

Voice of Automatic Translation Work Versus Transcreation Work

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Abstract

This study aims to find out the correlation between automatic translation work and transcreation work in translating some messages. Particularly in the context of style when translating from Indonesian to English. The analysis focuses on the relationship between translation procedures and the type of adaptation in translation. This study uses qualitative methods and descriptive analysis to explain the meaning in translation and transcreation in order to see advantages and disadvantages from automatic translation and transcreation for better understanding the different perspectives. Findings show that the data from Google Accelerator Playbook found eight translation procedures proposed by Newmark, which includes word-for-word translation, Literal Translation, Naturalization, Transposition, Descriptive Equivalent, Modulation, Cultural Equivalent and Transference. The discussion and analysis of the translation procedures related to the concept of transcreation and adaptation that generally affect the meaning of target language. However, the concept and type of adaptation in the transcreation are still equivalent to the applied translation procedures. The results show that there is a correlation between automatic translation and transcreation in particular context and type. This process is to omit any translation errors in the translation tool and create an accurate translation of the source text by seeing the concept of the transcreation process.

Introduction

The field of translation has experienced significant changes in recent years. Translation has been an essential tool for communication across cultures and languages for centuries. With the advent of technology, automatic translation has become increasingly popular, offering convenience and accessibility. Nowadays, there are many languages in the world. One of them should be mastered in English. In other cases, such as translation, it becomes very important to transfer language or meaning from Source Language (SL) to Target Language (TL). Translation analysis is important because it helps us understand the quality of a translation and identify areas for improvement.

Based on Newmark (1988) Textbook of Translation, it is stated that “a translation is something that has to be discussed”. This translation theory was developed to assist translators. Translation is a complex process that involves more than just converting words from one language to another. It requires an understanding of the source and target languages, as well as the cultural context in which the text is being translated. Translation is the process of meaning transferring from source language to target language in order to make more understanding. The most important thing here is that the translation should be natural and easy to understand (Wulandari, 2022). The conditions for performing translation activities have significantly changed during the recent decades.

Elnesil (2023) mentioned that a good translation depends on the appropriate equivalence between original and translation, and the relational aspects of transliteral action, including loyalty to the original author and user. In contrast, the criteria for a "good translation" involve aspects such as accuracy, fluency, adherence to the source text, cultural sensitivity, and appropriate use of language. Good translations should convey the original meaning faithfully while being culturally and linguistically appropriate for the target audience. These criteria ensure that the translated content is of high quality and effectively communicates the intended message.

Now translators work in the computerized, digital world entangled in the Web, they use various information technologies including Translation Memory (TM) systems and machine translation called CAT or Computer-Assisted Translation (Sdobnikov, 2018). CAT tools can help improve the accuracy and efficiency of translations, but they should not be relied on entirely. Human translators are still needed to ensure that translations are accurate and natural-sounding. Translation Memory (TM) and Computer-Assisted Translation (CAT) tools are essential in the translation process. TM is a database that stores previously translated phrases and sentences, allowing translators to reuse them for future translations, thus increasing efficiency and consistency (Stefan, 2023). On the other hand, CAT tools, such as SDL Trados, work in conjunction with TM to offer sentence suggestions and aid in the translation process, increasing speed and accuracy. CAT tools also provide various functionalities like translation memory, terminology management, and quality assurance, which contribute to faster and more precise translations (Kaczmarek & Filhol, 2021). While in other opinions (Ovchinnikova, 2019) found errors in translation on the CAT platform like SDL Trados difficulties in mastering text semantic coherence and stylistic features, and the necessity of advanced technological competence in translators. This means that not all translation tools like SDL Trados or the other translation software have perfection in translating a language, there can still be many mistakes. Therefore, the role of humans is still very necessary.

