

PRODUCT ANALYSIS OF GOOGLE TRANSLATE INTO NETSPEAK

Widyastuti; Uci Elly Kholidah; & Annisatul Maghfiroh*

Abstracts

This study aims to examine the accuracy of instant translation of Netspeak since the Google translate system has inevitably replaced the human translator. This study investigated two aspects, namely (1) the types of slang words that are commonly posted by the most popular English-speaking Instagram celebrities, and (2) the translation shift of the translated posts from English into Indonesian using Google Translate app. Halliday's transitivity process and Baker's translation strategies are used as theoretical framework to obtain the data. This study employed qualitative approach using content analysis. The data were obtained from popular Instagram posts on 5 themes: culinary, fashion, lifestyle, mental health, and tourism. Clauses from the posts that contain slang words were classified based on the relationship among participants, process, and circumstance. The result showed that Google translate can be used as a supporting instrument in the translation process. Nevertheless, the human translators are required in the last stage to convey a closer meaning to the source text.

Keywords: Netspeak, Google translate, equivalence, transitivity processes

Abstrak

Penelitian ini berfokus pada dua aspek, yaitu (1) jenis-jenis kata-kata slang yang biasa diposting oleh selebgram berbahasa Inggris terpopuler di Instagram dan (2) pergeseran apa saja yang dihasilkan aplikasi *Google Translate* dalam proses penerjemahan postingan para selebgram dari bahasa Inggris ke dalam bahasa Indonesia. Teori transitivitas oleh

Halliday (2008) dan strategi penerjemahan oleh Baker (2018) diterapkan dalam proses pengumpulan data. Penelitian ini menggunakan pendekatan kualitatif dan menggunakan metode analisis isi. Data diperoleh dari postingan selebgram lima tema yang paling populer, yaitu kuliner, fashion, gaya hidup, kesehatan mental, dan pariwisata. Klausa dari postingan yang mengandung kata-kata slang diklasifikasikan berdasarkan hubungan antara 3 fitur yakni proses, partisipan, dan sirkumtan. Hasil penelitian menunjukkan bahwa mesin penerjemah dapat digunakan sebagai alat pendukung dalam proses penerjemahan. Namun, tahap akhir, penerjemah diharapkan untuk menyempurnakan pesan yang disampaikan dalam teks sumber

Kata Kunci: Bahasa Netizen, google translate, kesepadanan, proses transitivitas

INTRODUCTION

The advent of technology has leveraged the work of language translation from manual translation by scribes to early dictionary, and finally to AI-driven tools to break down language barrier, connecting people worldwide. One of the sophisticated systems for translating text from one language to another is Google translate. It is a multilingual neural translation service developed by Google to translate text, documents, and websites from one language into another (https://en.wikipedia.org/wiki/Google_Translate). Furthermore, Halliday (1963) advocates that machine translation (MT) is more effective application of linguistics that accounts for comparative description of any pair of languages. Recently, social media such as Instagram is used by many people around the world, including celebrities on Instagram, also known as *celebgrams*. Popular English-speaking celebgrams use this platform to promote their products, lifestyle, as well as fashion. Their posts contain text, images, and videos, which often attract the attention of many people (Choi & Wu, 2009). Celebgram content has become very

popular in Indonesia and around the world. They uploaded contents such as photos, videos, or short stories, and they usually go viral among social media users, including Indonesian users. Thus, the use of Google translate in translating English-speaking celebgram contents plays a pivotal role in getting Indonesian users to engage in the communication on this platform.

Translation activity as a bridge between the author of the source text and the target reader in a different language generally involves three stages, namely studying the message of source text, translation, and editing. These phases are certainly time-consuming but, today, the second stage -- translation -- is substituted by Google translate as a product of AI. With Google translate, a person can understand an English text by simply clicking on an app or feature and the source text will be translated in a moment.

However, Google translate system may have weaknesses in understanding context and the actual meaning of words from one language to another since the system may encounter difficulties in transferring verbs, nouns, adjectives, or adverbs from the source language to the target language adequately. Al-Salman, S.M. (2004) proposes that "Machine can only accelerate the translation process". Moreover, some other shortcomings of standard Google translate systems on the website data include ambiguity in language identification, spelling variation, informal style of writing, misplaced punctuations, and missing context (Srivastava, V. & Singh, M., 2020). This, in turn, leads to difficulties in understanding the intention behind Instagram posts. To reveal what Instagram users had in their minds, this paper investigated the result of Google translate by applying the transitivity principle which states that language is a representation of human experience (Fatinova *et al.*, 2019). People's thoughts are realized in the form of posts about reality and how they connect their experiences and the world outside.

The posts were divided by clauses consisting of subject, predicate, and object.

