



An Analysis Translation Slang Language Based on TikTok Content at The Fifth Semester Students of English Education Department Universitas Islam Madura

Khalifatus Sa'adah¹, Dinar Vincy Yunitaka Bahrudin², Jaftiyatur Rohaniyah³

^{1,2,3}English Education Department, Universitas Islam Madura

Corresponding E-Mail: Olifkhalifah3@gmail.com

Received: 2025-05-12 Accepted: 2025-07-03

DOI: 10.24256/ideas.v12i1.6613

Abstract

This study aims to analyze the strategy of translating English slang based on TikTok content by fifth semester students of English Education Department Universitas Islam Madura. Using a qualitative case study approach, data were collected through a translation worksheet and semi-structured interviews with 23 students. Ten slang words from TikTok were chosen as translation material. The results showed that the most dominant strategy used was equivalence, where students tended to choose the appropriate meaning in the target culture, such as translating "you bet" to "pasti" or "oke", and "slay" to "memukau". Other strategies such as adaptation, expansion, and free translation are also used according to context. However, mistakes are still found, especially when students translate literally, such as "pick me" into "choosing me", which causes the meaning is not right. From the results of the interview, the main obstacles in translating slang are idioms and cultural references, as well as the cultural distance between the source language and the target. This research shows the importance of cultural awareness and bilingual ability to translate slang contextually and effectively.

Keywords: *Translation, Slang Language, Tiktok.*

Introduction

The most important role in human social life is language and the style of language used. Language is a communication system used by humans to convey messages and interact with each other. This involves the regular use of words, grammar and sentence structures. This is supported by (Adibah Dewi Satriani et al., 2023) opinion, "language is a symbolic or acoustic system that functions as a means of communication between individuals. In society, people use language to interact and convey messages, which highlights its important role in social interactions". In addition, Language is also universal, consisting of the consonants and vowels of all countries using the language; however, the specific language used differs from one country to another, (Nadifatul Ainiyah, 2023). Apart from this, Silalahi (2018) that was cited by (Hutahae et al., 2023) argues "the world's common international language used to communicate throughout the world is English".

Moreover, one of the developments of language is the emergence of various styles of language, such as slang language. A little explanation about slang language based on what researcher know is that slang language is a variety of informal language that usually appears and changes over time. This statement is supported by the opinion of (Wenas et al., 2024) stated, that Slang changes over time because humans are basically creative. So human create new words or modify existing words to suit current situations and conditions, This statement supported by (Frazer et al., 2014) that also stated that slang is universal entity and exists in all languages of the world and changes over time . In Addition, One of linguistic article proposed by (Roth-Gordon, 2020) stated that slang is a very slippery linguistic category and often attracts more attention from lexicographers than linguists. social purposes mark informality, convey creativity or playfulness, show irreverence or even rejection of formal conventions. This statement explained that language variations, including Slang language, are influenced by social factors such as social class, age, gender and ethnicity. In another expert statement, Maulidiya et al., (2021) that was cited by (Marzuki & Mustapha, 2023) argue "the slang of a particular group may not be approved or even understood by other social groups because slang and social groups are considered one unit". So, for those pursuing a degree in English education, an understanding of slang is essential, especially in the context of translation.

So based on the statements that researcher explained above, translation is an effective way to understand slang language. Translation is not only focused on word-for-word translation, but also involves understanding the context and culture behind the use of slang. According to (Suminar, 2024) "translation plays an important role in the learning of a language as it facilitates the transfer of information from the source language to the target language, effectively bridging language barriers on a global scale". This process allows for the exchange of knowledge and culture and is invaluable in many fields and cultures. In addition, translation is not only concerned with changing the sound of words or sentence

structures, but more so with conveying new meanings. As a complex and interrelated construct consisting of vocabulary, syntax, style, phonology, and usage, meaning can be considered a product of language itself. A word or series of words can undergo a decomposition process to confirm its meaning, making it easier to understand separately, (Batubara et al., 2023). Based on the two expert opinions that researchers have mentioned, translating slang is a big challenge to understand.

With these challenges, technological developments in this digital era caused to various digital platforms that can be used to make it easier to communicate and access information such as TikTok, Instagram, Facebook, and YouTube have become an integral part of everyday life. One platform that is currently popular is TikTok application. Based on article that was cited by (Listiyowati et al., 2023), TikTok is an application developed in China which was first released in 2016. Since then, TikTok has had more than 100 million users, making it a very popular application. In this way, researchers choose the TikTok application for hybrid the slang language for fifth semester English Education students and easier to use by student, because based on the (Zhou, 2024) opinion TikTok is a leading short video platform, providing an example of how sophisticated recommendation systems can shape user engagement and content dissemination. TikTok's popularity is also driven by several factors. First, the simple and intuitive user interface means anyone can easily create engaging videos. Second, TikTok's intelligent algorithm is able to recommend content that is relevant to the user's interests, so that users always find interesting videos to watch. Third, TikTok's highly active user community creates a fun and inclusive atmosphere, encouraging users to continually create new content.

In addition, this research focused on generation Z, especially fifth semester of English Education students Universitas Islam Madura, in translating the slang of the generation that is developing on TikTok social media. With the rapid development of technology and the emergence of platforms such as TikTok, new slang innovations have emerged that are changing rapidly. So that previous generations, such as generation Z, have difficulty understanding the context of the slang. TikTok was chosen because it is a social media that is widely used by the younger generation, such as generations Alpha and Z. In accordance with Tagliamonte's opinion 2018, in (Satriah et al., 2024), social media has an important role in shaping language practices because of its informal and spontaneous nature. This encourages the emergence of new forms of expression such as slang, abbreviations, and the use of emojis. Through TikTok, students can visualize slang more contextually, including intonation, facial expressions, and body movements that accompany the use of the slang language.

