

CHAPTER IV

RESEARCH FINDING AND DISCUSSION

In this chapter, the researcher explains the findings of the research that have been analyzed and discussed. The problem statements stated in the chapter I will be answered in this chapter. This chapter will be divided into two sub-chapters; research findings and discussion.

The first sub-chapter will be presenting the research findings that will be divided into two sections. The first section present the translation techniques used by the translators to translate the technical terms while the second section presents the translation quality of the technical terms.

Meanwhile, in the second sub-chapter which is discussion aims at describing the findings and relate them to the theories. Here, the researcher will present the impact of translation techniques to the translation quality. Furthermore, the researcher will also relate the research findings of this research to the research findings of the previous researches.

A. Research Findings

1. The Translation Techniques of Technical Terms found in Search Engine Optimization Starter Guide

The researcher found 128 data in form of technical terms. From the analysis of translation techniques in this text, it is found that the translators used 9 kinds of translation techniques to translate the technical terms. The translation

techniques and the number of technical terms translated using the translation techniques are presented in the table below.

Table 4.1.1. The translation techniques and the number of data

No.	Techniques	Number	Percentage
1	EE	69	53.91%
2	PB	25	19.53%
3	LIT	9	7.03%
4	EE/PB	11	8.59%
5	PB/EE	6	4.69%
6	PB/PB	5	3.91%
7	EE/PB/EE	1	0.78%
8	EE/PB/PB	1	0.78%
9	PB/PB/PB	1	0.78%
	Total	128	100%

The result of translation techniques used by the translators to translate the technical terms was discussed with the raters through FGD. Of 128 data being analyzed, it is found that the translators used 12 kinds of translation techniques. The most used translation technique is EE with a total of 69 data (53.91%). The second most used technique is PB with 25 data (19.53%). The other techniques are literal with 9 data (7.03%), the couplets of EE/ PB with 11 data (8.59%), PB/ EE with 6 data (4.69%), PB/ PB with 5 data (3.91%), the triplets of EE/ PB/ EE with 1 data (0.78%), EE/ PB / PB with 1 data (0.78%), and PB/ PB/ PB with 1 data (0.78%).

1.1 Established Equivalence

EE is one of the translation technique proposed by Molina and Albir (2002). EE is the most used translation technique to translate the technical term. 69 or 53.91% of data were translated using this technique.

Below is the example of the data that was translated using the EE technique.

Example 1 (Datum No. 024)

ST : ... stuffing unneeded **keywords** in your title tags

TT : ... menyertakan **kata kunci** yang tidak diperlukan pada tag judul Anda

According to Morningscore.io, keyword is a word or phrase a user enters into search bar in order to find a website with content that matches. Meanwhile, in the target language, according to KBBI (*Kamus Besar Bahasa Indonesia*), **kata kunci** means *kata dalam pemrograman bahasa yang menggambarkan perintah yang dikenali oleh komputer*. This definition means that **kata kunci** is a word in programming language that describe an instruction known by the computer.

It is obvious that both terms are familiarly used in both source language and target language. It can be said that in this case, the translators used EE technique in translating this term.

Example 2 (Datum No. 026)

ST : Description meta tags are important because Google might use them as **snippets** for your pages.

TT : *Meta tag deskripsi penting karena Google mungkin menggunakannya sebagai **cuplikan** untuk laman Anda.*

Snippet is a text displayed under the title of a web page on the search result page. **Snippet** acts as a summary of the web page that contain matching keywords to those entered by a user. Meanwhile, in the SL, according to KBBI, **cuplikan** is the synonym of *kutipan* and *nukilan* which means one or more

sentence(s) taken from a text. In this case, the it can be seen that this term was translated using EE technique.

1.2 Pure Borrowing

PB is one of the translation technique proposed by Molina and Albir (2002). It is the second most used translation technique to translate the technical term. 25 or 19.53% of data were translated using this technique.

Below is the example of the data that was translated using the PB technique.

Example 1 (Datum No. 085)

ST : Avoid: using heading tags where other tags like `` and `` may be more appropriate

TT : *Hindari: menggunakan tag heading padahal tag lain seperti `` dan `` mungkin lebih tepat.*

`` is a code that makes the text became italic. Since it is a code, it needs to be translated as it is, otherwise, the instruction will not work. In this case, the translators use PB technique in translating this term.

Example 2 (Datum No. 106)

ST : **Googlebot** may not be able to find your site

TT : ***Googlebot** mungkin tidak dapat menemukan situs Anda*

In the example above, the translators translated the technical terms using the PB technique. According to the glossary list from Moz.com, **Googlebot** is used by Google to crawl the web. It is also called a crawler. In this case, the translators translate **Googlebot** (English) into ***Googlebot*** (Indonesian) without

making any changes. Therefore, it can be said that the translators used PB technique to translate this term.

1.3 Literal Translation

Literal translation is one of the translation technique proposed by Molina and Albir (2002). 9 or 7.03% of data were translated using this technique.

Below is the example of the data that was translated using the literal translation technique.

Example 1 (Datum No. 006)

ST : following the best practices outlined below will make it easier for search engines to **crawl**, index and understand your content.

TT : mengikuti praktik yang diuraikan di bawah akan memudahkan mesin telusur dalam **merayapi**, mengindeks, dan memahami konten Anda.

In the example above, the translators translated the technical terms using the literal translation. According to the glossary list from morningscore.io, **crawl** is a process performed by search engine crawler (robot) to analyze and understand the content of web site. Meanwhile, **merayapi** is literal translation of **to crawl**. However, it is out of context. **Merayapi** according to KBBI is *muncul pelan-pelan (di)*. It means that **merayapi** means to creep slowly into something.

From the definition above, it can be seen that **merayapi** is literal translation of **to crawl**. It is similar to **tikus** which is the literal translation of **mouse** that later be used to define a computer hardware. Then, the term **tetikus** is created along with the new definition. This can be classified as creation according to the principles of word formation in Indonesian language.

Therefore, the translation of **to crawl** into *merayapi* can be classified as literal translation. However, it is potential to be considered as a word formation in Indonesian with regard to the principles of word formation (Pedoman Umum Pembentukan Istilah).

The researcher found other forms of the term *merayapi*, such as: *perayapan*, *dirayapi*, and *perayap*. They are all literal translation of **to crawl**, **crawl**, **crawled**, and **crawler**. This literal translation can be good, however, if the translators added definition or description of all the intended term.

During the research, the researcher found out that there was only one footnote defining the term *perayapan* as *Penjelajahan situs web oleh perangkat lunak mesin telusur (bot) untuk mengindeks kontennya*. This footnote cannot be considered as description technique since it has already existed in the ST and it was not that the translators who added the description. The footnote appeared on the page 8 of the book accompanying the word *perayapan*. Meanwhile, the term *merayapi* firstly appeared on the page 2 and was not accompanied with a definition or description. This would be a problem to the readers since they need to find out what it really means by the term *merayapi*.

Therefore, the researcher suggests that the translation of **to crawl** be supported with description so that the translation become *merayapi (menjelajah konten dalam situs)*. It is important since the translators were introducing a new concept which was not formerly used in the TL.

Example 2 (Datum No. 108)

ST : **Page titles** are an important aspect of search engine optimization.