In summary, TM and CAT tools are integral to the translation process, enabling translators to work more efficiently and maintain consistency. On the other hand, the criteria for a good translation emphasize the importance of accuracy, fluency, cultural sensitivity, and adherence to the source text to ensure high-quality translations. A good translation must "desire to make a work of art" while continuing to be an "offering" to the source text (Godard). A good translation enhances reader's chance of making meaning by producing a translation in contemporary language, but may also close off access to intertextuality and wordplay (Towner, 2018). In other opinion, a good translation should make the reader feel as if the text was originally written or spoken in their own language, with clearly defined conditions, criteria, deadlines, and description So, good translation quality involves satisfying cognitive/communicative needs and exerting the same influence on audiences with different cultural backgrounds (Andrienko & Shpeniuk, 2021). In short, to be a good translation and to make the reader understand the source language as well is need to clearly define the target language also making meaning by producing a new target language based on cultural background, because translation is a concept that aims to recreate the effect of a product based on preferences, perceptions, and cultural.

In some cases, while applying translation from advertisements or persuasive text/content such as a guidebook, slogan and promotional book, sometimes when translating using CAT it does not hit the target language and meaning that the audience has difficulty understanding the language if it is localized to the form of advertisements or promotional books. They will understand more easily if the language is created according to their language. Transcreation is a new strategy for translating and creating new target language, preserving the communicative

functions and conveying the intended information to the audiences (Бойчук & Олексишина, 2021). In contrast to translation there is something called transcreation or more easily said translate creation. Transcreation is a process that goes beyond translation and involves adapting content to suit the cultural and linguistic nuances of the target audience. It is often used for persuasive texts and localized with a cultural equivalent to the target language, where the goal is to evoke a specific emotion or response from the reader. Transcreation is an effective and flexible tool for communication writing, requiring multi-party interplay and producing new constructs, offering both challenges and opportunities for translators (Wang et al., 2021). Other research mentioned that transcreation means a term with varying interpretations, and is increasingly recognized as a distinct service in the translation industry (Benetello, 2017). It involves not only linguistic transfer, but also the adaptation of content to different cultural and social contexts. While translation focuses on accurately conveying the meaning of a source text, transcreation goes a step further by creating a new, original text that resonates with the target audience.

The importance of transcreation in translation work is ability to make the translation more natural and appropriate to the context of the target reader. In transcreation, the translation not only considers the meaning of words, but also the culture, nuances, and language used in a particular context. Therefore, transcreation allows the message to be conveyed in the source language to be translated precisely and into the target language. This is critical to ensuring that the message is well received by the intended audience. The goal of this case study research is to find out the difference in translation results of translation using automatic translation tool and transcreation in the target language. especially for advertising or guidebooks also to find the advantages and disadvantages between automatic translation and transcreation.

Methods

This research uses a qualitative method, because the data taken is based on the results of the project of student interns in the translation section. The form of the project is a document on the guidebook for using the google playbook accelerator which is translated from English to Indonesian. Qualitative research methods include case studies, action research, content analysis, and systematic reviews, all of which can be used to analyze the data. (Williams & Cutler, 2020) conclude that qualitative research is a method of inquiry that aims to understand the meaning and experiences of people in their natural settings.

The data collected from the analysis of translation projects by internship students at PT Trans software in Jember. This data is in the form of translation results from English to Indonesian. The document project is handbooks translated from English to Indonesian entitled Google Initiative Accelerator Playbook. This book is a guidebook for using Google initiative. In this book, the author wants to compare the translation results using automatic translation with SDL Trados and use transcreation work.

This research uses case study research, which is research that aims to examine an event that has already occurred. The main focus is to find out the relationship of all variables in the event. The data was analyzed descriptively to see the comparison between automatic translation and transcreation. The writing of this research article is descriptive analysis. The descriptive analysis method is a method or way of working in explaining and analyzing the situation and condition of an object of the problem from the author's point of view based on the results of a review of supporting literature (Corrius & Espasa, 2023).

Results and Discussion

Automatic translation using CAT (Computer-Assisted Translation) is beneficial software programs that help human translators transfer the meaning of text between languages more

quickly and efficiently. They rely on a translation memory to provide translators with suggestions from previous translations, which can be edited, merged, and stored. There are some benefits of using CAT tools include: (1) Time efficiency: CAT tools can result in a quick turnaround time and save time on recurring challenges by correcting repetitive mistakes. (2) Quality: These tools are less prone to error due to their ability to store common patterns in translations. (3) Project management: CAT tools allow translators to manage tasks and terminology in a single system, reducing time and costs, and helping to maintain organization.