Based on a review of several previous studies, there was a research gap that

researcher can identify due to the limited research related to slang translation and no research that focuses on students, especially at English language Education student, such as in the research articles presented by (Wang, 2020) and (Permana, 2022) which both highlight the importance of understanding cultural context and translation strategies in handling slang in media such as film and television, as well as research reviewed by (Grandez et al., 2023) which only analysis the use of slang by Generation Z on TikTok application. Although the three previous studies that have been presented previously have the same theme of slang, this research has novelty, which is this research have more specific about alpha slang based on TikTok content and focuses on English Education students Universitas Islam Madura to find out what are the translation strategies used and the obstacles faced by students in the process of understanding and translating slang language based on TikTok content. Based on the explanation perviously, to complete the research objective, the researcher conducted this research with the title "An analysis of translation slang language based on TikTok at the fifth semester student of English Education Department Universitas Islam Madura"

Method

To answer the research problems that researcher explained previously, the researcher answered the objectives of this research one by one. The research design used in this research is a qualitative case study. According to (Sitorus, 2021) that qualitative research method is to investigate social or humanitarian problems by collecting data to determine participants, focusing on the questions that arise, and understanding the meaning. Based on this statement, this research design is very suitable for researcher to dig deeper into the phenomenon of slang in TikTok content and explore what strategies are used by fifth semester students in translating Slang based on predetermined TikTok content. In other words, this research does not just describe existing phenomena but also seeks to understand the meaning behind the use of Slang and the translation strategy chosen based on Tik Tok content.

This research was conducted with a small population of the fifth semester students English Education Department Universitas Islam Madura, that was located at JL. Pondok Peantren Miftahul Ulum Bettet, Pamekasan, Madura, consisting of 23 students. The main data source taken from this study is data based on translation strategies on translation worksheets tested by students, with the limitation of the selected alpha generation slang language. The Other data sources of this research are data obtained from student interviews. This research relies on three main data collection methods, namely; documentation, worksheets and interviews. Documentation are includes TikTok links to selected TikTok content and visual images of the students in translation process (Dewi, 2022), moreover Structured worksheets are to analyze students' slang translation strategies (Ikhsanudin, 2020). And the last data collection methode is written interviews in

a semi-structured format to explore in depth and reflectively the obstacles faced by fifth students in understanding the context of the translated slang (Wardhana, 2023).

In addition, the qualitative data analysis technique in this Research used based on Miles & Huberman analysis model in (Rijali, 2019) which involves four simultaneous activity flows, namely: first, data collection as previously explained regarding slang translation strategies and the fifth semester interviews. Second, data reduction through coding, selection, grouping, and abstraction for data density. Third, data presentation descriptively or in narrative form to facilitate understanding and analysis of the information that has been obtained as well as drawing conclusions, interpreting data to conclude patterns and findings obtained based on data sources. In addition, this study also uses data triangulation where triangulation will be carried out by combining data slang translated by fifth semester students and from focus group discussion interviews involving students. In addition, researchers will triangulate methods by combining discourse based on the theory used. This is supported by (Bans-Akutey & Tiimub, 2021) To increase the validity and reliability of research findings.

Results

Student translation section

In this section, the researcher will describe the results of the data obtained from 23 fifth semester English students, which include data obtained from worksheets consisting of 10 slangs based on TikTok content with criteria by analyzing the strategies used by students in translating slangs based on TikTok content. In this section, the researcher will describe the results of the data obtained from 23 fifth semester English students, which include data obtained from worksheets consisting of 10 slangs based on TikTok content with criteria by analyzing the strategies used by students in translating slangs based on TikTok content.

Table 1. Student translation result

No	Slang	Translation Strategy		Traslation	Recapitulat ion Student
1	Skibidi	Dominat	Equivalence	<i>Jelek/Norak/buruk/</i>	22
		Undomina t	Borrowing	<i>Skibidi</i>	1
2	Pick me	Dominat	Addaptation	<i>Caper /cari</i>	19
		Undomina	Expansion	literal <i>Pick me/descriptive</i>	6

		t	translation	<i>translation/memilihku</i>	
		Dominat	Equivalence	<i>Pasti/tentu/tentu</i>	
				<i>saja/iya dong!/iya</i>	22
3	You bet			<i>deh/ oke</i>	
		Undomina	Literal transalation	<i>Anda bertaruh</i>	1
		t			
		Dominat	Equivalence	<i>Keren/luar biasa</i>	19
4	Ate			<i>/hebat deh</i>	
		Undomina	Expansion. literal	<i>Descriptive translation</i>	4
		t	translation	<i>/menyantap/</i>	
		Dominat	Equivalence	<i>(Pamer/memamerkan</i>	21
5	Flexin			<i>/ suka pamer)</i>	
	g	Undomina	Literal Translation	<i>Melenturkan/descripti</i>	2
		t		<i>ve translation</i>	
		Dominat	Equivalence	<i>Keren/sangat</i>	23
6	Lit			<i>keren/bagus</i>	
		Undomina	-	-	-
		t			
		Dominat	Equivalence	<i>Gossip/rahasia</i>	22
7	Tea				
		Undomina	Literal translation	<i>Teh</i>	1
		t			
		Dominat	Expansion	<i>Descriptive translation</i>	21
8	Mewi				
	ng	Undomina	Borrowing/literal	<i>Mewing/mengeong</i>	2
		t	translation		
		Dominat	Equivalence	<i>Keren/menawan/mem</i>	20
9	Slay			<i>ukau/ sangat</i>	
				<i>baik/menarik/bagus/</i>	
		Undomina	Expansion/literal	<i>Descriptive translation</i>	3
		t	translation	<i>Membunuh/</i>	
		Dominat	Free translation, expansion	<i>Mencurigakan/tersang</i>	23
10	Sus			<i>ka</i>	
		Undomina	-	-	-
		t			