TT : *Laman judul merupakan aspek penting dalam pengoptimalan mesin telusur.*

Page tittle is a clickable text that appears as a headline of a web page. According to Indonesian grammatical rule, it can be translated as *judul laman*. However, in this case, the translators translate it using literal translation by translate it word for word. It caused the meaning to differ to what was intended in the ST. *Judul laman* indicates a title of a page. Meanwhile, *laman judul* could be perceived as a page containing a full list of title or it could mean anything else.

This is the example of literal translation where the translators translated the phrase (can also be a clause or sentence) word for word. It can be compared to the **Example 1 (Datum No. 006)** that translate a word literally without considering the context.

1.4 Established Equivalence/ Pure Borrowing

There are also some data that are translated using couplet translation technique.

One of the couplet translation technique is EE/PB. 11 or 8.59% of data were translated using this technique.

Below is the example of the data that was translated using the EE/PB technique.

Example 1 (Datum No. 051)

ST : An **XML Sitemap** (upper-case) file, which you can submit through Google's Webmaster Tools, makes it easier for Google to discover the pages on your site.

TT : File ***Petasitus XML*** (huruf besar), yang dapat Anda kirimkan melalui Alat Webmaster Google, mempermudah Google menjelajahi laman situs Anda.

In the example above, the translators translated the technical terms using the EE/PB couplet translation technique. XML Sitemap is a compilation of URLs of a website that is submitted to the search engine to crawl.

In the target language, ***petasitus*** is the translation of **sitemap**. It is an information to the users on how and where they can find certain URL on a website. In this case, the translators use EE to translate the **sitemap** into ***petasitus***. Meanwhile, the translators use PB to translate the **XML** into the target language. *XML* is the abbreviation of *Extensible Markup Language*. It is a language that is readable for both human and machine. However, in this case, it is to distinguish that the sitemap file is intended for machine (Googlebot), in opposition with *HyperText Markup Language* that means that the information can be displayed in a website and is accessible to human visitors. In this case, Indonesian does not have the equivalence for *XML*, therefore the translators use PB technique.

Example 2 (Datum No. 074)

ST : Image-related information can be provided for by using the "**alt**" **attribute**

TT : *Informasi terkait gambar dapat diberikan menggunakan **atribut "alt"***

In this case the translators translate the term using couplet technique. "alt" attribute in this context is an attribute that gives a text information of an image. It is used in such situation when the website cannot display the image so the "alt" text will give explanation in words. Here the translators use EE to translate the

attribute into *atribut* which means symbol, mark, or equipment in Indonesian.

The “alt” is translated using PB technique since it is a symbol.

1.5 Pure Borrowing/ Established Equivalence

Another couplet translation technique is PB/EE. 6 or 4.69% of data were translated using this technique.

Below is the example of the data that was translated using the PB/EE couplet technique.

Example 1 (Datum No. 041)

ST : You may also use **canonical URL** ...

TT : *Anda juga dapat menggunakan **URL kanonis** ...*

Canonical URL is standardized URL that google choose among the duplicate pages that containing similar or almost similar content in a website. Here, the translators use PB technique to translate **URL** and EE to translate **canonical** into *kanonis* which means **standardized** in the target language.

1.6 Pure Borrowing/ Pure Borrowing

Another couplet translation technique is PB/PB. 5 or 3.91% of data were translated using this technique.

Below is the example of the data that was translated using the PB/PB technique.

Example 1 (Datum No. 083)

ST : Use **heading tags** appropriately.

TT : Menggunakan *tag heading* sewajarnya.

According to the glossary list from Moz.com, **heading tag** is *An HTML element used to designate headings on your page*. In Indonesian, there is no equivalence for this term. Therefore, the translators use PB/PB technique to translate each word from the SL to the TL and adjust the structure to the grammatical rule of Indonesian.

1.7 Established Equivalence/ Pure Borrowing / Established Equivalence

There are also some data that are translated using triplet translation techniques. One of them is EE/PB/EE. 1 or 0.78% of data were translated using this technique.

Below is the example of the data that was translated using the EE/PB/EE technique.

Example 1 (Datum No. 062)

ST : Having a **custom 404 page** that kindly guides users back to a working page on your site can greatly improve a user's experience.

TT : Dengan memiliki *laman 404 khusus* yang dapat memandu pengguna untuk kembali ke laman yang benar-benar ada di situs Anda, pengguna akan memperoleh pengalaman pengguna yang jauh lebih baik.

404 page is a page shown to users to indicate that the URL they click on is no longer working. It is because the page has already been moved or deleted. Meanwhile, **custom 404 page** is basically a **404 page** with adjustment in

messages or appearance and usually providing user the link to go back to the homepage or the previous page of a website.

In this case, **custom 404 page** is translated as *halaman 404 khusus*. The translation of *halaman* uses EE technique, while 404 translation use PB technique since it borrow the concept from the SL, and the *khusus* translation use EE technique. Therefore, the triplet translation technique used here is EE/PB/EE.

1.8 Established Equivalence/ Pure Borrowing / Pure Borrowing

Another triplet translation technique is EE/PB/PB. 1 or 0.78% of data were translated using this technique.

Below is the example of the data that was translated using the EE/PB/PB technique.

Example 1 (Datum No. 065)

ST : make sure that your webserver is configured to give a **404 HTTP status code** when non-existent pages are requested

TT : *pastikan webmaster Anda dikonfigurasi untuk memberi kode status HTTP 404 jika laman yang tidak ada diminta*

According to the glossary list from Moz.com, **404 HTTP status code** is a code given by web server to the browser when the information being requested does not exist. Basically, in Indonesian, there is no equivalence for this term. Therefore, the triplets technique of EE/PB/PB was used. The translators used EE when translating **status code** into *kode status*, PB to translate **HTTP** into *HTTP*, and PB to translate **404** into *404*.

1.9 Pure Borrowing/ Pure Borrowing/ Pure Borrowing

The other triplet translation technique is PB/PB/PB. 1 or 0.78% of data were translated using this technique.

Below is the example of the data that was translated using the PB/PB/PB.

Example 1 (Datum No. 089)

ST : There are a handful of other ways to prevent content appearing in search results, such as adding "NOINDEX" to your **robots meta tag**, using .htaccess to password protect directories, and using Google Webmaster Tools to remove content that has already been crawled.

TT : *Terdapat beberapa cara lain untuk mencegah konten muncul di hasil penelusuran, seperti menambah "NONINDEX" ke tag meta robots Anda, menggunakan .htaccess pada direktori yang dilindungi kata sandi, dan menggunakan Alat Webmaster Google untuk menghapus konten yang telah dirayapi*

According to Moz.com, **robots meta tag** is a piece of code that provide crawlers instructions for how to crawl or index web page content. Unlike the robot.txt that tells crawler how to crawl pages on the websites, **robots meta tag** focus on the content on a single page. In Indonesian, there is no equivalence for **robots meta tag**, therefore the translators use triplet translation technique of PB/PB/PB to translate the phrase **robots meta tag** into *tag meta robot*.

2. The Translation Quality Assessment of Technical Terms found in Search Engine Optimization Starter Guide

This section explains about translation quality of the technical terms translation. This research uses the Translation Quality Assessment model proposed by Nababan et al. (2012). The aspects to assess the translation quality consist of accuracy, acceptability, and readability. The assessment is obtained through focus group discussion which involved three raters.

