapter the results and discussion are based on the research questions on chapter 1. The results and discussion focus on three aspects. First, discusses the types of noun phrases in the customer information on the @KAI121 account on X by Quirk et al.'s (1985) classification, including pre-modifier, post-modifier, pre and post-modifier. Second, describes and analyzes the types of translation techniques occurring within those noun phrases by Molina & Albir's (2002). Third, evaluate the quality of translation accuracy by Nababan et al. (2012) through the Focus Group Discussion.

4.1 Noun Phrases

This section examines the types of noun phrases by Quirk et al. (1985) applied in the 60 data in the customer information KAI account. Based on the classification framework proposed by Quirk et al.(1985), noun phrases are categorized into three types according to the position of their modifier: pre-modifier noun phrase, post-modifier noun phrase, and noun phrases that contain both pre-modifiers and post-modifiers.

Table 4.1 Types of Noun Phrases Analysis Worksheet

No	Type of Noun Phrase	Frequency	Percentage
1.	Pre-modifier Noun Phrase	3	5.00%
2.	Post-modifier Noun Phrase	55	93.33%
3.	Pre and Post-modifier Noun Phrase	2	3.33%
TOTAL:		60	100%



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4.1.1. Pre-modifier Noun Phrase

Pre-modifier noun phrase is a noun phrase in which one or more modifiers before the head noun (Quirk et al., 1985). There are 3 data noun phrases (5.00%). This is the type used in customer information by automatic translation on X.

a. DN-021

SL: *Hilal sudah mulai terlihat nih, Guys! Buat kalian yang nanyain: "Apakah akan ada **Ramadan Festive** 2026?"*

TL: The crescent moon is starting to show up, folks! For those of you asking: "Will there be a **Ramadan Festive** 2026?"

Data DN-021, shows the pre-modifier noun phrase **Ramadan Festive**, which contains pre-modifier: the modifier *Ramadan* precedes the head noun *Festive*. The modifier function to describe and specify the categorized of *festive*, giving a clearer and more detailed description.

b. DN-045

SL: ***Kedua jalur** sudah kembali dapat digunakan dengan pembatasan kecepatan sebagai langkah antisipatif.*

TL: **Both tracks** were back in operation with speed restrictions as a precautionary measure.

In data DN-044, shows the noun phrase **kedua jalur** consists the head noun "*jalur*" before the determiner "*kedua*". The modifier quantifies the head noun, specifying that both existing tracks are being referred to rather than a single or unspecified number.



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c. DN-002

SL: Saat musim mudik, **banyak pelanggan** mencari informasi tiket kereta

TL: During the mudik season, **many customers** are looking for train ticket information.

Data DN-002, shows the noun phrase **banyak pelanggan** consists the head noun “*pelanggan*” before the determiner “*banyak*”. The modifier quantifies the head noun, specifying that customer of train users.

4.1.2 Post-modifier Noun Phrase

Post-modifier noun phrase is a noun phrase in which one or more modifiers follow the head noun (Quirk et al., 1985). Only 55 out of 60 noun phrases (93.33%) in the data are categorized in post-modifier phrases.

a. DN-001

SL: Saat **musim mudik**, banyak pelanggan mencari informasi tiket kereta

TL: During **the mudik season**, many customers are looking for train ticket information.

DN-001 shows the noun phrase **musim mudik** consists the head noun “*musim*” and the modifier “*mudik*”. The modifier specified and detailed about the “*musim*” to giving more described and detailed.



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b. DN-027

SL: *Mau explore keindahan alam, wisata kuliner, sejarah dan **budaya di Banyuwangi atau Bandung?***

TL: Want to explore the natural beauty, culinary tourism, history, and **culture in Banyuwangi or Bandung?**

In data DN-026, the noun phrase ***budaya di Banyuwangi atau Bandung*** consists of the head noun “*budaya*” followed by the prepositional phrase “*di Banyuwangi atau Bandung*” as a post-modifier. The prepositional phrase “*di Banyuwangi atau Bandung*” specifies the geographical location of the culture, indicating that is located in either of the two cities mentioned.

c. DN-047

SL: *KAI memberikan **kompensasi sesuai dengan Peraturan Menteri Perhubungan** (Permenhub) No. PM 63, Tahun 2019.*

TL: KAI provides **compensation in accordance with the Minister of Transportation Regulation** (Permenhub) No. PM 63, Year 2019.