Based on the table result that the researcher has described above, it was identified that the most frequently used translation strategy was equivalence. This strategy is more dominantly used by students to convey the meaning of slang expressions by finding contextually or culturally appropriate equivalents in the target language, rather than simply translating them word for word. The equivalence strategy dominates in most cases, such as in the translation of the words "Skibidi" (22 students), "You bet" (22 students), "Ate" (19 students), "Flexing" (21 students), "Lit" (23 students), "Tea" (22 students), "Slay" (20

students), and "Sus" (23 students). This consistency shows that students understand the importance of conveying meaning rather than literal form, especially in translating informal language or contextual expressions. Other strategies such as adaptation (for example in "Pick me") and expansion (as in "Mewing") are also used, but are only dominant in certain cases. This shows that the strategy is chosen when the equivalence strategy is considered less appropriate in conveying the desired meaning. Meanwhile, literal translation and borrowing strategies are rarely used and generally appear as non-dominant choices, indicating that students prefer natural and meaningful translations over rigid translations. Thus, it can be concluded that the equivalence strategy is the most dominant translation strategy used by fifth semester students. This reflects their tendency to prioritize conveying meaning effectively in the target language rather than translating literally.



Figure 1. Student translation process

Student interview section

After the researcher reduced, displayed and draws conclusions from the results of the first source data used the table, in this section the researcher also reduced, displayed and concluded the data obtained from the results of student interviews related to the obstacles faced in the process of translating slang based on TikTok. The following is a reduction by the researcher that has been collected using a table to easier to understanding the analysis;

Table 2. Student interview result

Student	Cultural distance between source language	Idiomatic expressions and cultural references	Differences in psychological and cultural context	Lack of bilingual and bicultural awareness	of The influence of technology in the
----------------	--	--	--	---	--

	e target languag e	and that	are difficult to understand	s	digital era
Student1	✓				
Student2	✓				
Student3		✓			
Student4		✓			
Student5				✓	
Student6			✓		
Student7	✓				
Student8	✓				
Student9	✓				
Student10		✓			
Student11		✓			
Student12		✓			
Student13		✓	✓		
Student14					
Student15				✓	
Student16				✓	
Student17		✓			✓
Student18					✓
Student19			✓		

Student2 0	✓				
Student2 1		✓			
Student2 2		✓			
Student2 3	✓				
Total	9	10	1	3	1

Based on the first table of the obstacles student in translating, idiomatic expressions and cultural references with a calculation of 10 students. This is the most common obstacle experienced. Idioms and cultural references often cannot be translated literally and require a deep understanding of the source culture. So when students encounter idiomatic expressions such as "spill the tea" (which means 'talking gossip') or "pick me" (which refers to a certain social type), the student cannot translate them literally. However, the ninth of student do not understand the idiomatic meaning contextually and end up translating word for word, which causes the translation to make no sense in the target language.

Referring to the second most obstacles, namely, Cultural Distance Between Source Language and Target Language with a total of 9 students were stated that students experienced difficulties due to the cultural distance between the source language and the target language. This obstacle occurs when cultural elements in the source text do not have a direct equivalent in the target reader's culture. For example, in translating certain cultural references, traditions, local humor, or social values that are not known in Indonesian culture.

Moreover, 3 students also mentioned that these students lack bilingual and bicultural awareness as an obstacle in their translation process. Bilingual awareness refers to the ability to understand and use two languages actively, while bicultural awareness refers to the ability to understand the value systems, norms, and customs in two different cultures. Students who do not yet have this skill tend to understand words narrowly and only see the surface structure of language. They have difficulty distinguishing subtle nuances of meaning, sociolinguistic impressions, or implicit meanings that are bound by culture and context.

And for the translation obstacles table form (Differences in psychological and cultural context & The influence of technology in the digital era) each has 1 student who experiences this difficulty. Differences in psychological and cultural context, based on the statement, reflecting on the interview results obtained by student 5

that this type of obstacle was chosen because this student. Cannot translate the slang given without being combined with another sentence. While in the last obstacle, The influence of technology in the digital era, reflecting on the interview results of student 18, it was not specifically stated what made the student choose this obstacle, but based on the results of this student's translation, it refers to how this student tries to match the slang given with the sence contex.

Discussion

The translation strategies theory

Based on the result of the student translation strategies that has been identified by the researcher above, the theory that the researcher used to find out the strategies used by the students are based on the (Samuelsson-Brown, 2004) theory, yang mana dalam konsep theory yang dikemukakan oleh samuelssonbrown ini terdapat 10 konsep strategy dalam menterjemahkan. yang terdiri dari Literal translation

1. Literal translation

Literal translation is a translation strategy that involves transferring text from the source language to the target language directly, following the word-for-word structure and grammatical structure of the source language. This strategy is used primarily in contexts where accuracy and harmony of terminology is important, such as in technical documents, manuals, or legal texts. The aim is to maintain the integrity of the meaning in such a way that it is close to the original text. Literal translation has limitations, especially when applied to texts that are rich in cultural nuances, idioms, or figurative expressions. Applying this strategy rigidly can result in the translation feeling stiff, unnatural, or even misinterpreted in the target language. Therefore, translators must have strong linguistic knowledge to know when a literal translation can be used effectively.

Example;

1. Technical Text:

- English: The machine operates at a temperature of 200 degrees Celsius.
- Indonesian: Mesin ini beroperasi pada suhu 200 derajat Celsius.

In technical contexts like these, literal translation is effective because the terms and sentence structure do not require cultural adaptation.

2. Idiom Text:

- English : It's raining cats and dogs.
- Indonesian: Hujan kucing dan anjing.