1.1 Accuracy

According to Nababan et al. (2012), accuracy refers to the message transferred from source language into target language. A translation is considered as accurate if the message from the source language is fully transferred without distortion and ambiguity in meaning. The category level of accuracy can be classified as accurate, less accurate, and inaccurate. The results of the accuracy level of the data is provided in the following table.

Table 4.2.1. The accuracy of the data

ACCURACY	Number
Accurate	119
Less Accurate	2
Inaccurate	7
Total	128

a. Accurate

Accurate means that the message in source language is accurately translated into the target language and there is no distortion of meaning (Nababan,

et al. (2012). In the table above, it is shown that 119 data are classified as accurate.

Below is the example of the accurate translation.

Example 1 (Datum No. 071):

ST : Avoid: using **CSS** or text styling that make links look just like regular text

TT : *Hindari: menggunakan **CSS** atau pembuat gaya teks yang membuat tautan tampak seperti teks biasa*

CSS is the abbreviation of Cascading Style Sheet. It is the code or programming language that defines the design and appearance of a website (for example: the text fonts and sizes, website background colors, etc). In this case, the translators use PB technique in translating the technical term. PB is done by taking the word from SL and translated as it is in the TL without any change in spelling. Therefore, the translation is considered as accurate.

Example 2 (Datum No. 111)

ST : Check that your **mobile-friendly** URLs' DTD declaration is in an appropriate mobile format such as XHTML Mobile or Compact HTML.

TT : *Periksa apakah deklarasi DTD URL **ramah seluler** Anda adalah format seluler yang sesuai, misalnya XHTML Mobile atau Compact HTML.*

Mobile friendly refers to a website that is optimized to be viewed through mobile browser. Basically, desktop version of a website is different to its mobile version and here the webmasters need to pay attention in case the users are

accessing the website from mobile, so the website needs to adjust the display such as the scale and size in order to be optimally viewed in a mobile.

According KBBI, *ramah* means *mudah digunakan atau dioperasikan; mudah dipahami*. It means that *ramah* in Indonesian means that something is easily operated or understood. Meanwhile, *seluler* refers to mobile devices that can be used separately by the users. In this example, the translators use the EE technique and successfully transferred the message from SL into TL. Therefore, this translation is considered as accurate.

b. Less Accurate

Less accurate means that the meaning is mostly translated but there are still some meaning distortions or multiple meanings of the translation or some are omitted that interfere with the integrity of the message. In this research, it is found that 2 data are categorized as less accurate.

Example 1 (Datum No. 123):

ST : Avoid: purchasing links from another site with the aim of getting PageRank instead of **traffic**

TT : *Hindari: membeli tautan dari situs lain dengan tujuan lebih mendapatkan PageRank daripada **lalu lintas***

The term **traffic** in the context of SEO means all visits to a website whether through direct visits by entering the domain or URL, organic search results, paid search results, or referral. Meanwhile, in the TL, according to KBBI, *lalu lintas* means *(berjalan) bolak balik; hilir mudik*.

The translation of **traffic** into *lalu lintas* had already bring the same concept, that is about stream. However, the concept conveyed by *lalu lintas* is a bit obscure and ambiguous so that it decreases the accuracy of the message. To be more clear, the translators could explicitly translate it into *lalu lintas menuju situs*.

Example 2 (Datum No. 030):

ST : ... but it could also lead to better **crawling** of your documents by search engines.

TT : ... *tetapi juga dapat membawa perayapan mesin telusur yang lebih baik pada dokumen Anda.*

In this datum, the term was translated using literal translation (see the finding on the sub-chapter of literal translation **Example 1, Datum No. 006**). However, the translation was accompanied by a footnote which help clarify the meaning behind the term *perayapan*. However, this cannot be considered as a description technique since the footnote also exists in the ST.

Looking into the overall clause, it can also be seen that the translators also tried to use the compensation technique by bringing the translation of **search engines** which was placed at the end in the ST into describing the word *perayapan* in the TT. This can help with increasing the integrity of the message.

ST : ... but it could also lead to better **crawling** of your documents **by search engines**.

TT : ... *tetapi juga dapat membawa perayapan mesin telusur yang lebih baik pada dokumen Anda.*

c. Inaccurate

Inaccurate means that the message from source language texts are inaccurately transferred into the target language or omitted or deleted. In the table above, it is found that 7 data are categorized as inaccurate.

Below is the example of the data that is categorized as inaccurate.

Example 1 (Datum No. 025):

ST : **Page titles** are an important aspect of search engine optimization.

TT : *Laman judul* merupakan aspek penting dalam pengoptimalan mesin telusur.

Page title is clickable text that appears as a headline of a web page. It can be translated into *judul laman*. However, it was translated using literal translation technique and unfortunately, it alters the entire meaning of the term. In the ST, the head of the noun is **title** which means *judul* in TL. Meanwhile, in the TT *judul* became the modifier and *laman* became the head. Because of the distortion in the transfer of meaning, this translation is rated as inaccurate.

Example 2 (Datum No. 006):

ST : following the best practices outlined below will make it easier for search engines to **crawl**, index and understand your content.

TT : *mengikuti praktik yang diuraikan di bawah akan memudahkan mesin telusur dalam **merayapi**, mengindeks, dan memahami konten Anda.*

To crawl means to retrieve information from a website to index its contents. Meanwhile, in the TL, *merayapi* is the literal translation of **to crawl** which means to creep slowly into something.

In this case, the translators seemed to try to introduce a new concept. A concept of *merayapi* that have a different definition compared to the general definition that is accepted in the TL. However, the translators only translated the term literally without giving the intended definition (see the finding on the sub-chapter of literal translation, **Example 1, Datum No. 006**). Therefore, there is the omission on the transfer of message that affect the integrity of the message. Therefore, the translation was rated as inaccurate.

1.2 Acceptability

Nababan et al. (2012) stated that acceptability refers to the translation product that is in accordance with the norms and culture of target language. There are three categories of acceptability level: acceptable, less acceptable, and unacceptable. The result of acceptability level is shown in the following table.

Table 4.2.2. The acceptability of the data

ACCEPTABILITY	Number
Acceptable	117
Less Acceptable	4
Unacceptable	7
Total	128

a. Acceptable

Acceptable means that translated text is commonly used, familiar to the readers, and in accordance with target language norms. From the table above, it is shown that 117 data are classified as acceptable.

Below is the example of the acceptable translation.

Example 1 (Datum No. 003) :

ST : Although this guide won't tell you any secrets that'll automatically **rank** your site **first** for queries in Google,

TT : *Walaupun panduan ini tidak memberi tahu rahasia apa pun yang akan secara otomatis **meningkatkan peringkat** situs Anda pada kueri di Google,*

In this case, the translators use EE technique in translating the technical term. **Rank ... first** in this context means to make the website perform better in the search engine result page. *Meningkatkan peringkat* in Indonesian means to make something better in ranking. This phrase is normally used in the TL. Therefore, the translation is considered as acceptable.