The grammatical relationship among subject, predicate, and object evolved simultaneously in experiential aspect of meaning. Halliday, M.A.K. & Matthiessen, C.M., (2013) declare that “Our most powerful conception of reality is that it consists of ‘goings-on’: of doing, happening, feeling, being.” They evolved respectively into material processes, mental processes, and relational processes. Other process types are behavioural processes, verbal processes, and existential processes (ibid,128-130). These processes consist of three components, namely the process itself, participants in the process, and circumstances associated with the process (Halliday, M.A.K. & Matthiessen, C.M., 2013). Furthermore, Halliday (2013) advocates that transitivity is a part of the ideational function, i.e. to express ideas or concepts. For instance, the promotional captions on Instagram are presented both in the form of descriptive text, represented by relational process, and procedure text, represented by material processes (Lestari, P.R., Kurniawan, E. & Dallyono, R., 2020).

To address the same effect of written information from the source text to the target text, equivalence takes an important role in measuring the translator’s competence in producing the translation product. Many experts in translation studies assert that the main problem in translation is equivalence (Bielsa & Bassnett, 2008; Catford, 1965; Nababan, 2012). Vinay & Darbelnet in Newmark (1988) define equivalence as the same situation in different terms. Similarly, Culler (1976) (in Baker, 2018) suggests that “languages are not nomenclatures that the concept of one language may differ radically from those of another...” In other word, languages are context-bound and relative.

It is important to set up what a word is. According to Aronoff and Fudeman (2022), a word is defined as the smallest unit that has a meaning from the lens of syntax, phonology, and grammar. Bolinger and Sears (1968) (in Baker, 2018) characterize a word with “the smallest unit

of language that can be used by itself.” Dealing with meaning, Baker (2018) argues that there is no one-to-one correspondence between word structure and meaning across languages such as *berteriak-teriak*, which becomes one word in English as *shrieking*, but the verb *type* is translated by three words in Spanish: *pasar a maquina*. Once again, a word depends on its status: universal or individual.

Concerning the similarities or differences between the source text and the target text, Baker (2018) proposes translation strategies used by professional translators into two: equivalence at word level and above word level. The former consists of translation by a more general word, translation by a more neutral word, translation by cultural substitution, translation using a loan word or loan word plus explanation, translation by paraphrase using a related word, translation by paraphrase using unrelated words, translation by omission, and translation by illustration. The latter uses an idiom of similar meaning and form, an idiom of similar meaning but dissimilar form, borrowing the source language idiom, translation by paraphrase, translation by omission of a play on idiom, and translation by omission of the entire idiom.

As previously explained, Netspeak or internet language which is accounted for writing as well as talking given the idea that internet is clearly written mode. Crystal (2011) advocates “If we are to understand truly how the internet might shape our language, then it is essential that we seek to understand how different varieties of language are used on the internet.” The computer technology affects the vocabularies of daily communication, such as *He’s 404* (i.e. he’s not around) and *E you later* (i.e. goodbye). Interpersonal meaning can be discovered through transitivity process and they interact with one another informally. Linguistic features of Instagram are predominantly expressive comments which consist of slang words, idiomatic expressions, capital letters, misspelling, abbreviations, acronyms, and hashtags. Thus, the paper examined the types of transitivity process containing expressive words

posted in popular themed Instagrams and their respective translated posts generated by Google translate as part of the second stage of translation process, and how accurate Google translate generate Instagram posts from English into Indonesian in terms of translation equivalence.

METHOD

The paper applied content analysis method which portrays the internet-mediated communication on Instagram. This is a social media platform in which the users communicate in Netspeak. Selected posts were taken from English-speaking celebgrams with high number of followers on 5 themes within the period of one month, namely *culinary, fashion, lifestyle, mental health, and tourism*. Content analysis is a systematic and replicable examination of communication symbols, in which these symbols are given numerical values based on valid measurements, and the analysis is done with statistical methods to describe the translation equivalence of the celebgram's posts (Saldanha, G. and O'Brien, S., 2014).

Data collection technique employed documentation with purposive sampling techniques. The dataset are collected from posts made by Instagram celebrities and comments made by the English speaking community and their translation using google translate. Moreover, the data are presented in the form of words, phrases, or symbols. They were classified based on the type of informal language. They are slang, idiomatic expressions, capital letters, misspelling, abbreviations, acronyms, and hashtags. The dataset were analysed and interpreted based on Halliday's transitivity processes.

The data analysis technique used descriptive statistics. The features of a particular dataset are described in longitudinal analysis (Lowie, W.M. and Seton, B., 2013). The population were all the intimate words in

comments. While the sample were intimate words in comments obtained in the period of one month.