In this example, a literal translation is not suitable because the idiom does not make sense in the target language. The translator needs to change strategies, such as using an equivalent idiom (It's raining so hard).

2. Free translation

Free translation is a translation strategy that prioritizes conveying the meaning and main message of the source text without being tied to the grammatical

structure or word order of the original. This strategy gives the translator the freedom to adjust the text so that it sounds natural and relevant to the target language, while maintaining the essence or communication purpose of the source text. Free translation is often used in contexts where style, aesthetics, and emotional impact are more important than literal conformity, such as in literary works, advertising, or creative texts. Translators can modify sentence structure, vocabulary, and even cultural elements to make the text more acceptable to the target audience. However, translators must be careful not to deviate too far from the original meaning, as this can result in distortion of the message.

Examples:

1. Literary Text:

- English : Her smile was like the first ray of sunlight after a storm.
- Indonesian: Senyumnya seperti cahaya mentari pertama setelah badai.

In this example, a free translation is used to maintain the beauty and emotional effect of the metaphorical comparison without adhering to a literal structure.

2. Ad Text:

- English : Just do it.
- Indonesian: Lakukan saja.

These phrases are loosely translated to convey a motivational message in the target language, although they do not follow a literal word-for-word structure.

3. Adaptation

Adaptation is a translation strategy used when elements in the source text cannot be translated directly into the target language due to differences in culture, norms, or social context. This strategy allows the translator to replace certain elements in the source text with elements that are more relevant and familiar to the target language audience. Adaptation often involves substantial modifications to maintain the communicative effectiveness or emotional impact of the original text, especially in literary texts, plays, films, or advertising. This strategy is especially useful when the translator encounters cultural references, idioms, or local expressions that the target audience cannot understand. The goal is to create the same emotional impact, style, or function of the text in the target language context, although with certain element modifications. Adaptation requires high cultural sensitivity and a deep understanding of the target audience.

Examples :

1. Literary Text:

- English : As easy as pie.
- Indonesian: Semudah membalikkan telapak tangan.

In this example, the idiom "as easy as pie" is replaced with an Indonesian idiom

that has the same meaning and effect on the reader.

2. Dialogue in Films:

- English: I'm starving; I could eat a horse.
- Indonesian: Aku lapar sekali; rasanya aku bisa makan satu meja penuh.

In this example, the idiom "I could eat a horse" is not translated literally, but rather adapted into a local expression that is more easily understood by Indonesian audiences. Cultural Substitution

4. Cultural substitution

Cultural substitution is a translation strategy used to replace cultural elements in the source text with cultural elements that are more familiar and relevant to the target language audience. This strategy aims to ensure that readers or listeners of the target text can understand and relate to the content of the text without encountering cultural barriers that could reduce the clarity or impact of the communication. Cultural substitution is often applied to cultural elements such as food, customs, names of fictional characters, or geographical references that the target audience may not recognize. This strategy involves replacing those elements with similar elements in the target culture that have similar functions or associations. In implementing this strategy, the translator must understand the context of the source text and target text, and ensure that substitutions do not change the core meaning or communication purpose of the original text.

Examples:

1. Traditional Food:

- English: She brought apple pie to the picnic.
- Indonesian: Dia membawa kue lapis legit ke acara piknik.

In this example, "apple pie" is replaced with "legit lapis cake", a traditional Indonesian food that is more familiar to local readers, but still fits the context of the event.

2. Fictitious Character References:

- English: He's a regular Sherlock Holmes when it comes to solving puzzles.
- Indonesian: Dia seperti seorang detektif Conan dalam hal memecahkan teka-teki.

The name Sherlock Holmes was replaced with the more popular detective Conan among Indonesian audiences, without changing the meaning that this character has extraordinary analytical abilities.

5. Borrowing

Borrowing is a translation strategy in which words, phrases, or terms from the source language are absorbed directly into the target language without changing the form or meaning. This strategy is used when there is no suitable equivalent in the target language or when a particular term is already widely accepted in use in the target language community. Borrowing is a form of language adoption that maintains the authenticity of terms from the source text, thereby helping to preserve the unique cultural elements or concepts attached to the terms.

This strategy is often found in the translation of technical terms, brand names, and cultural elements that have no direct equivalent in the target language. Borrowing can also be used to introduce new terms into the target language, especially in the fields of technology, science, or popular culture. However, translators must consider their audience; Borrowed terms need to be easily recognized or given additional explanation if the target audience is not familiar with them.

Example of Borrowing:

1. Technology Terms:

- English: The latest version of the software includes an advanced algorithm.
- Indonesian: Versi terbaru dari software ini mencakup algoritma yang canggih.

The terms software and algorithm are borrowed directly from English because there are no truly equivalent words in Indonesian.

2. Brand Name or Cultural Concept:

- French: Elle porte un jean Levi's.
- Indonesian: Dia memakai celana jeans Levi's.

Brand names like Levi's are retained in the target language because this brand is a widely known global term.

6. Modulation

Modulation is a translation strategy that involves changing perspectives or points of view without changing the core meaning of the source text. This strategy is used to make the translation more natural and easy to understand in the target language, especially when the structure or expression in the source language feels unusual or does not conform to the linguistic habits of the target language. Modulation often involves changing sentence structure, adjusting logic, or reinterpreting to convey the same message in a way that is more relevant to the target audience. This approach is used to adjust for differences in ways of thinking or communication patterns between the two languages. Modulation requires a deep understanding of the context of the source and target texts to ensure the message remains consistent.

Example of Modulation:

1. Changing Perspective:

- English: He is hard to convince.
- Indonesian : Sulit meyakinkan dia.

Modulation is used here by changing the perspective from the subject (dia) in English to the action (meyakinkan dia) in Indonesian to make the sentence more natural.