Example 2 (Datum No. 098):

ST : Combat comment spam with "**nofollow**"

TT : *Lawan spam komentar dengan "**nofollow**"*

"nofollow" is an instruction to tell the crawler to ignore the outbound links included in the content of a page. The links might be come from advertorial or paid promotion and it is not directly related to the original web page content. It can also be caused by irresponsible parties who leave spammy links on the comment section. These unrelated and spammy links can give bad reputation to a web page performance in the search engine.

It is a code that is borrowed from English and needs to be translated as it is. Therefore, the translators here use PB technique. However, this translation is considered as acceptable since the **"nofollow"** code is familiarly used by the webmasters.

b. Less Acceptable

Less acceptable means that the translation feels natural, but there is still some misuses of technical terms and grammatical errors that may cause less acceptable translation (Nababan et al., 2012). In the table above, it is shown that 4 data is classified as less acceptable. .

Below is the example of the less acceptable translation.

Example 1 (Datum No. 080):

ST : Use brief, but descriptive filenames and **alt text**

TT : *Gunakan nama file dan **alt teks** yang singkat namun deskriptif*

This phrase is translated using the PB/EE couplet translation technique.

Alt text means an alternative text accompanying an image that will appears in case the image can be loaded for certain reason. Unfortunately, this translation contains error in grammatical structure. It should be translated as ***teks alt*** according to the grammatical rule of Indonesian. Therefore, the translation is considered as less acceptable because it does not adhere to the target language norm. However, the translation is considered as accurate because the meaning of ***alt teks*** is completely delivered and there is no ambiguity in meaning. This is one example that differentiates about accuracy and acceptability, while accuracy is about the completeness of the message, while acceptability is about the adherence to the target language norms.

Example 2 (Datum No. 118):

ST : However, note that if you fail to configure your site correctly, your site could be considered to be **cloaking**,

TT : *Akan tetapi, perhatikan bahwa jika Anda gagal mengonfigurasi situs dengan benar, situs Anda dapat dianggap sebagai **penyelubungan**,*

According to the glossary list from moz.com, **cloaking** is an attempt to show different content to search engine and human visitor. It is a deceptive way to gain ranking in Google Search Result Page and can be considered as deceptive since user will not get the information that he/she wants. Meanwhile in Indonesian, **penyelubungan** is formed from the root term **selubung** >> *menyelubung* which means *menyelimuti (kejahatan dan sebagainya)*. In this case, **penyelubungan** means covering up something (such as crime and others).

The term **penyelubungan** in the TT sounds a bit awkward, especially when linked to the sentence structure. Therefore, the researcher suggests that the translators translated it into **penyelubungan (menampilkan konten yang berbeda untuk robot dan pengunjung manusia)** to make it more acceptable.

c. Unacceptable

Unacceptable translation refers to a translation that does not feels natural, not commonly used to the target readers, and it does not correspond to the target language system (Nababan, et al. (2012). In the table above, it is shown that 7 data are unacceptable.

Below is the example of the unacceptable translation.

Example 1 (Datum No. 108):

ST : Our **crawler** for mobile sites is "Googlebot-Mobile".

TT : ***Perayap** kami untuk situs seluler adalah "Googlebot-Mobile".*

In the example above, the translators translated the technical terms using the literal translation. **Crawler** according to moz.com means a search engine robot to crawl or analyze the contents of a website. *Perayap* itself is not found in the KBBI. However, according to Indonesian rules, prefix *pe-* can be added to a verb to form a noun that acts as doer or the tool. Therefore, it can be seen that *perayap* is a literal translation of *crawler*.

In this case, the translation is unacceptable since it is a new concept that the translators tried to introduce. However, it was not followed by a proper description so that it became unfamiliar to the target text reader (see the finding on the sub-chapter of literal translation, **Example 1, Datum No. 006**).

1.3 Readability

Nababan et al. (2012) defines readability as a tool to assess whether the translation is easy to understand by the target readers or not. There are three categories of readability: high, medium, low. The result of readability level is shown in the following table.

Table 4.2.3. The readability of the data

READABILITY	Number
High	73
Medium	49
Low	6
Total	128

a. High

A translation is considered as having high readability if the translated text can be easily understood by target readers (Nababan et al., 2012). In the table above, it is shown that 73 data have high readability.

Below is the example of the translation with high readability.

Example 1 (Datum No. 061):

ST : Users will occasionally come to a page that doesn't exist on your site, either by following a **broken link** or typing in the wrong URL.

TT : *Pengguna kadang-kadang membuka laman yang tidak ada dalam situs Anda, baik dengan mengikuti **tautan rusak** atau menetik URL yang salah.*

Broken link, according to morningscore.io, is basically a link that does not work, also called as **dead link**. It can be caused by the removal of a page. **Tautan** is the equivalence of **link** in Indonesian. Meanwhile, **rusak** according to KBBI means *tidak dapat berjalan lagi (tentang mobil, mesin)*. It can be seen that **rusak** means no longer working.

The translators use EE technique in translating the technical term. In this case, the translation is having high readability for the target readers.

Example 2 (Datum No. 045):

ST : Make your site easier **to navigate**

TT : *Buatlah situs agar lebih mudah untuk **dinavigasi***

To navigate in this context means to move from one page to the other page on a website. Meanwhile, **dinavigasi** is formed from the root word **navigasi**. According to KBBI, **navigasi** means *pengetahuan (tentang posisi, jarak, dan*

sebagainya) untuk menjalankan kapal laut, pesawat, dan sebagainya dari suatu tempat ke tempat lain. It can be seen that **navigasi** has a similar meaning with **navigation** that is the awareness of knowing the position someone or something is at in order to move to the other places easily.

In this case, the translators use EE technique in translating the technical term and the translation has high readability score since it is familiar to the target readers.

b. Medium

Medium readability means that particular parts of translated text should be read more than once to understand the translation (Nababan, et al., 2012). In the table above, it is shown that 49 data has medium readability.

Below is the example of the translation with medium readability.

Example 1 (Datum No. 005):

ST : Although this guide won't tell you any secrets that'll automatically rank your site first for **queries** in Google

TT : *Walaupun panduan ini tidak memberi tahu rahasia apa pun yang akan secara otomatis meningkatkan peringkat situs Anda pada **kueri** di Google*

The problem here is in the translation of the word **queries** that is translated into **kueri**. **Queries** in the SL means the words entered by the user into search bar in order to get the matching information.

In this case, the translators use EE technique in translating the technical term. However, the word sounds unfamiliar to the target readers since it is not often used. Therefore, the researcher suggests that translators add a description in

parentheses so that the translation becomes *kueri (kata yang diketikkan pengguna)* in order to make the translation more readable.

The authors and translators already added footnotes in both the ST and TT. However, not all the technical terms or difficult terms had the footnote. Translators of technical texts could consider the use of footnotes or parentheses description in the future since it will not affect the accuracy and acceptability as long as the translators convey the message properly. It will at the same time ease the TT readers to understand the translation.

Example 2 (Datum No. 128):

ST : Lastly, Google offers another tool called Google Website Optimizer that allows you to run experiments to find what on-page changes will produce the best **conversion rates** with visitors.

TT : *Terakhir, Google menawarkan alat lain yang disebut Google Pengoptimal Situs Web yang memungkinkan Anda bereksperimen guna menemukan perubahan apa di dalam laman yang menghasilkan **tingkat konversi** terbaik dengan pengunjung.*

Conversion rates that was translated into *tingkat konversi* was rated as having medium readability by the respondents. The reason was that the respondents were not familiar with the terms and it was the first time they heard about this.