A number of segmentation is carried out in selecting the samples. In the first segmentation, casual posts which contained slang words, idiomatic expressions, capital letters, typos, abbreviations, emoticons, hashtags, and symbols were selected. In the second one, posts were divided into clauses. The following step was the automatic translation from the available platform, namely Google Translate. The third phase was analysing the transitivity process from the source posts into the translated version using Halliday's transitivity theory.

REPRESENTATION OF REALITY IN NETSPEAK OF THE POPULAR INSTAGRAM'S POSTS AND THEIR TRANSLATED POSTS USING GOOGLE TRANSLATE

In internet communication, transitivity process allows you to portray the representation of reality. Table 1 shows all types of transitivity processes represented in the data except verbal process since *Instagram*, one of the social media platforms, is a platform for written communication. One manifestation of website communication is known as Netspeak. This study focused on Netspeak engaged in popular Instagram posts and their instant translation using Google Translate app. The types of this language are slang words, idiomatic expressions, capital letters, misspelling, abbreviations, acronyms, and hashtags. They are present in five favorite themes in Instagram posts, namely culinary, fashion, health, motivation, and tourism to deliver the communicative purposes. All these Culinary Posts, Fashion Posts, Healthcare Posts, Motivation Posts, and Tourism Posts are then shortened into initials CP, FP, HP, MP, and TP respectively.

Table 1.

Transitivity processes of informal language in Instagram Posts and their instant translation from English into Indonesian using Google Translate app.

Process	Material		Relational				Mental		Behavior		Verbal		Existential		Total	
			Attributive		Identification											
Theme	ST	TT	ST	TT	ST	TT	ST	TT	ST	TT	ST	TT	ST	TT	ST	TT
CP	2	1	2	1	2	2	1	1	1	1				1	8	7
FP	6	6	3	1	1	1	3	3	1	1		1	2	2	16	15
HP	7	6	1	2	2	2	1	1	1						12	11
MP	2	2					3	2		1					5	5
TP	2	2	4	4	1	1	3	2	1	1		1	1	1	12	12
Total	19	17	10	8	6	6	11	9	4	4		2	3	4	53	50

* ST: Source Text TT: Target Text

The first type is the material process. Its portraits the activity that the users usually do material process depicted Instagram users did the deed through their posts. This process mainly occurred in healthcare posts (HP) that the posts exhibited their activities. The examples are ...*I just peel them off tbh (...Sejujurnya aku hanya mengupas mereka)* (HP11) and *My #1 coffee stealin, outfit droolin rugrat right (Kopi saya yang mencuri, pakaian meleleh disini)* (FP04). The activities were 'peel off', 'stealin', and 'droolin'.

The second process is an attributive relational process that has two elements, ATTRIBUTE and CARRIER. An attribute is used to identify some entity; either as a quality (intensive), as a circumstance- of time, place (circumstantial) or as a possession (possessive) (Halliday, 2013). The example is the abbreviation GOAT which stands for 'Greatest Of All Time', which is an expression of praise addressed to 'carrier'. Google translate turned it into 'KAMBING' which is the literal translation of the word 'goat'. Likewise, in datum 02, the change of process occurred from relational attributive to material process. Slang word 'slaycation' is used as an attributive to 'staycation', which is one type of holiday that was

translated into 'murder' which showed the purpose of the actor's 'staycation'. This process was predominant in tourism posts (TP). The examples are: *So well edited 😊👏 Also, you are so badass 🖤 (Sangat bagus diedit 😊👏 Juga, kamu sangat keren)* (TP14) and *I had to watch it 3 times, this is a very good one! Brava Chelsea ✨ ✨ Aku harus menontonnya 3 kali, ini sangat bagus! Brava Chelsea ✨ ✨* (TP21). The clause segmentation of the attributive relational process consists of three types. The first one is minor clause + carrier + process + attribute. The second type consists of carrier + target + process + circumstance. The third type is carrier + process + attribute, minor clause + circumstance.

The third one deals with relational identification. In the identifying medium, the meaning is 'one that is to be identified, and another that identifies it. Culinary and healthcare posts show this process type by providing the relationship between TOKEN and VALUE of the entity. The VALUE has some features, namely abbreviation, such as 'FABB' and Y2K, the use of capital letters such as in *this is their '1-minute' FRO-YO" ini adalah '1 menit' FROZEN mereka* (CP04), and 'How adorable. Your children are awesome. Sweet, curm' 'Betapa menggemaskan. Anak-anakmu luar biasa. Manis, curm (CP22), and slang words 'SPF is my **bestie** & my favorite accessory' 'SPF adalah **bestie** saya & aksesoris favorit saya' (CH23).