2. Changing Logic:

- English: You are not wrong.
- Indonesian: Kamu benar.

Negative phrases in English are changed to positive phrases in Indonesian, without changing the meaning that the statement confirms someone's opinion.

3. Language Style Adjustment:

- English: I left my heart in Paris.
- Indonesian: Aku jatuh cinta pada Paris.

Modulation is used to interpret the "left my heart" metaphor into an expression that is more familiar and natural for Indonesian readers.

7. Transposition

Transposition is a translation strategy that involves changing grammatical categories in the source text when translated into the target language, without changing the basic meaning. This strategy allows translators to adjust sentence structures to better suit grammatical rules or writing styles in the target language. Transposition is often used when the structure of the source language cannot be applied directly to the target language due to differences in linguistic rules, such as differences in word order, verb forms, or the use of nouns and adjectives. This strategy gives translators the flexibility to adjust the text to make it feel more natural to readers in the target language. Applying transposition requires a deep understanding of the grammar of both languages so that the message remains accurate and sounds natural in the target language.

Example of Transposition:

1. Change from Verb to Noun:

- English: He decided to leave.
- English: Keputusannya adalah untuk pergi.

In this example, the verb form "decided" is translated into the noun "decision" to make the sentence more appropriate to the Indonesian style.

2. Change from Noun to Verb:

- English: The construction of the building took two years.
- Indonesian: Membangun gedung itu memakan waktu dua tahun.

Here, the noun "construction" is translated into the verb "to build" to better fit the Indonesian sentence structure.

3. Changes in Sentence Structure:

- English: She is a beautiful dancer.
- English: Dia menari dengan indah

The adjective "beautiful" was changed to the adverb "beautifully" to conform to the more natural grammar of Indonesian.

8. Equivalence

Equivalence is a translation strategy that aims to replace elements in the source text with elements in the target language that have a similar meaning, function or impact. This strategy is often used when source language elements have no direct equivalent in the target language, such as idioms, proverbs, fixed

expressions, or cultural terms. The main goal of equivalence is to maintain the communicative effect of the source text so that the target language audience can understand and feel the same message as the native audience. Equivalence is a flexible strategy and emphasizes the importance of understanding the context and culture of both languages. The translator must be able to select appropriate target language elements to convey the original meaning in a way that is relevant and natural for the target audience. This strategy is often applied to texts that contain creative elements, such as literary works, advertisements, or film dialogue, where maintaining emotional or artistic effect is more important than literal translation.

Example of Equivalence:

1. Idioms or Fixed Expressions:

- English: It's raining cats and dogs.
- Indonesian: Hujan deras sekali

This phrase is translated with an equivalent idiom in Indonesian because its literal translation (Hujan kucing dan anjing) has no meaning in the target language context.

2. Proverb:

- English: Don't put all your eggs in one basket.
- Indonesian: Jangan bertaruh pada satu hal saja.

In this example, the proverb is adapted into an equivalent expression that conveys the same message in the target language.

3. Humorous or Creative Expression:

- English: Better late than never.
- Indonesian: Lebih baik terlambat daripada tidak sama sekali.

Equivalence is used here to maintain the motivational message of the source text without having to translate it rigidly.

9. Compensation

Compensation is a translation strategy used when certain elements in the source text cannot be translated directly into the target language. Instead, the missing meaning or effect of the element is replaced elsewhere in the target text to maintain a balance of meaning and communicative impact. This strategy is important to overcome linguistic or cultural limitations between the source language and the target language, especially when text elements such as wordplay, idioms, or sentence structures cannot be conveyed directly. Compensation allows translators to maintain the overall text message in a flexible manner, despite changes in information distribution or style. This strategy is often used in literary texts, advertisements, or film dialogue scripts, where aesthetic aspects or emotional effects play an important role. By using compensation, translators can

ensure that the target language audience still gets the same experience or understanding as the source language audience.

Example of Compensation:

1. Word Games:

- English: Time flies like an arrow; fruit flies like banana.
- Indonesian: Waktu berjalan cepat seperti panah; lalat buah suka pisang.

In this example, the pun "fruit fly" in Indonesia (lalat buah) cannot be maintained directly, but its meaning is still explained in the second part of the sentence.

2. Cultural Context:

- English: He's a regular Einstein when it comes to solving puzzles.
 - Indonesian: Dia jenius sekali dalam memecahkan teka-teki, seperti Einstein.
- Cultural references to Einstein may be less well known in some contexts. For this reason, compensation can be made by adding intelligence explanations to ensure the message arrives.

3. Loss of Emotional Tone:

- English: The sunset painted the sky with hues of orange and pink.
- Indonesian: Matahari terbenam membuat langit terlihat indah dengan warna oranye dan merah muda

If the style of the poem cannot be fully translated, compensation is made by adding descriptions that are closer to the visual effect.

10. Reduction and Expansion

Reduction and expansion are translation strategies used to adjust the length or detail of information in the target text based on the needs of the audience or linguistic boundaries between the source language and the target language. Both strategies allow translators to remove details deemed irrelevant or add information to clarify context that readers of the target language may not understand. Reduction involves removing certain elements in the source text that are irrelevant or too technical for the target audience, without sacrificing the core meaning. This strategy is often used to simplify text that is complicated or contains excessive detail. Meanwhile, expansion is a strategy of adding information to the target text to provide a more complete explanation, especially if elements of the source text are difficult to understand or require additional cultural context for the target audience.

Example

1. Reduction:

- English: The latest version of the software, designed for high-end computing environments, includes a multitude of advanced features for optimizing performance.
- Indonesian: Versi terbaru perangkat lunak ini mencakup fitur-fitur canggih untuk meningkatkan kinerja.