Conversion rates is the percentage of the website visitors who do certain action such as signing up, filling out a form, making a purchase, or clicking an

advertisement. Based on this definition, it is rather an advanced action rather than a beginner one.

Even though the translation of **conversion rates** as *tingkat konversi* has medium readability, it is considered as accurate and acceptable since the message is transferred completely and the terms is also often used in the SEO field. The problem here lies on the knowledge degree or the experience of the TT readers.

This is one of the reasons why readability is relative, since it is not only affected by the translators, but also the TT readers as well.

c. Low

Low readability means that the translation is totally difficult to understand by target readers (Nababan, et al., 2012). In the table above, it is shown that 6 data have low readability.

Below is the example of the translation with low readability.

Example 1 (Datum No. 095):

ST : Also, non-compliant or rogue search engines that don't acknowledge the **Robots Exclusion Standard** could disobey the instructions of your robots.txt.

TT : *Tidak hanya itu, mesin telusur yang tidak patuh atau sembarangan yang tidak mengakui **Robots Exclusion Standard** dapat mengabaikan instruksi dari robots.txt Anda.*

In this data, the translators had given footnote about **Robots Exclusion Standard** by writing the translation of **Robots Exclusion Standard** that is *Standar Pengecualian Robot* and the definition of the term as can be seen on the page 22 of the TT.

Robots Exclusion Standard is an instruction created by the webmasters on which pages or which part of the website that cannot be accessed by the search engine robot (crawler) which actually can be accessed publicly (by the human visitors). **Robots Exclusion Standard** can be set by submitting robots.txt file to Google on telling about which and how Googlebot (crawler) should crawl and index web pages on a website.

This practice is rather an advanced one and if not done correctly can lead to the disappearance of a website on the google index, meaning that the website and all of its contents cannot be found in the search engine result pages for any queries or keywords. This term sounded unfamiliar to the respondents since they were new to the topic of Search Engine Optimization. This is a proof that readability is relative and it depends on the readers. However, this can be a good suggestion for translators to pay attention to what the purpose of the translation is and who the target readers of the translation are. Having awareness on this can help translators in order to produce translation with higher readability score.

Furthermore, aside from the knowledge background and the experience of the TT readers, there was also example of unreadable translation where the problem lied on the translation itself, as shown in the following example.

Example 2 (Datum No. 099):

ST : Nofollowing a link is adding rel="nofollow" inside of the **link's anchor tag**

TT : *Menjadikan tautan nofollow adalah menambahkan rel="nofollow" di dalam tag jangkar tautan*

The reason why this term is considered as having low readability by the respondents is that the structure is strange and the meaning is obscure to catch.

Link's anchor is a visible text containing a hyperlink. It has similar meaning to **link text** or **anchor text**. In the previous datum (datum no.035), **anchor text** is translated into *teks tautan*, which means a text containing a hyperlink and the translation has high score on accuracy, acceptability, and readability.

Meanwhile, **tag** here or **html tag**, is a set of codes to create certain function. **Tag** here is the head of the phrase and **link's anchor tag** means a tag to create hyperlink by inserting `<a>` element and href element in order to state what text to be displayed to users and what link to be targeted to when the text is being clicked by users.

The translation of *tag jangkar tautan* here is confusing. It might be caused by the difficulties faced by the translators in cutting the phrase into smaller grammatical units (words). This problem could be related to the translators' language competence which is essential in conveying the meaning or concept into readable words.

Link's anchor tag means a tag that is used to make a hyperlink. Therefore, the suggestion for the translation of **link's anchor tag** to be more readable is *tag untuk teks tautan*.

Example 3 (Datum No. 093):

ST : (showing just the URL, no title or **snippet**)

TT : (*hanya menunjukkan URL, tidak ada judul atau **snippet***)

Snippet is a part of the web page article that is shown below the title of a web page on the search engine result page. The word **snippet** here was rated as having low readability since it had not been familiar to the target readers, therefore, it is unreadable. In the previous datum (datum no. 026), the translators translate **snippet** into *cuplikan* and it was rated as having high readability score.

In this case, the reason that made the translation had low readability score is that the translators used PB for a word that had not been widely used in the TL. It will not cause a problem if the translators used PB for words or abbreviations that has been widely used in the TL, such as: URL, googlebot, CAPTCHA, etc.

B. Discussion

This sub-chapter presents further discussion of the research findings. The discussion contains the relation of the translation techniques used by the translators to translate the technical terms and the impact of the translation techniques on the translation quality of the technical terms translation.

1. Translation Technique Used by the Translators to Translate the Technical Terms

The data of this research were obtained from *Google's Search Engine Optimization Starter Guide* and its translation, *Panduan Memulai Pengoptimalan Mesin Telusur*. Through this research, the researcher found 128 data in the form of technical terms. From the data, the researcher found 9 kinds of translation techniques applied in the translation of technical terms. In analyzing the translation techniques, the researcher used the theory proposed by Molina and Albir (2002).

In this research, it is found that EE is the most-used translation technique to translate the technical terms with the total translations of 69 or 53.91%. The second most used translation technique is PB with 25 data or 19.53%. The other translation technique is literal with 9 data or 7.03%. The rest are couplet and triplet translation techniques combining EE and PB which makes up 19.53% of the data or 25 data (EE/PB with 11 data (8.59%), PB/EE with 6 data (4.69%), PB/PB with 5 data (3.91%), the triplets of EE/PB/EE with 1 data (0.78%), EE/PB/PB with 1 data (0.78%), and PB/PB/PB with 1 data (0.78%).

Previous studies have been conducted to analyze the translation of technical terms. One of them was the research done by Handayani in 2009 which analyzed the translation ideology and translation quality of medical terms. In drawing the conclusion about translation ideology, she also analyzed the translation techniques and translation methods done by the translator. After that, she related the impact of translation techniques to the translation quality.

The similarity of this research to Handayani's research is that both researches are focusing on the technical terms. While this research focuses on the technical terms in the field of internet marketing, Handayani's research focuses on the technical terms in the medical field or often referred to as medical terms. The other similarity is that both researches use the theory from Molina and Albir (2002) to analyze the translation techniques and the TQA model by Nababan et al. (2012) to analyze the translation quality. The difference lies on the sources of data used on the researches in which this research use the *Search Engine Optimization Starter Guide* and its translation, *Panduan Memulai Pengoptimalan Mesin*

Telusur, while Handayani uses *Lecture Notes on Clinical Medicine* and its translation, *Lecture Note Kedokteran Klinis*.

Through her research, Handayani found that the most used translation technique is calque. The other translation techniques found are transposition, naturalized borrowing, amplification, pure borrowing, and borrowing from the other languages (Latin and Greek). The rest are the other techniques in small percentages.

In more recent research, Hassan (2017) found even more interesting results. He analyzed the translation of technical terms from various disciplines found in the Arabic versions of two international magazines namely *Nature* and *Scientific American*. He analyzed whether both magazines used mostly semantic translation or communicative translation. Semantic translation is a type of translation that focuses on the SL while communicative translation more focuses on the TL (Newmark, 1988, 1991 in Hassan (2017, p. 185).