Data DN-047, the noun phrase ***kompensasi sesuai dengan Peraturan Menteri Perhubungan*** consists the head noun “*kompensasi*” followed by prepositional phrase “*sesuai dengan peraturan Menteri Perhubungan*” The prepositional phrase functioned to specify the legal basis of the compensation provided, indicating that it was given in reference to the official regulation governing minimum service standards for passenger transport by train.

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4.1.3 Pre and Post-modifier Noun Phrase

Pre and Post-modifier is a combination of both, in which modifiers appear before and after the head noun making them the most structurally complex type in the data. There is 2 data noun phrases (3.33%).

a. DN-044

SL: *Petak jalur Stasiun Cibeber–Stasiun Cianjur dapat dilewati kereta api, dengan **batas kecepatan yang ditentukan**.*

TL: The Cibeber Station–Cianjur Station track section can now be passed by trains, with **a specified speed limit**.

DN-043 shows the noun phrase **batas kecepatan yang ditentukan**, which carries a pre-modifier, the noun “*batas*” preceding the head noun “*kecepatan*”, and a post-modifier, the prepositional phrase “*yang ditentukan*”, on either side of head noun “*kecepatan*”. The noun modifier “*batas*” specified the type of speed being referred to, while the post-modifier “*yang ditentukan*” further clarified the nature of the speed itself, indicating that it was not an unspecified or general speed but one that had been officially determined and established as a standard.

4.2 Translation Techniques

This section examines the translation techniques by Molina & Albir (2002) applied in data of the customer information KAI account. This following table indicates frequencies and percentages of techniques used in noun phrase translation. The total number of data presented in this section exceeds 60, as several data contain more than one translation technique applied at once.



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Table 4.2 Translation Techniques Analysis Worksheet

No	Translation Techniques	Frequency	Percentage
1.	Literal Translation	54	83.08%
2.	Borrowing	6	9.23%
3.	Modulation	2	3.08%
4.	Established Equivalent	2	3.08%
5.	Amplification	1	1.54%
TOTAL:		65	100%

4.2.1 Literal Translation

This technique directly translates word by word from the source language to the target language. There are 54 data of customer information translated using literal translation (83.08%). Here are some examples:

a. DN-048

SL: Fasilitas meja lipat yang tersedia di kursi **kelas eksekutif**, luxury, atau compartment

TL: The folding table facility available on **executive class**, luxury, or compartment

The phrase **executive class** is a literal translation because the phrases are directly translated each lexical from “*kelas eksekutif*” into the target language.



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b. DN-053

SL: *Dengan keterlambatan 40 menit dan selanjutnya akan dilakukan pergantian lokomotif di Stasiun Semarang Poncol*

TL: With a delay of 40 minutes, and will subsequently undergo a **locomotive change at Semarang Poncol Station.**

The phrase **a locomotive change at Semarang Poncol Station** was categorized as employing the literal translation techniques because it was translated from “*pergantian lokomotif di Stasiun Semarang Poncol*” by maintaining the same meaning and transferring each lexical directly into target language.

c. DN-016

SL: *Akibat kejadian tersebut, jalur di lokasi belum dapat dilalui kereta api kembali.*

TL: As a **result of the incident**, the track at the location cannot yet be used by trains again.

The phrase **a result of the incident** was categorized as employing literal translation techniques because it was translated from “*akibat kejadian tersebut*” by preserving both the same meaning and structure of the source language without any significant shift in perspective or expression.



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4.2.2 Borrowing

This technique is employed when a word or term from the source language is retained and transferred directly into the target language without any modification. There are 6 data of customer information translated used borrowing (9.23%). Here are some examples:

a. DN-021

SL: *Hilal sudah mulai terlihat nih, Guys! Buat kalian yang nanyain: "Apakah akan ada **Ramadan Festive** 2026?"*

TL: The crescent moon is starting to show up, folks! For those of you asking: "Will there be a **Ramadan Festive** 2026?"

The phrase a Ramadan Festive was categorized as employing the borrowing technique because the term is retained directly from the source language into the target language without any lexical modification.

4.2.3 Modulation

This technique was realized by shifting the perspective or cognitive category of the source text, where the translator conveyed the same meaning through a different point of view. There are 2 data of customer information translated used modulation (3.08%). Here are some examples:

a. DN-050

SL: *Jadi gini, Guys! **ibu hamil** dengan rentang usia kandungan 14-28 minggu.*

TL: Here's the deal, guys! **Pregnant wives** with a gestational age of 14-28 weeks are allowed to board the train.