The fourth transitivity process type is mental process. This process type is similar to the identifying mode. It has a function to identify others. There is always one participant who is human that feels, thinks, or perceives, and another element that takes a role in the sense, which is felt, thought, or perceived. It involves thinking (cognitive), sensing (perceptive), and feeling (affective). The Instagram posts are mostly evident in FP, TP, and MP, such as *You know I love a Y2K moment 🥰 Kau tahu aku suka momen Y2K 🥰* (FP2), *'It's been yearsss and I still think about how your eyes fly open in time with the music from your OG post! 'Sudah*

bertahun-tahun dan saya masih berpikir tentang bagaimana mata Anda terbuka tepat waktu dengan musik dari unggahan OG Anda !' (TP15) and *'Love this!! Needed today x' 'Suka ini!! Dibutuhkan hari ini x* (MP23). This process was found in 1 culinary comments, 3 fashion comments, 2 health comments, 3 motivational comments, and 3 tourism comments. FP, MP, and TP mostly posted users' mental process such as *Somebody find the first blue top pls I'm BEGGING* (FP22), *that we forget the beauty in the process of the thing(s) we desire xx* (MP23), and *Loove the quote, life is speaking to us! And the video 🌟🌟"* (TP24). Behavioral processes are depicted as the processes involving physiological and psychological of users. The following are the examples of these processes: (i) *Omg I cant they are just too cute 🥰❤️*(CP21), (ii) *I got acne i think im gunna die ive had it for 3 years r sum like that* (HP15), and (iii) *Woww what a place!🥰I'm actually stocked to visit Jordan soon 🌟*(TP11)

The fifth process type includes behavioral processes which are divided into two types: verbal behavioral processes and mental behavioral processes. The former is a behavioral process that uses verbal behavior in carrying out actions such as suggesting and discussing, and the latter constitutes a combination of mental process and material processes, such as serving and investigating. Culinary Posts, Fashion Posts, Healthcare Posts, Motivation Posts, and Tourism Posts showcased this process. The examples are *'Omg I cant they are just too cute 🥰❤️"* *Ya ampun aku tidak bisa mereka terlalu imut 🥰❤️'*(CP21), *'Somebody find the first blue top pls I'm BEGGING"* *Seseorang temukan atasan biru pertama tolong aku MOHON'* (FP23), *'Woww what a place!I'm actually stocked to visit Jordan soon 🌟"* *Wow tempat yang luar biasa!🥰Saya benar-benar bersedia untuk mengunjungi Jordan segera 🌟'*(TP11), *'I got acne i think im gunna die ive had it for 3 years r sum like that"* *Saya berjerawat, saya pikir saya akan mati, saya sudah mengalaminya selama 3 tahun, jumlah seperti itu'* (HP15), *'The tree will bear fruit*

when it is the right season' 'Pohon itu akan berbuah ketika musim yang tepat '(MP02).

The sixth process type concerns with the verbal process. This process usually comprises three participants, namely the sayer, receiver, and verbiage. Sayer is a participant who is responsible for the verbal process, and it doesn't have to be a human participant. The receiver is the participant addressed by the verbal process. Furthermore, verbiage is a statement that is nominalized by the verbal process. The examples are *'Idk what everyone is saying'* (FP34) *Aku tidak tahu apa yang dikatakan semua orang* and *'I will say ... SPF IS YOUR BFF'* (HP2) *Saya akan mengatakan ... SPF ADALAH TEMAN BAIKMU*. There was a shift in the form of an expansion of the sayer feature in the translated post, which is that everyone occupies two positions, before and after the verbal process.

The seventh type of transitivity process that people are engaged in is known as existential process. This represents that something exists or happens. This is characterized by a clause with the impersonal 'there is/are' or some other verbs expressing existence, such as 'exist' and 'arise'. The existence was reflected in the Instagram posts *'the staycation became a slaycation'* *'Staycation menjadi pembunuhan'* (FP01) *'omg you got a maroon version of that black glow in dark dress??????'* *'Ya ampun, kamu punya versi maron dari gaun hitam bersinar dalam gelap itu??????'* (FP02) *"Continuously choosing growth. // #ad @thenorthface and @dickssportinggoods asked me what it means to me to "go all out"."* *Terus memilih pertumbuhan'* // *#ad @thenorthface dan @dickssportinggoods bertanya kepada saya apa artinya bagi saya untuk "pergi keluar semua"* (TP02). These processes were expressed by the verb 'became', 'means', and 'got' for fashion and tourism posts. It is the realm where designers and brands can showcase their collection to a global audiences without the constraints of gatekeeper of traditional fashion media and the destination of tourism landscapes.