In this example, details about "high-end computing environments" are omitted

because they are considered irrelevant to a general audience.

2. Expansion:

- English: Hanami is a beautiful tradition.
- Indonesian: Hanami, yaitu tradisi Jepang untuk menikmati keindahan bunga sakura, adalah tradisi yang indah.

In this example, the term "Hanami" is expanded with explanation so that audiences unfamiliar with Japanese culture can understand it.

3. Combination of Reduction and Expansion:

- English: The conference was attended by representatives from NATO, the UN, and various NGOs.
- Indonesian: Konferensi tersebut dihadiri oleh perwakilan dari NATO, PBB, dan berbagai organisasi non-pemerintah yang terkait.

In this example, the term "NGOs" is expanded to "related non-governmental organizations," while the detail "various" is left untranslated because it does not affect the core meaning.

based on the table in the translation section, the first slang word "**skibidi**" the dominant translation strategy used by fifth semester English students is the equivalence strategy with the translation (*Jelek/Norak/buruk*) which in Indonesian the context of the word refers to something bad or negative connotation contained in the language. While based on the translation and the explanation about the concept of translation strategies, this slang is translated directly with the equivalent contextual meaning in the context of Indonesian culture. However, there was one difference from in the translation strategy used by the student with 'student 22' code, which is in the translation of translator used the borrowing strategy with the translation of skibidi which means the translator translates this slang while still using the original language to maintain that the translated word was meaning according to the source language.

And for the second slang word "**pick me**" the most common translation strategy used by students is strategy adaptation, which means the translator adjusts the meaning, form or expression of the source language so that the translation is in accordance with the cultural system and social system in the target language. Therefore, 18 out of 23 students were dominated used of Adaptation strategy in the slang of "pick me" which is in popular culture the word pick me is a term for someone, especially for women, who are trying to get attention and recognition from others, therefore this slang word means that there is no direct equivalent in the target language. Therefore, the translation with (*Cape/cari perhatian/centil*) which in the context of Indonesian, the translation is in accordance with the social meaning and attitude, this is not much different from

students who use the expansion strategy which mean translate directly and accurately with a descriptive explanation related to the context of the slang. On the other hand, students with student 22 code translate the slang pick me using the literal translation strategy or word by word translation strategy with the translation "*memilihku*" which means in english is "choose me", so this translation does not match the context because the slang pick me cannot be translated literally.

Moreover, in the third slang "**you bet**" it is stated that 22 students used the equivalence strategy and 1 student uses literal translation. Based on the students who dominate with the use of the equivalence translation strategy which is translated with the translation (*Pasti/tentu/tentu saja/iya dong!/iya deh/ oke*) Then this translation is translated accurately according to the idiomatic expression that is matched with the Indonesian context which mean refers to agreement or affirming something, so the slang you bet is not suitable to be translated literally for the example students, student 22 code, translated the slang "you bet" using the literal translation strategy or word by word translation strategy with the translation "*anda bertaruh*" in indonesian, so this translation does not match the context because the slang "you bet" cannot be translated literally.

Next, in the fourth slang word "**ate**" 1 out of 22 students used a literal translation strategy and the other 22 students used an equivalence translation strategy. Based on the context of the meaning of the slang "ate" is a word that does not have a direct equivalent word in the source language, which means that the slang "ate" in terms is an expression used by someone to praise or admire or appreciate someone who does something well. so based on the translation results of 19 students who were translated with the equivalence translation strategy with the translation (*Keren/luar biasa /hebat deh*) which mean, in the context of Indonesian is an equivalent word that is equivalent in the target culture, So the researcher identify that the translation translated by 19 students with the equivalence strategy and 3 other students were translated the expansion strategy which mean focuses on descriptive explanations, is an accurate translation. moreover, on the other case was different from the results of one student, student 22, who used a literal translation strategy with the translation "eat" in indonesian so that researchers can identify that the translation of "*makan*" in Indonesian which is translated literally is not accurate and does not match the target language, although literally the slang word ate is the form verb 2 of "eat".

Furthermore, in the fifthth slang word "**flexing**" which mean in generally an expression to show off something. the result can be seen based on the table that the researcher has described above that the results of the students' translation strategies in this slang are same as the results of the translation of slang word "you bet" which is consists of one students used a literal translation strategy or word by word strategy with the translation "*anda taruhan*" in Indonesian, and another of twenty two students use an equivalence translation strategy with the translation (*Pamer/memamerkan/ suka pamer/*) which in the context of Indonesian in general

is an action to show off something. So it can be concluded that the accurate slang translation based on the results of 22 equivalence strategy translations is because the slang word "flexing" is an equivalent word that does not have a direct equivalent to the target language so it is not translated literally.

Moreover, in the sixth slang "Lit", which is a word that has no direct equivalent to the source language, which scientifically this slang word is to express something with a positive connotation. all students translated using the equivalence translation strategy with the translation (*Keren/sangat keren/bagus*) which in the Indonesian context it refers to something amazing or extraordinary, so this translation is accurate because it is translated accurately according to the target language.

Next, the researcher will describe the seventh slang "**tea**" which scientifically means "tea" is a phrase that refers to interesting news to talk about. So based on the results of student translations of the slang "tea" it can be seen through the recapitulation of students that the researcher has identified above that the translation strategy that dominates its use is the equivalence strategy with the translation (*Gossip/rahasia*) which in the context of Indonesian, the translation of the 22 students has a translation meaning that is in accordance with the target language. And the other one used a literal translation strategy with the translation "tea" as drinking, so the translation used by ANS students is not accurate because it does not match the target language.