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In the context of Indonesian language, “*ibu hamil*” refers to a woman or mother regardless of marital status. The translation of the phrase **pregnant wives** represents a shift in perspective from a broader meaning “*ibu*” is women in general to a more social specific meaning “wives” is married women, which narrows the original meaning since not all pregnant women are wives.

b. DN-039

SL: *Grafik Perjalanan Kereta Api* (Gapeka)

TL: **Train Travel Schedule** (Gapeka).

In the Indonesian railway context, “*grafik perjalanan Kereta Api*” refers to an official document containing the overall operational schedule of train services. However, the translation of this phrase into **Train Travel Schedule** reflects a considerable shift in perspective, where the word “*grafik*” which refers to the physical form of the document is shifted to “Schedule” which refers to the function of the document itself.

4.2.4 Established Equivalent

This technique is employed when a term or expression from the source language is replaced with a cultural equivalent that is more familiar and contextual in target language. There are 2 data of customer information translated used Established Equivalent (3.08%). Here are some examples:

a. DN-009

SL: *Nah, FYI aja nih, kereta makan tetap beroperasi selama Ramadan.*

TL: Oh, just FYI, **the dining car** continues to operate during Ramadan.

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The noun phrase was categorized as employing the Established equivalent techniques because “*kereta makan*” refers to a culturally specific Indonesian railway term commonly used in PT Kereta Api Indonesia operational context, referring to the designated train where passengers may purchase and consume meals during their journey. In global railway contexts, this concept is more naturally expressed as “the dining car,” which carries an equivalent functional meaning while aligning with the cultural and linguistic conventions.

b. DN-059

SL: *Tapi ingat, yagesya! Sebelum turun, perhatikan dan periksa kembali **barang bawaan** kalian.*

TL: But remember, yagesya! Before you get off, pay attention and double-check **your belongings** again.

The noun phrase was categorized as employing the Established Equivalent technique because “*barang bawaan*” refers to a common Indonesian expression for personal items carried by a passenger during travel. In natural English usage, “belongings,” defined as the things a person owns, especially those that can be carried, and the term is inherently used in its plural form to convey this collective meaning.

4.2.5 Amplification

This technique was realized by adding linguistic components or information to the target language. There are 1 data of customer information translated used amplification (1.54%). Here are some examples:

a. DN-013

SL: *Sebagai **alternatif perjalanan**, Bagi #RekanCommuters yang tidak dapat menunggu.*



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TL: As **an alternative travel option**, for #RekanCommuters who cannot wait.

The phrase **an alternative travel option** was categorized as employing the amplification because the word “option” was added in the target language, which was not explicitly present in the source phrase “*alternative perjalanan*”. This addition served to clarify the implied meaning of the source text, making it more explicit and natural in English to the target audience.

4.3 Translation Accuracy Assessment of the Noun Phrases

This section examines the translation accuracy by Nababan et al. (2012) in the 60 data in the customer service KAI account was conducted through a Focus Group Discussion (FGD) involving one certified professional translators. This following table indicates frequencies and percentages of quality in this translation.

Table 4.3 Accuracy of Translation Quality Analysis Worksheet

No	Translation Category	Score	Frequency	Percentage
1	Accurate	3	34	56.67%
2	Less Accurate	2	15	25.00%
3	Inaccurate	1	11	15.00%
Total			60	100%
Average			$(34 \times 3) + (15 \times 2) + (11 \times 1)$	2.38
			61	



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The results revealed the most of customer information translation in KAI's X account are classified into the accurate, less accurate and inaccurate categories, which dominated in overall findings. The total score of accuracy assessment is 2.38, indicating that the translations are less accurate category according to Nababan et al. (2012). The majority of noun phrases receive an accuracy score of 3, with 34 out of 60 data (56.67%) rated as fully accurate, 15 data out of 60 (25.00%) categorized as less accurate, and 11 data out of 60 (15.00%) categorized as inaccurate.

4.3.1 Accurate

Data are categorized accurate when there is no distortion of the meaning of words, technical terms, phrases, clauses, sentences, or texts (Nababan et al., 2012). Based on the table above, the number of accurate data is 56.67% out of the data total. The following are examples of accurate data of customer information in the KAI's X account.

a. DN-006

SL: *Buat kalian yang berada di wilayah Tasikmalaya dan sekitarnya, ada **kabar baik** nih!*

TL: For those of you in the Tasikmalaya area and surroundings, there's **good news**!

The noun phrase **good news** translation is considered accurate as the Indonesia source phrase "*kabar baik*" is directly rendered into good news in the target text, with the meaning fully preserved and naturally expressed in the target language.