THE ACCURACY OF GOOGLE TRANSLATE IN TRANSLATING NETSPEAK IN INSTAGRAM POSTS INTO INDONESIAN THROUGH TRANSITIVITY PROCESSES

Instagram users talk in the world that they created by themselves using various internet terms to express their feeling and perspective of the world. It does not matter that people speak different languages since they can use Google translate to provide machine translation to engage with the global world. However, accuracy becomes a problem in translating non-standard words where Google translate usually renders word-for-word translation while ignoring equivalence.

Instagram facilitates direct interaction between celebgrams and their followers, enabling a more personalized engagement. This platform has a main feature of interactivity that represents 'spoken' expressions that involves not only productive but also receptive skills. The language of the users is dependent on the reactions to written messages. The main feature of this language is mainly on vocabularies, with graphology involved in some written varieties. They consist of slang words, misspelling, acronyms, abbreviations, capital letters, hashtags, and idiomatic expressions. These elements were then shortened into slang, misspel, acr, abb, CL, hashtags, and idiom respectively. This section examined the form and its instant translation using Google Translate. Table 2 shows the frequency distribution of Netspeak language features and its translation by Google translate based on transitivity processes. The explanation for each type is as follows:



Table 2

The relationship between features of informal language and transitivity processes to form the translation strategies of Google translate.

Process Types	Material		Relational				Mental		Behavior		Verbal		Existential		Total	
			Attributive		Identification											
	ST	TT	ST	TT	ST	TT	ST	TT	ST	TT	ST	TT	ST	TT	ST	TT
abb	1	1	1		2	2	1	1	1	1			1	2	7	7
acr	3	3	2	2			3	3							8	8
CL	3	3					1	0	1	1	1	2			6	6
hashtag	3	3													3	3
idiom							1			1			1	1	2	2
misspel	4	3	1	2	1	1	3	3	1	1					10	10
slang	6	7	5	5	3	3			1	0			1	1	16	16
Total	20	20	9	9	6	6	9	7	4	4	1	2	3	4	52	52

*) ST: Source Text TT: Target Text

Datum 01

Carrier	Pro: Rel. Attr	Attributive	Circumstance
You	<i>are</i>	GOAT	for a reason
identified	Pro:Rel.Identification	identification	
kau	adalah	KAMBING	karena suatu alasan  

(CP13)

Datum 02

Carrier	Pro: Rel. Attr.	Atribut
The staycation	<i>became</i>	a slaycation
Actor	<i>Pro: material</i>	Goal
Staycation	<i>menjadi</i>	pembunuhan

(FP1)

The first feature of Netspeak is slang. It is a language that is spoken by a group of people to communicate with each other in informal settings

to convey their thoughts in casual settings (Putrawan et al., 2020; Saputra & Marlina, 2019). Any comments that users made not in the standard form of a language often deliver quite a different sense in another language. Some strategies used for translating slangs often failed and the translated posts became less accurate. The first strategy is the omission of a play on idioms. The translation strategies adopted by Google translate shifted the nuance of the source text from positive into negative. This is evident in positive attributes in fashion posts suggesting superior qualities such as the slang words '*nuts*' and '*to die for*', which shifted into negative terms *gila* (crazy) and *untuk mati* (to die) in the target posts as provided in data 03 and 04. The second strategy is translation by paraphrase. The examples are slang word 'slaycation' in datum 02 as an attribute to staycation, which is a type of holiday. The automatic translated version became *pembunuhan* (murder) which showed the purpose of the actor's 'staycation'. This translated post is less accurate.

Datum 03

Carrier	Pro: Rel Attributive	Atribut
People	<i>are</i>	<i>nuts-</i>
<i>Orang-orang</i>		<i>gila</i>

(FP35)

Datum 04

Carrier	Pro: Rel. Attributive	Atribut
The dress	<i>is</i>	<i>to die for</i>
<i>Gaun</i>	<i>itu</i>	<i>untuk mati</i>

(FP33)

The second feature is misspelling. This is the creativity of combining speaking and writing style to form anomaly to attract users' attention. This feature is represented by involving poly consonants/vowels reinforcement such as the words 'BOOOOOOOM', 'badass', 'amazinggggg', 'letsss', , 'yearsss', and 'fasion' which convey the intention of the behaviors they want to deliver. These repeating letters enhance

positive qualities. Some strategies used for this type depend on the type of misspelled words. For interjection as in datum 05, the translation strategy is to use loan words, while for the rest, the translation strategy being applied is paraphrase using related words. These translation results are accurate since the source text gives you a similar sense as the target text.