The similarity of this research to Hassan's research is that both researches focus on the translation analysis of technical terms. What makes them different is that in his research, Hassan analyzed the technical terms from various disciplines, such as: medicine, computer science, physics, astronomy, etc.

The result of Hassan's study shows that *Scientific American* (Arabic Edition) uses semantic translation (SL oriented), communicative translation (TL oriented) and a combination of the two methods. However, *Nature* (Arabic Edition) mostly uses gloss translation (SL oriented).

Newmark proposed that communicative translation is preferred in scientific texts because they are informative (cf. Newmark 1988, 1991, in Hassan, 2017, p. 189). Hassan believes that semantic translation (SL oriented) is targeted to specialized readers. Therefore, he suggests that the translators use both semantic translation (SL oriented) and communicative translation (TL oriented) to accommodate both specialized and general readers (2017, p. 189).

Another research on technical terms translation has also been conducted by Putra et al in 2017. They analyze translation quality of the technical terms in online Ragnarok game. It is a translation study with Morphology approach. They studied the word formation using the theories from Garvey and Delahunty (2010), Hana (2011), and Zapata (2000). From the translation analysis, they found that there are two variants of translation techniques used to translate the technical terms in the game; single translation techniques and couplet translation techniques. The most-used single translation technique is PB, meanwhile the most-used couplet translation technique is reduction-deletion + PB.

The result of this research is quite different compared to the previous researches. While Handayani and Putra suggest the use of PB, the result of this research shows that the most used translation technique to translate the technical terms is EE, which is quite exceptional.

However, it can be explained through the dynamics of language. It must be admitted that the knowledge transfer in the field of information technology is growing rapidly. Therefore, the language — in this case Indonesian — has also adapted to the pace of the knowledge transfer. This is proven through the

Presidential Policy No. 2 Year 2001 (*Instruksi Presiden No. 2 Tahun 2001*) on The Use of Computer with Computer Application in Indonesian. This policy produces the compilation of Indonesian equivalences of foreign terms in the field of Computer and Internet (Permatasari and Wijana, 2018, p. 41).

Indonesian previously borrowed the terms from English using PB or naturalized borrowing. However, as time passes, the borrowed terms have already listed in the KBBI. The example is the word *computer* that has already been listed in the KBBI as *komputer*. Here, the Indonesian word might seem like translated using PB. However, it is an EE since it has already listed in the dictionary. In this case, the translation technique used to translate the word *computer* into *komputer* can be considered as using EE.

Another example can be seen in the translation of **mouse**. **Mouse** is an input hardware used to control the instruction for the computer. The word **mouse** is used since the device is similar to a mouse with long tail (cable). In Indonesian, there is a word that is the equivalence of **mouse**, namely, *tetikus*. The word is formed for it is similar to the stylistic effect from the SL since *tikus* in Indonesia also means **mouse**. In this case, *tikus* is the literal translation from *mouse* when it comes to computer term, while *tetikus* is a creation according to the principles of word formation (Pedoman Umum Pembentukan Istilah). This is similar to the findings on this research that the translators introduce a new concept to the TL (see the finding on the sub-chapter of literal translation **Example 1, Datum No. 006**).

Another unique example is the borrowing of the term **desktop** from English into Indonesian. According to KBBI 5th Edition, **desktop** is *keseluruhan tampilan layar monitor yang terdiri atas ikon yang tertata untuk memudahkan identifikasi program aplikasi*. It means an area on computer screen consisting of icons to identify application programs.

While in the previous example, **computer** is borrowed as **komputer** and **mouse** is equivalenced as **tetikus**, **desktop** is borrowed as **desktop** which keeps the characteristics of the English words or SL. In this case, when the word **desktop** (English) is translated as **desktop** in Indonesian, it is considered as EE, since the term is already listed in the KBBI.

In this study, it is shown that EE is the mostly-used techniques to translate the technical terms. EE is a technique that translate the words from the SL with the words that are listed in the dictionary or are familiarly used in the TL (Molina and Albir, 2002). EE technique has a high number of data since IT terms have mostly absorbed in Indonesian and already listed in KBBI. Furthermore, the translators are also successfully find the original Indonesian terms that have similar meaning and context compared to the SL terms.

The second most-used technique to translate the technical terms is PB. Most of the data translated using PB technique also have high level of accuracy, acceptability, and readability. It is because the borrowed terms are quite familiar to the target readers. The target readers here are the ones who have interests in the field of SEO. Furthermore, the text *Search Engine Optimization Starter Guide* being studied is intended for beginners.

The other translation techniques used by the translators in translating the technical terms are the couplet and triplet translation. The couplets and triplets are the combination of EE and PB technique. They are mostly used to translate phrases with adjustment to meet the grammatical rules of the TL.

The technique that is having bad impact on the technical terms translation is literal translation. While it might focus on the TL, by searching for the familiarly-used term in the TL, the translation is out of context. There might be some terms in the TL that are actually the literal translation of the words in the SL but the meaning and context are different. Therefore, the data translated using literal translation have low score of accuracy, acceptability, and readability.

2. The Impact of the Translation Techniques on The Translation Quality

In analyzing the translation quality, the researcher used the TQA Model proposed by Nababan et al. (2012). After analyzing the translation technique and the translation quality, the researcher relate the impact of the translation technique to the translation quality of the technical terms.

The impact of the translation techniques and translation quality of technical terms are presented in the table below.

Table 4.3.1. The Impact of the Translation Techniques on The Translation Quality

No.	Translation Techniques	Number	Translation Quality								
			Accu			Acce			Read		
			3	2	1	3	2	1	3	2	1
1	EE	69	69			68	1		40	26	3
2	PB	25	25			25			17	6	2
3	LIT	9		2	7		2	7	1	8	
4	EE/PB	11	11			11			10	1	
5	PB/EE	6	6			5	1		1	4	1

6	PB/PB	5	5			5			3	2	
7	EE/PB/EE	1	1			1			1		
8	EE/PB/PB	1	1			1				1	
9	PB/PB/PB	1	1			1				1	
	Total	128	119	2	7	117	4	7	73	49	6

Meanwhile, the average score of the translation quality is shown in the following table.

Table 4.3.2. Score of Translation Quality

No.	Translation Quality	Average Score
1.	Accuracy	$\frac{(119 \times 3) + (2 \times 2) + (7 \times 1)}{128}$ Accuracy = 2.88
2.	Acceptability	$\frac{(117 \times 3) + (4 \times 2) + (7 \times 1)}{128}$ Acceptability = 2.86
3.	Readability	$\frac{(73 \times 3) + (49 \times 2) + (6 \times 1)}{128}$ Readability = 2.5
	Translation Quality Assessment	$\frac{(2.88 \times 3) + (2.86 \times 2) + (2.5 \times 1)}{6}$ = 2.81

From the TQA using TQA model from Nababan et al. (2012), it can be seen that translation techniques have impacts on translation quality. In this research, it is found that EE and PB give impact on the high score of accuracy and acceptability. The readability aspect will be explained separately.

EE technique is performed by finding the terms equivalence in the TL that have the similar context compared to the SL terms. Therefore, it can be concluded that EE technique has impact on the high score of accuracy and acceptability.