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b. DN-022

SL: *Telah terjadi insiden pohon tumbang dan menemper **Kereta Gunungjati** (119B)*

TL: An incident involving a fallen tree struck **the Gunungjati Train** (119B)

The noun phrase **the Gunungjati Train** translation is considered accurate as the source phrase “*kereta gunungjati*” is directly rendered into “the Gunungjati train” in the target text, with the meaning fully expressed in the target language.

4.3.1 Less Accurate

Data are categorized less accurate when there is some distortion of the meanings of words, technical terms, phrases, clauses, sentences, or texts (Nababan et al., 2012). Based on the table above, the number of less accurate data is 25.00% out of the data total. The following are examples of less accurate data of customer information in the KAI's X account.

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a. DN-027

SL: *Dampak pembangunan Jalan Gombel Lama, Semarang, Jawa Tengah.*

TL: Due to **the impact of the Jalan Gombel Lama development in Semarang, Central Java.**

In data DN-027, the noun phrase **the impact of the Jalan Gombel Lama development in Semarang, Central Java** is categorized less accurate. The translation “development” can translate “*pembangunan*” in general, but developments usually use to imply growth or progress and do not necessarily involve physical building activity. Construction, on the other hand, specifically refers to the process of building physical structures (Virtual Design and Construction Institute, 2026). Since “*pembangunan Jalan Gombel Lama*” clearly denotes an ongoing physical building activity, construction would have conveyed the source meaning more specific.

b. DN-030

SL: *Update informasi terkait gogosan tanah di KM 74+9/0 petak jalan Cibeber-Lampegan, Kabupaten Cianjur, Jawa Barat pada Minggu, 19 April 2026, sekitar pukul 20.25 WIB.*

TL: Update on information regarding **the soil landslide** at KM 74+9/0 on the Cibeber-Lampegan road section, Cianjur Regency, West Java on Sunday, April 19, 2026, around 8:25 PM WIB.

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In data DN-029, the noun phrase **the soil landslide** is categorized less accurate. The translation “soil landslide” adds “soil” as a modifier to “landslide”, but landslide already refers to the downward movement of soil, rock, and debris on a slope, meaning the soil component is inherently part of the terms definition rather than a separate qualifier (US Geological Survey,2026). This definition shows that the soil component is inherently part of the term's meaning rather than a separate qualifier that needs to be added. Since "gogosan tanah" denotes the land collapsing and sliding down, "landslide" would have conveyed the source meaning more precisely and understanding, without the redundant modifier that unnecessarily duplicates information already embedded in the target term.

4.3.2 Inaccurate

Data are categorized inaccurate when the meaning of words, technical terms, phrases, clauses, sentences or texts in the source language are not translated inaccurately or omitted (Nababan et al., 2012). Based on the table above, the number of inaccurate data is 15.00% out of the data total. The following are examples of inaccurate data of customer information in the KAI's X account.

a. DN-015

SL: *Telah terjadi insiden truk mogok dan menghalangi **jalur kereta api di Jalur Pelintasan Langsung (JPL)**.*

TL: An incident occurred involving a stalled truck blocking **the railway track on Jalur Pelintasan Langsung (JPL)**.

The phrase **the railway track on Jalur Pelintasan Langsung (JPL)** is a pre and post-modifier noun. The noun phrase the railway track on “*Jalur Pelintasan Langsung (JPL)*” retained the Indonesian term without providing its English equivalent, “railroad crossing”, in the



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target text. This omission made the translation inaccurate, as target language readers unfamiliar with the Indonesian term would struggle to understand the specific location and nature of the incident being communicated (Lingoland, 2026).

b. DN-037

SL: *Gapeka yang berlaku.*

TL: **The applicable Gapeka.**

The noun phrase **the applicable Gapeka** retained the Indonesian acronym “*Gapeka*” without providing its equivalent in the target language. “*Gapeka*”, which stands for “*Grafik Perjalanan Kereta Api*”, refers to the official train timetable chart used by PT KAI to regulate train schedules and routes. The absence of any explanation or translation of this term made the translation inaccurate, as target language readers unfamiliar with Indonesian railway terminology would not understand what “*Gapeka*” refers to “train timetable” (Rahman, 2026), thereby hindering their comprehension of the information being conveyed.