Datum 05

Interjection	Behaver	Pro: Behaviour	Behavouiring	Circumstances
BOOOOOOM 🙌	We	<i>are becoming</i>	so conditioned	to instant gratification
BOOOOOOM 🙌	Kita	<i>menjadi</i>	sangat dikondisikan	untuk kepuasan instan

(MP23)

Datum 06

Minor clause	Conj.	Carrier	Pro: Rel Attributive	Atribut
So well edited 😊🙌	Also,	you	<i>are</i>	badass 🙌
Sangat bagus diedit 😊🙌	Juga,	kamu		<i>sangat keren</i> 🙌

(TP14a)

Datum 07

Carrier	Pro: rel attr.	Atribute	Conj	Minor clause	Circumstances
This	<i>is</i>	amazinggggg	and	what I need to hear!!	🙌🙌🙌🙌❤️❤️❤️
Ini		luar biasa	dan	ini hanya apa yang perlu saya dengar!!	🙌🙌🙌🙌❤️❤️❤️

(TP14b)

Datum 08

Conj.	Pro: behaviour	Behaver	Phenomenon
But	let	-ssss	be honest...
Tapi	biarlah	hatimu	jujur...

(HP14b)

Datum 09

Existent	Process	Circumstance

It	's been	yearsss
	sudah	bertahun-tahun

(TP15)

Datum 10

Circumstance	Pro: Mental	Phenomenon
Really really	<i>helped</i>	my fasion.
Benar-benar	<i>membantu</i>	mode saya.

(FP2)

The third feature of Netspeak is acronyms. They are words made from the initial letters of other words. FABB and Y2K are the acronyms derived from Fabulous and Year 2000. These showed the relational process. Relational processes refer to some entity of being in the attributive mode, either as quality, a setting, or a belonging as provided in CP and FP in data 11 and 12. Translation by using a loan word is implemented for this type of Netspeak that is easily understood by digital generation but not for the older generation. The translated posts are accurate.

Datum 11

Conj.	Token	Pro: Rel.	Value
		Identification	
And	it	is	FABB
Dan	itu		FABB

(CP11a)

Datum 12

Token	Sir	Pro: Rel.	Value
		Identification	
The corset with the leopard skirt	actually	was	Y2K
Korset dengan rok macan tutul	sebenarnya	adalah	Y2K

(FP21a)

The fourth feature is known as abbreviations. Sproat et al (2001) refers to this feature as a non-standard word found in the written text which are generally not pronounced according to the letter-to-sound rules of the language. Hence, abbreviations undergo difficulties for speech and text-processing application. The following are the examples of its use of internet communication. Data 13 and 14 included 'omfg' 'oh my fucking god', 'and idk' 'I don't know'. The first two stood alone as a minor clause. Similarly, data 15, 16, and 17 portrayed material process that depicted the circumstances, namely 'yo' 'year', 'BFF' 'Best Friend Forever', and 'tbh' 'honestly'. These processes were translated by implementing paraphrasing using related words, thus resulting in accurate translation. Meanwhile the translated text is less accurate when translation by Google translate is done using loan words. The abbreviation 'ngl' in datum 18 is derived from the expression of 'not gonna lie' in fashion theme. It represented a circumstance for the mental process. This expression represents the expression of feelings. When the translation strategy being adopted was borrowing, the target users did not grasp the feelings of the participant or the 'senser'. Thus, the translated abbreviation was less accurate.

Datum 13

Minor Clause	Actor	Pro: Material	Goal
omfg	not a soul	does	this
Ya ampun	Tidak ada jiwa	yang melakukan	ini

(HP14)

Datum 14

Minor clause	Sayer	Pro Verbal	Sayer
Idk	what everyone	is saying	
Aku tidak tahu	apa yang	dikata	semua orang,

(FP34)

Datum 15

Sayer	Pro: Verbal	Verbiage

I	will say...	SPF <i>is</i> YOUR BFF
Saya	- mengatakan	SPF ADALAH TEMAN BAIKMU

(HP2)

Datum 16

Pro material	: Actor	Pro: Material	Goal	Circumstance
Can	I	<i>use</i>	the SPF Cerave	on my 5 yo girl?
Bisakah	saya	<i>menggunakan</i>	SPF Cerave	pada gadis 5 tahun saya?