Similar to EE technique, PB also has impact on the high score of accuracy, and acceptability. PB technique is performed by translating the word from SL into TL without any change in spelling. Therefore, it can be considered as accurate. PB is also considered as having high score on acceptability since the borrowed terms are already familiar in the field.

Meanwhile, on the readability aspect, it cannot be judged solely on the translation technique used by the translators. In this research, there are some terms that were translated using PB or EE and they can be categorized as having high, medium, or low readability by the respondents.

The use of PB that is well-known such as URL, CAPTCHA, etc. Were considered as having high readability, while the use of PB for less-known word such as **snippet** has low score on readability. On the other hand, the word **snippet** that was translated as *cuplikan* were rated as having high readability. In this case, the use of borrowed word can cause negative impact on readability if the word is not already popularly used.

However, there are also some example of EE translation that are considered as having medium or low quality, despite the translation is accurate and acceptable in the intended field. The reasons the respondents gave were mostly because it was the first time they heard about the term.

According to Hall (1980, in D'Egidio, 2015, p. 69), a text is decoded by readers in different ways, perhaps not in the way the producer intended. A text is not passively received by the readers but that the readers interpret it based on their background and experience.

The similar thing happens on the technical translation. The knowledge background and/or the practical experience help in shaping the understanding of the readers toward the technical translation.

However, an experienced technical translators must have already had the translation competence in dealing with the accuracy, acceptability, and readability aspect of translation. For example, according to Nababan (2008: 20), a translator that does not master the structure of the TL might make the translation inaccurate, unacceptable, and unreadable.

The other thing that is important is the mastery of the subject knowledge by the translator. A translator who has good understanding on those certain field can convey the message containing in the ST better. When dealing with difficult terms, s/he can find a way to bring the concept accurately and acceptably, for example, by using descriptive technique.

Meanwhile, apart from EE and PB, the translation technique that gives bad impact on the translation quality is literal translation. First, it makes the translation inaccurate since the message from the SL is not transferred completely to the TL. It also confuses readers since the translation is out of context and unfamiliar.

Literal translation cannot be solely used alone in translating technical terms since it is neither author-friendly nor reader-friendly.

Another research on technical terms translation has also been conducted by Putra et al in 2017. They analyze translation quality of the technical terms in online Ragnarok game. It is a translation study with Morphology approach. They studied the word formation using the theories from Garvey and Delahunty (2010), Hana (2011), and Zapata (2000). From the translation analysis, they found that there are two variants of translation techniques used to translate the technical terms in the game; single translation techniques and couplet translation techniques. The most-used single translation technique is PB, meanwhile the most-used couplet translation technique is reduction-deletion + PB. The translation quality of the technical terms in the online Ragnarok game is overall accurate, acceptable, and readable. The translation technique that reduces accuracy and acceptability of the translation is deletion technique. The justification of using the PB technique that has good impact on accuracy, acceptability, and readability is that the technical terms are already familiar to the gamers and even non-gamers. Therefore, the use of PB does not negatively impact the TL.

For the translation quality, Handayani found mostly good translation quality in all three aspects. However, Handayani found surprising result that some data that are considered as less accurate or inaccurate are considered acceptable, or some data that are considered as inaccurate and unacceptable are considered as having high readability. This needs to be paid attention to, especially for the translators. Since the target text readers do not always have the access to the

source text, the translators need to carefully transfer the message intended by the source text writers to the target text readers.

Another research on the technical terms translation has also been conducted by Karjo (2015). Karjo analyzed the translation results of legal expression done by 30 Binus University students. The similarity of this research to Karjo's research is that both researches focus on the analysis of technical terms translation. The differences lie on the source of data, theory used, and the research methods.

While the source of data on this research is the *Search Engine Optimization Starter Guide* and its translation, the source of data on Karjo's research is the translation results of 30 sixth-semester English students in the form of 10 legal expressions. The translation analyzed in this research is professional published translation, while the translations analyzed in Karjo's research is in-course students' translations intended for learning purposes.

Karjo found that most of the students failed to transfer the message from source language (English) into target language (Indonesian). Most of them even were not able to write the translation in a good Indonesian structure, meaning that they do not master their own native language.

In this case, Karjo prove that translating legal text as a specialized text is not easy. It is important that the translators have a good competence in both SL and TL. It is also necessary that the translators have a good mastery of the field of the specialized text they are going to work with.

To sum up, translating technical terms is not an easy task to do. Translators need to have mastery of both source language and target language. In addition, they need to also have an understanding of the specific field of the text they are going to work with.

Regardless of the difficulty of the technical terms translation mentioned above, the translation quality of the technical terms found in *Search Engine Optimization Starter Guide* is considered as accurate, acceptable, and readable.

The researcher found that 119 data are classified as accurate, 2 data as less accurate, and 7 data are inaccurate. The results show that the accuracy score is 2.88 out of 3. It means that the translation of technical terms is overall considered as accurate.

Meanwhile, for the acceptability aspect, the researcher found that 117 data are classified as acceptable, 4 data as less acceptable, and 7 data are unacceptable. The result of acceptability score is 2.86 out of 3. It means that the technical terms translation is overall considered as acceptable.

Lastly, the researcher found 73 data that are considered as having high readability, 49 data having medium readability, and 6 data having low readability. The result of readability score is 2.5 out of 3 which means that most of the technical terms translation are still understood by the target readers.

Furthermore, based on the average of accuracy, acceptability, and readability aspect, the researcher found that the final average translation quality of the technical terms found in *Search Engine Optimization Starter Guide* is 2.81 out of 3. It means that the translators have accurately transfer the meaning of the

technical terms while at the same time making it easy enough for the target readers to understand.

3. Characteristics of Technical Terms and Suggestion on Technical Terms

Translation

Through the process of collecting the secondary data, the researcher found several characteristics of technical terms and technical texts from various fields. Furthermore, the researcher will correlate the findings of this research to the findings of the previous researches.

In Handayani's research which focuses on the medical terms, it is found that the vocabulary of medical terms are mostly adapted from Latin and Greek. The spelling of the terms is kept as close as possible to the SL characteristics without ignoring the pronunciation in the TL. However, the use of the terms that tend to the SL — Latin or Greek — is not meant to confuse the readers. It is to achieve uniformity and universality. Therefore, the terms written by a doctor in a certain area will be interpreted the same way by all the doctors all over the world (2009, pp. 41-43).

Meanwhile, through the study on the technical terms used on the online game such as Ragnarok Online that was studied by Putra et al, they found that technical terms in online games are formed through words combination and modification to create new terms that had not been existed before and also using the terms that have different functions compared to the general use (2017, p. 39). As proposed by Garvey and Delahunty (2010), Hana (2011), and Zapata (2000), there are seven types of word formation, namely, Compounding, Coinage,

Abbreviation, Blending, Borrowing, Affixation, Acronym, and Functional Shift (in Putra, 2017, p. 39). Since there are mostly new words in the TL, the most translation technique to translate the technical term in online game is PB. However, the technique gives good impact on the translation quality to be accurate and at the same time acceptable and readable since the terms are already familiarly used in online gaming.

In Karjo's research about the translation of legal expressions, it can also be seen that legal terms also have certain characteristics, such as the use of archaisms (e.g. *hereof, thereof, whereof, etc.*), technical terms (e.g. *bail, tort, weaver, abatement*), doublets and triplets (e.g. *act and deed; terms and conditions; dispute, controversy, and claim; promise, agree, and covenant*), phrasal verbs (e.g. *enter into, put on, write off*), reciprocal words and titles (e.g. *employer and employee, lessor and lessee, or claimant and defendant*) (Karjo, 2015, pp. 353-354).