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4.4 Discussion

4.4.1 The Correlation among Types of Noun Phrase, Translation Techniques, and Accuracy of Quality

Table 4.4 The Correlation among Types of Noun Phrase, Translation Techniques and Accuracy of Quality

NP Type	Translation Techniques		Accuracy Score		
	Techniques	Amount	3	2	1
Pre-modifier Noun Phrase	Literal Translation	2	1	1	-
	Literal Translation + Borrowing	-	-	-	-
	Modulation	-	-	-	-
	Amplification	-	-	-	-
	Established Equivalent	-	-	-	-
	Borrowing	1	1	-	-
	Total	3	2	1	-
Post-modifier Noun Phrase	Literal Translation	45	26	13	6
	Literal Translation + Borrowing	5	-	1	4
	Modulation	2	1	-	1
	Amplification	1	1	-	-
	Established Equivalent	2	2	-	-
	Borrowing	-	-	-	-
	Total	55	30	14	11
Pre and Post-modifier Noun Phrase	Literal Translation	2	2	-	-
	Literal Translation + Borrowing	-	-	-	-
	Modulation	-	-	-	-
	Amplification	-	-	-	-
	Established Equivalent	-	-	-	-
	Borrowing	-	-	-	-
	Total	2	2	-	-



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This section synthesizes the findings from the three preceding analyses to examine how the types of noun phrases identified in the data relate to the translation techniques applied and the resulting accuracy scores. According to table 4.4, the relationship among noun phrase types, translation techniques, and accuracy scores reveals several patterns worth noting across the three noun phrase categories identified in this study.

The first pattern concerns post-modifier noun phrases, which represent the largest with 55 data. Literal translation is the most frequently applied technique in this group, accounting for 45 out of 55 data. Among those 45 data, 26 received an accuracy score of 3, 13 received a score of 2, and 6 received a score of 1. This distribution suggests that literal translation, while capable of preserving meaning in many straightforward noun phrases, also produces a notable number of inaccurate renderings when applied to post-modifier structures that carry technically specific or domain-sensitive content. Literal Translation combined with Borrowing appears in 4 data, 3 data which received an accuracy score of 1 and 1 data received accuracy score 2, indicating that this combined technique consistently fails to achieve accurate results within this category. Established Equivalent with 2 data in accurate score of 3. Modulation with 2 data achieves 1 data in accuracy score 3 and 1 data in accuracy score of 1, while Amplification each appear in only 1 data, all receiving a fully accurate score of 3. The overall accuracy distribution for post-modifier noun phrases shows 29 accurate data, 14 less accurate data, and 11 inaccurate data, confirming that this noun phrase type carries the highest volume of accuracy problems in the data, which is consistent with its dominant frequency.

This finding aligns with Ghithrif and Nugroho (2024), who found that many automatically translated outputs in institutional communication contexts required revision to reach acceptable levels of accuracy, particularly when literal translation was applied to noun phrases carrying domain-specific meaning. In the present study, the same tendency is evident in the post-modifier group,



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where over-reliance on literal translation contributes directly to meaning distortion in a considerable number of cases.

The second type is pre-modifier noun phrases, which represent the data with only 3 data. The 3 cases are translated using literal, with 2 receiving a score of 3 and 1 data receiving a score of 2. One case is translated using borrowing, receiving a score of 3. This finding suggests that pre-modifier noun phrases in the @KAI121 data are structurally straightforward enough that literal translation generally suffices to transfer meaning, though the presence of one less accurate case indicates that literal rendering is not entirely free of risk even for simpler structures. The small size of this group limits how far these observations can be generalized. The last type is pre-and-post-modifier noun phrases, which account for only 2 data smallest and structurally most complex category identified in this study. This cases was translated using literal translation and received an accuracy score of 3. Given the extremely limited number of occurrences, no meaningful pattern regarding technique preference or accuracy tendency can be drawn for this category. This pattern supports the argument put forward by Nabila & Fatimah (2024), who found that the selection of translation techniques directly affects how well meaning is transferred in institutional communication contexts. In the present data, the gap between the accuracy outcomes of literal translation is most pronounced in the structurally complex pre and post-modifier group, reinforcing the view that noun phrase complexity increases the risk of meaning loss when the translation approach is too mechanical.



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The all data in Table 4.4 point to a consistent tendency across all three noun phrase types: literal translation is the dominant technique regardless of structural complexity, and its accuracy outcomes weaken as noun phrase complexity increases. Pre-modifier noun phrases, being the simplest in structure, show the strongest accuracy results under literal translation. Post-modifier noun phrases, which form the bulk of the data, produce a mixed picture, with a large number of accurate cases alongside a significant proportion of less accurate and inaccurate ones. Pre- and post-modifier noun phrases, which are the most structurally complex, achieved a fully accurate score in literal translation, although this result is based on only a single case.