(HP24)

Datum 17

Circumstance	Actor	Circumstance	Pro: Material	Goal	Circumstance
	I	just	<i>peel</i>	them off	tbh
...Sejujurnya	aku	hanya	<i>mengupas</i>	mereka	-

(HP11)

Datum 18

Senser	Pro:mental	Phenomenon	Circumstance
I	<i>love</i>	option 1	ngl though
Saya	<i>suka</i>	opsi	ngl meskipun

(FP22)

The fourth feature is capital letters. This represents orthographic system of a web language. A specific situation demands a certain use of orthography to express emphasis. For instance, the participants took the position as value '*with The BEST CONTENT*' became '*dengan KONTEN TERBAIK*', behavioral process, '*m BEGGING*' is transmitted into '*MOHON*'. They were translated by paraphrase using related words. These translated phrases are accurate since the readers of the target text get the similar sense as readers of the source text. Another translation

strategy is omission, and it gives you accurate translations. The message from the source text is delivered in the target text since the receiver ‘you’ in the source text is a part of the predicate in Indonesian ‘terima kasih’ without being addressed directly. The last group provided a combination between capital letters and abbreviations, as in datum 22. The word ‘GOAT’ in source text stands for ‘Greatest of All Time’. It took the position of relational attributive, and the translated post is ‘KAMBING’. The translation strategies that Google translate implemented is complete omission of an idiom. It indicated a shift of the type of transitivity processes from attributive to identifying mode, and as a result the translated post is less accurate.

Datum 19

Adjunct	Pro: Rel. Identification	Value
Always	<i>coming through</i>	with the BEST CONTENT 🐏
Selalu	<i>datang</i>	dengan KONTEN TERBAIK 🐏

(TP12)

Datum 20

Minor Clause	Actor	Pro: behaviour
pls	I	'm <i>BEGGING</i>
tolong	aku	<i>MOHON</i>

(FP23)

Datum 21

Sayer	Pro: Verbal	Receiver
(I)	thank	YOU
(Saya)	terima kasih	

(MP21a)

Datum 22

Carrier	Pro: Rel. Attr	Atributif	Circumstances
You	<i>are</i>	GOAT	for a reason
Identified	Pro : Rel. Identification	identification	

Kau	adalah	KAMBING	karena suatu alasan
-----	--------	---------	---------------------

(CP13)

The fifth type is hashtags. It represents a style in website communication. It has the role of a value and an actor, as in data 23 and 24 respectively. The examples are the #1 product and '#ad @thenorthface and @dickssportinggoods'. The translated hashtags become *produk#1* and // #ad @thenorthface dan @dickssportinggoods. The employed translating strategy here is translation by loan words. The translated posts are accurate.

Datum 23

Token	Pro: Rel. Identifying	Value	Circumstance
It	is	the #1 product to incorporate	into your skincare routine!
Ini	adalah	produk #1	untuk dimasukkan ke dalam rutinitas perawatan kulit anda!

(HP2)

Datum 24

Minor Clause	Actor	Pro: Material	Goal	Circumstances
Continuously choosing growth.	// #ad @thenorthface and @dickssportinggoods	asked	me	what it means to me to “go all out”
Terus memilih pertumbuhan.	// #ad @thenorthface dan @dickssportinggoods	bertanya	kepada saya	apa artinya bagi saya untuk “pergi keluar semua”

(TP2)

Datum 25

Actor	Pro: Material	Goal	Circumstances
The tree	will	bear fruit	when it is the right

		season.
behave	Process: behaviour	circumstances
Pohon itu	- berubah	ketika musim yang tepat.

(MP02)

The last one is Idioms. This is one type of non-equivalence. The translator suggested to consider the linguistic system both in the source text and the target text (Baker, 2018). The example is the idiom *bear fruit* in datum 25, which means ‘to be successful especially after a lot of work or effort’. It took the role of the goal in the material process. Interestingly, in the instant translation, the participant shifted from material to the behavioral process (*berubah*). Google translate employed the translation strategy of omission of a play on idiom. The translated idiom only rendered the literal meaning of the words but it could not capture the nuance of the source text. Therefore, the translated post is less accurate.

Datum 26

Minor Clause	Carrier	Pro: Rel Attr	Atribut
How adorable.	Your children	<i>are</i>	awesome. Sweet, cumm.
Betapa menggemaskan.	Anak-anakmu		luar biasa. Manis, cumm.

(CP22)

Datum 27

Token	Pro: Rel Identifying	Value
SPF	<i>is</i>	my bestie & my favorite accessory
SPF	<i>adalah</i>	bestie saya & aksesoris favorit saya

(HP23)

The posts were translated into Indonesian using Google Translate, and a shift occurred from material process to behavioral process such as the verb in one MP, which was presented in the form of the idiom '*bear fruit*'

which translates literally into 'bearing fruit' but as a process behavior becomes '*berubah*' or 'changed' by removing the '*fruit*' goal. Next shift is an attributive relational process into an identity relational process. This represents a shift of transitivity process from relational attributive to material process. Slang word '*slaycation*' is an attributive to staycation, which is a type of holiday, and it translates into 'murder' which shows the purpose of the actor's 'staycation'. The third shift represents the shift from mental process to behavioral processes. On the tourism-themed post, the verb 'stocked' which shows a feeling or affective process that begins with a sense of awe, as in 'Woww what a place!', becomes a verbal behavioral process when the verb 'willing' to do something in the target text means 'to visit the city of Jordan'.