Meanwhile, in this research on the IT terms, the characteristics of IT terms is the use of the following types of technical terms:

- 1) Code, such as: ``, ``. These terms are used to give certain instruction to run specific tasks.
- 2) Abbreviation, such as: URL, HTML, CAPTCHA. These terms are considered as technical terms that refer to the abbreviation rather than the extended version.
- 3) Existed word, such as: redirect, navigation, index. These terms are generally the terms used in the general use that is also used in the SEO field keeping the similar definition of the existed words

- 4) New word, such as: nofollow, noindex. These terms are created to explain certain context and cannot—or have not—listed in the standard dictionary
- 5) Existed word with new definition, such as: home, domain, organic. These types of terms are borrowed from existed words with the new definition compared to the words used in the general use. For example, the word *home* refers to the situation related to a house or city where one was born or grew up. However, on this field, *home* refers to the front page of a website.
- 6) Combination of two words or more : keyword, backlink, on-page, sitemap. These terms are formed by joining two words to form a new word with certain definitions.

From the explanation above, it can be seen that the technical terms in certain fields have their own characteristics. Therefore, it is a must for the translators to master the specific field of the texts they are going to work with. The translators do not need to be an expert first in order to carry the translation process. However, they must have a strong interest and familiarity on the certain topic in order to transfer the message from the ST to the TT.

Furthermore, after conducting this study on the translation of the technical terms, the researcher suggests several translation techniques as follow:

- 1) Established Equivalence. This must be the first technique in the mind of translators when they are faced to the translation of technical terms. First reason in using this technique is that it eases the readers to grasp the message they obtained through reading the translation. Furthermore, since

EE is about finding a word that is familiarly used by the target readers on the certain field, it is undoubtedly that the words have the same meaning or concept compared to the one in the SL. Therefore, the translation would be accurate, acceptable, and readable.

- 2) Pure borrowing or naturalized borrowing. There will be some cases when the words in the SL do not have the equivalence in the TL. Therefore, the use of borrowing technique is encouraged. The borrowed terms must be conditioned to meet the rules of the TL, in form of spelling or pronunciation. Here, since the words are borrowed from the SL, the accuracy aspect must not be a problem. However, the translators need to pay attention the acceptability and readability aspect. Translators need to have a good sense on whether the words are easily understood by the target readers. If possible, further explanation in parentheses can help to increase the clarity.
- 3) Couplet and triplet combining EE and PB. These types of translation are suitable to translate the terms or expressions in form of phrases. Sometimes, the terms cannot be translated using sole technique such as EE or PB. The combination of these two is expected to accommodate and lessen the gap between SL and TL and to increase the quality of the translation in form of accuracy, acceptability, and readability.

This is in line with Hassan's findings. Hassan believes that semantic translation (SL oriented) is targeted to specialized readers. Therefore, he suggests that the translators use both semantic translation (SL oriented) and communicative

translation (TL oriented) to accommodate both specialized and general readers (2017, p. 189).

Hassan suggestion that translators also need to consider of using communicative translation (TL oriented) is meant to make the translation easier for the readers to read, since technical texts belong to informative texts that aim to give information to the reader (text types by Newmark, 1988, p. 40 in Hassan, 2017, p. 189).

Meanwhile, Handayani's suggestion that it is more suitable to use foreignization ideology (using translation techniques that tend to SL) is aimed at keeping the accuracy and avoiding ambiguity of the technical term translation because it is sensitive.

Handayani's research is also a good model to analyze the translation of technical terms. The result of her study is also estimable. Considering that the object of her research is medical terms and the research had been conducted in 2009, the calque and borrowing technique — which tend to source language — is mostly used and it is acceptable. It can be justified that at that moment, the absorption of medical terms are not as much as today, therefore many medical terms were identified as loan word or borrowing.

It needs to be admitted that language is dynamic and the change in language occurred quickly and sustainably. It makes no exception to technical terms. Due to the massive occurrence of knowledge transfer, language needs to adapt to the dynamics of the usage of technical terms.

In accommodating the language dynamics, especially in the absorption of foreign terms, Indonesian has already created certain principles. According to General Principles of Word Formation (*Pedoman Umum Pembentukan Istilah*, 2007, p. 15), the word absorption from foreign language into Indonesian language is done based on the following principles:

- 1) The term absorbed from the foreign language increases the intertranslatability between Indonesian and foreign language for the purpose of future needs
- 2) The term absorbed from the foreign language increase the understanding of the Indonesian readers since the term has been formerly known
- 3) The term to be absorbed from the foreign language is shorter than the Indonesian translation
- 4) The term to be absorbed from the foreign language facilitates in achieving agreement among experts when the Indonesian term has several synonyms
- 5) The term absorbed from the foreign language is more appropriate and accurate since it does not contain negative connotation

The absorption process can be seen as a strategy when the TL does not have the equivalence of the words in the SL. Furthermore, it is also meant to maintain the accuracy and the clarity of the terms.

The researcher believes that there are no things such as 'perfection' in choosing the certain translation techniques. It is just one technique is sometimes more suitable in certain context and situation. It can be concluded that the translation techniques of technical terms always developed over time.

In their journal, even Molina and Albir (2012, p. 509) stated that translation technique cannot be considered as good or bad in themselves. It always depends on the context and situation. According to them, translation techniques are used functionally and dynamically in terms of:

- 1) The genre of the text (letter of complaint, contract, tourist brochure, etc.)
- 2) The type of translation (technical, literary, etc.)
- 3) The mode of translation (written translation, sight translation, consecutive interpreting, etc.)
- 4) The purpose of the translation and the characteristics of the translation audience
- 5) The method chosen (interpretative-communicative, etc.)

To relate the above theory with this research findings, it can be concluded that this text and the translation can be classified using mentioned indicators. The type of text being studied is a manual concerning in specific topic. Therefore, it can be concluded as technical text and the translation is considered as technical translation. The purpose of the text is to give the readers information and understanding in the certain topic. Here, the target readers are persons interested in the SEO field or beginners interested in learning and practicing SEO.

While it is good to use EE since it eases the readers to understand the translated text, somehow there are some terms that do not have the equivalence in the TL. Therefore, the use of PB technique is also encouraged. The use of borrowed words should not be considered as an attempt to “kill” the target language. It is used for the purpose of effectiveness and communicativeness.

Translators have the responsibility as a bridge between the ST writers and the TT readers. They need to make the readers understand the thoughts of the ST writers effectively.

It needs to be stated that the translation quality of technical terms cannot be generalized to judge the translation quality of overall text. TQA of overall text need to be done in a separated research. This could be a suggestion for other researchers who are interested in conducting researches about technical translation.

Furthermore, the researcher suggests that there are party or organization that accommodate the standardization of technical terms and technical terms translation. It is also a good thing that there are competence tests for technical translators for certain field of texts. The competence test could be based on the academic experience or practical experience in the technical translation. However, the prominent requirement is that the mastery of both SL and TL supported by the mastery or familiarity on the specific fields they are going to work with.