Next, in the slang word "**mewing**" which students who dominate use the expansion translation strategy, which is students translated directly with a description with a focus on detailing that the slang mewing is an action with a technique of showing the jawlines to look firm, this translation is in accordance with the context of the target language. However, 2 students who use different translation strategies, a student with code "student 22" used a borrowing translation strategy by maintaining the source language so that the translation concept is more complex and easy to understand, and other, student 22, translated using a literal translation with the translation "mengeong" this translation uses an alternative interpretation which is a sound error which is a translation sound resemblance or can also be said as a translation based on sound similarity, so this translation does not match in meaning.

Next, in the ninth slang word "**slay**" 1 out of 22 students used a literal translation strategy and the other 22 students used an equivalence translation strategy. Based on the context, the meaning of the slang "slay" is almost the same as the element of the meaning of the slang "ate" which is a word that does not have a direct equivalent. With the source language, the slang "slay" is a term used to praise someone's appearance which is very stunning slay. based on the

translation results of 19 students who translated with the equivalence translation strategy with the translation (*Keren/menawan/memukau/ sangat baik/menarik/bagus*) which in the context of Indonesian is an equivalent word that is equivalent to the target language culture, so that researchers can identify that the translation translated by 19 students with the equivalence strategy and 3 students with the strategy of students who use the expansion strategy or translation that focuses on descriptive explanations is an accurate translation and in accordance with the target language, in contrast to the results of student 22 who used a literal translation strategy with the translation "*membunuh*" in the language so that researchers can identify that the translation in Indonesian which was translated literally was not accurate and did not match the target language, although literally the word slay in English is "kill" or "destroy"

Moreover, in the last slang word "**sus**" all students used the free translation strategy with the translation "mencurigakan" this translation is appropriate to the context of the source language but there are some students such as students 9, 12 and 15 who translated this word with the expansion strategy, where the translator provides further explanation that the slang word "sus" is an abbreviation of the word suspicious.

The Obstacles in translation theory

Reflecting on the difficulties experienced by students when translating slang based on TikTok content where researchers chose slang language culture which is part of slang based on the invasion of the Alpha generation, the generation before gen z such as semester students "cultural gap" is one of the major challenges in translation, because translators not only transfer language, but also the cultural context that accompanies it. (Timalsina, 2023) points out several significant obstacles in the translation process, there are; **Cultural Distance:** The gap between the source culture and the target language can pose significant challenges. This distance can be caused by various factors, including differences in class, age and gender between speakers, making the translation process difficult. secondly, Timalsina, (2023) stated Idiomatic Expressions and Cultural References: Translating idioms, puns, and culturally specific terms poses a challenge, because these expressions often carry meanings that are deeply rooted in their source culture.

Moreover, **Psychological and Cultural Context:** The psychological basis of language and the cultural context in which it is used can lead to misunderstandings. For example, the emotional and cultural meaning of certain words or phrases may not have a direct equivalent in the target language, making accurate translation difficult. The last, based on the obstacle of **Bilingual and Bicultural Awareness:** Lack of bilingual and bicultural awareness among translators can hinder the translation process. Translators need to understand the values and intricacies of both cultures to produce effective translations. Cultural Translation: Trust in cultural translation is very important. If the translator does not realize that

translating a text also involves translating its cultural context, the resulting translation may fail to convey the intended meaning. These obstacles highlight the complexity involved in translation, emphasizing the need for translators to have a deep understanding of both source and target cultures to achieve a successful translation.

Apart from that, in this era of **increasingly developing technology**, digital is also become one of an obstacle in many obstacles translation process. This statement agree with the opinion expressed by (Cronin, 2012) in his book, *Translation in the Digital Era*, which explains that one of the main challenges of translation in the digital era is the significant impact of modern technology, such as the use of automatic translation software, translation memory, and applications smartphone-based, which has changed the way translators work and the expectations of translators.

Conclusion

Based on the analysis results of the students' translation worksheets, it can be concluded that the most dominant translation strategy used by fifth-semester students of the English Language Education Study Program at the Islamic University of Madura is equivalence. This strategy allows students to find equivalents for slang meanings in Indonesian that are in accordance with the target social and cultural context, such as translating *you bet* into *"pasti"* or *slay* into *"memukau."* In addition, some students also use adaptation, expansion, and free translation strategies to adjust the meaning of slang to the target language style. However, errors are still found in translation, especially when students use literal translation or borrowing strategies, which cause the meaning not to be conveyed properly because they ignore the idiomatic and cultural contexts.

Meanwhile, from the results of interviews with students, it was found that the main obstacle faced in the process of translating slang is the difficulty in understanding idioms and cultural references inherent in the source language. As many as 10 students admitted to having difficulty with the idiomatic aspect, while 9 students experienced obstacles due to the cultural distance between English and Indonesian. Other obstacles include a lack of bilingual and bicultural awareness, as well as differences in psychological context and the influence of digital technology in understanding the meaning of slang. These findings indicate that a deeper cross-cultural, idiomatic understanding, and linguistic competence are essential for students to be able to translate slang effectively and communicatively in the target language and cultural context.