CONCLUSION

Comparative description of Netspeak by Google translate is popular in five themes of Instagram posts from English into Indonesian through transitivity processes, namely material process, relational attributive relational process, identifying relational process, mental process, behavioral processes, and existential processes. Material processes dominated most of the Instagram posts. It shows that the users, taking role as the actors, emphasized real action both in enjoying culinary delights and doing cooking activities, producing fashion works, maintaining good health, doing activities to keep up their mental health, and sharing travel experience. It is expected that the global community will follow what they do. The second rank is occupied by mental process, which puts the users as the goal who openly state the processes of thinking (cognitive), sensing (perceptive), and feeling (affective) in the culinary, fashion, health, motivation, and tourism themes. Thus, the fashion world, for instance, doesn't care about other people's comments. The creative process in creating clothing and wearing it involves material process, attributive relational process, identification of relational mental

process, behavioral process, and existential process. Meanwhile, the motivational theme is limited to outer and inner activities.

In terms of accuracy, the translation strategies by Google translate that produced accurate work are paraphrase using related word for misspelling, abbreviations, capital letter, translation using loan words for misspelling, acronyms and hashtags. On the other hand, posts are translated less accurately by paraphrase for slang words, omission for slang words and capital letter, loan words for abbreviations, and omission of a play on idiom for idiom.

Last but not least, this study is limited to only a few posts so it leaves rooms for more studies in terms of impoliteness on social media posts that could be difficult to ban. Different platforms have their own characteristics, so this finding will contribute to leveraging the features of Netspeak.

ACKNOWLEDGEMENT

In accomplishing this study, the writers would like to thank UNESA, the Faculty of Language and Arts, and the English Department for the sponsorship. They would also thank the reviewers for their constructive comments.

REFERENCES

- Aronoff, M. and Fudeman, K., 2022. *What is morphology?*. John Wiley & Sons.
- Baker, M., 2018. *In other words: A coursebook on translation*. Routledge.
- Bielsa, E. and Bassnett, S., 2008. *Translation in global news*. Routledge.
- Caspi, T. and Lowie, W., 2013. The dynamics of L2 vocabulary development: A case study of receptive and productive knowledge. *Revista brasileira de linguística aplicada*, 13, pp.437-462.

- Catford, J.C., 1965. *A linguistic theory of translation* (Vol. 31). London: Oxford university press..
- Crystal, D., 2011. *Internet linguistics: A student guide*. Routledge.
- Halliday, M.A.K., 1962. Linguistics and Google translate. *STUF-Language Typology and Universals*, 15(1-4), pp.145-158.
- Halliday, M.A.K. and Matthiessen, C.M., 2013. *Halliday's introduction to functional grammar*. Routledge.
- Fatinova, D., Emha, R.J. and Mubarak, Y., 2019. Representasi LGBT dalam Perspektif Ideologi Khilafah: Kajian Transitivitas dalam Buletin Kaffah. *Buletin Al-Turas*, 25(2), pp.343-358.
- Lestari, P.R., Kurniawan, E. and Dallyono, R., 2020, March. A Transitivity Analysis of Ria Ricis and Atta Halilintar's Promotional Captions on Instagram. In *3rd International Conference on Language, Literature, Culture, and Education (ICOLLITE 2019)* (pp. 341-345). Atlantis Press.
- Nababan, M. and Nuraeni, A., 2012. Pengembangan model penilaian kualitas terjemahan. Srivastava, V. and Singh, M., 2020. Phinc: A parallel hinglish social media code-mixed corpus for Google translate. *arXiv preprint arXiv:2004.09447*.
- Sproat, R., Black, A.W., Chen, S., Kumar, S., Ostendorf, M. and Richards, C.D., 2001. Normalization of non-standard words. *Computer speech & language*, 15(3), pp.287-333.
- Tan, R., Long, X. and Bamigbade, O.O., 2023, September. Comparative Research on Google translate and Human Translation of Examples in Dictionary from the Perspective of Skopos Theory. In *3rd International Conference on Internet, Education and Information Technology (IEIT 2023)* (pp. 342-353). Atlantis Press.
- Yusuf, Yunisrina Qismullah, Ika Apriani Fata, and Rahimatul Aini. "" (2022), GOTCHUU!": THE USE OF SLANG IN SOCIAL MEDIA BY GENERATION Z." *Lingua* 17, no. 2.
- Al-Salman, S.M., 2004. The effectiveness of Google translate. *International Journal of Arabic-English Studies*, 5(1),