References

- Adibah Dewi Satriani, Arantxa, A. C., Rizki W, N. A., Qoriatul Khoiriyah, & Eni Nurhayati. (2023). Dampak Dan Transformasi Perkembangan Bahasa Gaul Dalam Bahasa Indonesia Modern. *Jurnal Pengabdian West Science*, 2(6), 421–426. <https://doi.org/10.58812/jpws.v2i6.399>
- Bans-Akutey, A., & Tiimub, B. M. (2021). Triangulation in Research. *Academia Letters*, October. <https://doi.org/10.20935/al3392>
- Batubara, J., Syarifudin, A., Syathroh, I. L., Herman, Yasaviyevna, D. S., & Al-Awawdeh, N. (2023). Challenges of Translating Slang Expressions in American Song Lyrics of the 21st Century into the Arabic Language. *International Journal of Membrane Science and Technology*, 10(2), 131–139. <https://doi.org/10.15379/ijmst.v10i2.1162>
- Cronin, M. (2012). Translation in the Digital Age. In M. Cronin (Ed.), *TRANSLATION IN THE DIGITAL AGE* (1st editio, p. 176). Routledge. <https://doi.org/https://doi.org/10.4324/9780203073599>
- Dewi, I. G. A. A. O. (2022). Understanding Data Collection Methods in Qualitative Research: The Perspective Of Interpretive Accounting Research. *Journal of Tourism Economics and Policy*, 1(1), 23–34. <https://doi.org/10.38142/jtep.v1i1.105>
- Frazer, T. C., Fromkin, V., & Rodman, R. (2014). An Introduction to Language. In *WADSWORTH CENGAGE Learning* (Vol. 60, Issue 2). <https://doi.org/10.2307/413657>
- Grandez, M. B., Ablero, M. C. P., Lasala, R. M., Gomez, M. T. G., & Bonganciso, R. T. (2023). Forda Ferson: The Morphological Structure of Generation Z Slang in Social Media. *Journal of English as A Foreign Language Teaching and Research*, 3(2), 14–30. <https://doi.org/10.31098/jefltr.v3i2.1847>
- Hutahaeen, R. I., Saragih, R. A., Gea, E. C. Y., & Lubis, H. T. (2023). An Analysis on English Students' Ability in Translating from English Into Indonesian. *Journal on Education*, 5(4), 14424–14431. <https://doi.org/10.31004/joe.v5i4.2496>
- Ikhsanudin, I. (2020). *Pembelajaran dan Bahan Ajar Bahasa: Pengantar Teoretis yang Disederhanakan*. (Issue May).
- Ismayanti, D., Said, Y. R., Usman, N., & Nur, M. I. (2024). The Students Ability in Translating Newspaper Headlines into English A Case Study. *IDEAS: Journal on English Language Teaching and Learning, Linguistics and Literature*, 12(1), 108-131.
- Listiyowati, E., Nurjanah, N., & Dwiastuty, N. (2023). Analysis of the Four Accounts of Content Creators Using Tiktok Application As Teaching English Media. *IdeBahasa*, 5(1), 37–46. <https://doi.org/10.37296/idebahasa.v5i1.109>
- Masruddin, M., Amir, F., Langaji, A., & Rusdiansyah, R. (2023). Conceptualizing linguistic politeness in light of age. *International Journal of Society, Culture & Language*, 11(3), 41-55.
- Marzuki, E., & Mustapha, N. S. (2023). Use Of TikTok Slang Among Malaysian Generation Z. *Trends in Undergraduate Research*, 6(2), f12-17.

- <https://doi.org/10.33736/tur.5516.2023>
- Nadifatul Ainiyah. (2023). Pengaruh Bahasa Gaul Terhadap Komunikasi Bahasa Anak Di Masa Pandemi. *Al-Qaul: Jurnal Dakwah Dan Komunikasi*, 2(1), 78–88. <https://doi.org/10.33511/alqaul.v2n1.78-88>
- Permana, D. R. (2022). an Analysis of Slang Expression Translation in Movie. *Global Expert: Jurnal Bahasa Dan Sastra*, 10(1), 8–16. <https://doi.org/10.36982/jge.v10i1.2160>
- Rijali, A. (2019). Analisis Data Kualitatif. *Alhadharah: Jurnal Ilmu Dakwah*, 17(33), 81. <https://doi.org/10.18592/alhadharah.v17i33.2374>
- Roth-Gordon, J. (2020). Language and Creativity: Slang. *The International Encyclopedia of Linguistic Anthropology*, February, 1–8. <https://doi.org/10.1002/9781118786093.iela0192>
- Samuelsson-Brown, G. (2004). *a Practical Guid for Translator .Pdf* (G. Samuelsson-Brown (ed.); 4th ed.). MULTILINGUAL MATTERS LTD. <http://www.archetype-it.com>
- Satriah, K, R. N., & Dian, S. andi. (2024). The Impact of Social Media on Language Evolution. *European Journal of Linguistics*, 3(3), 1–14. <https://doi.org/10.47941/ejl.2049>
- Sitorus, S. L. (2021). Qualitative Method (Case Study Research). *Journal Of Communication Education*, 15(1), 20–29. <https://doi.org/10.58217/joce-ip.v15i1.224>
- Suminar, R. P. (2024). Translation Strategies of American Teenagers' Slang: A Descriptive Analysis. *Journal of Languages and Language Teaching*, 12(3), 1562. <https://doi.org/10.33394/jollt.v12i3.10009>
- Timalsina, R. (2023). Overcoming Intercultural Obstacles in Translation. *A Multidisciplinary Journal*, 13((1)), 156–170. <https://doi.org/https://doi.org/10.3126/dristikon.v13i1.56026>
- Wang, L. (2020). Analysis of the characteristics and translation skills of american slang in the big bang theory. *Theory and Practice in Language Studies*, 10(10), 1248–1253. <https://doi.org/10.17507/tpls.1010.09>
- Wardhana, A. (2023). Wawancara, Kuesioner, dan Observasi. In M. Pradana (Ed.), *Metode Penelitian* (cetakan pe, Issue July). EUREKA MEDIA AKSARA.
- Wenas, R. A. P., Murniati, C. T., & Hartono, H. (2024). Indonesian Slang Word Formation Processes in TikTok. *Celt: A Journal of Culture, English Language Teaching & Literature*, 24(1), 88–111. <https://doi.org/10.24167/celt.v23i1.5076>
- Zhou, R. (2024). *Understanding the Impact of TikTok 's Recommendation*. 3(2), 201–208. <https://doi.org/https://doi.org/10.62051/ijcsit.v3n2.24>