Translation procedure using Computer-Assisted Translation (CAT)

Translation procedure used by translators to transfer the meaning of a written text from one language to another language. In this research the process of translation between two different written languages involves the changing of an original source language (SL) into written text in target language (TL):

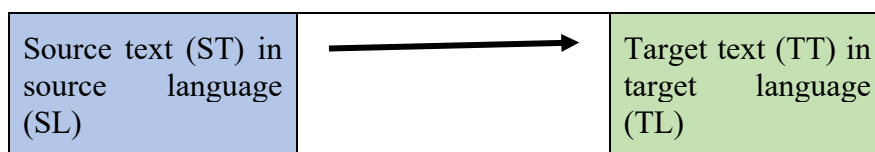


Figure 1. Translation Procedure

According to (Pym, 2023) in the research on translation procedures by (Yongying, 2022) book “A Textbook of Translation”, he proposed 8 procedures in translation. Based on that statement, the author found a data translation from Google Accelerator Playbook that uses one of these methods. Table 1 below shows us the results of the translation from English to Indonesia using 8 translation procedures.

Table 1. Translation results in 8 translation procedures

Translation Procedures	Definition	Source Language (SL)	Target Language (TL)
Word-for-word translation	It transfers SL grammar construction and word order with its primary meaning into TL words.	Revenue is often a key challenge faced by media companies.	Pendapatan seringkali menjadi kunci utama yang dihadapi oleh perusahaan media.
Literal Translation	Literal translation directly transfers the message, grammatical structure, of the SL to the TL without affecting the meaning.	Invest time to define the right challenge to work on.	Luangkan waktu untuk menentukan tantangan yang tepat untuk dikerjakan.
Naturalization	This procedure adapts the SL word into the TL morphology and phonology. It makes the TL word a new naturalized word from SL.	The quality of work depends on the team’s commitment.	Kualitas pekerjaan sangat bergantung pada komitmen tim.
Transposition	Concerns on the grammar changes from the source language structure to the target language.	This is called the content pool, and it includes roughly tens of billions of videos.	Semua video ini disebut kumpulan konten. Isinya kurang lebih puluhan miliar video.
Descriptive Equivalent	The SL words are described into TL text with further explanation and/or information.	Set up a cross-functional team.	Membangun kolaborasi antar individu dan tim dari berbagai departemen

			atau fungsi dalam sebuah organisasi.
Modulation	Modulation is the procedure for translating a phrase, clause, or sentence. The translator looks at the source language from a different perspective.	How could the drops of water know themselves to be a river?	Bagaimana bisa setetes air tahu bahwa mereka adalah Sungai?
Cultural Equivalent	This procedure is transferring SL cultural terms into TL cultural words because of cultural gaps. Without changing the SL cultural terms, the TL will not understand and sense what SL words intend.	Media organizations tend to need the perfect piece of copy as this was part of the print culture.	Media organisasi cenderung menuntut naskah yang sempurna karena itu adalah bagian dari budaya cetak.
Transference	Transference delivers a SL word to a TL word without any changing. It occurs when there is a lexical gap in TL word.	Hold a brainstorming session to establish what the most important or urgent problem is.	Selenggarakan sesi brainstorming untuk menetapkan masalah yang paling penting atau mendesak

The concept of transcreation process

Key components of the transcreation process include considering linguistic and cultural differences between target and original audiences, and evaluating translation strategies (Díaz-Millón & Olvera-Lobo, 2023). According to (Zepedda, 2020) transcreation work is the process of transferring an SL word to a TL text. It includes transliteration named "transcription". The process of transferring from the original language to the target language. In this context, transcreation refers to the adaptation of materials for improved understanding and cultural relevance to specific language and ethnic groups (Nápoles & Stewart, 2018). It means replacing a cultural word in the SL with a TL. However, "they are not accurate" then this technique is unlikely to be sufficient to maintain semantic accuracy. But this concept provides a possibility to make the source language easier to understand.

Transcreation work as emotional connection

According to (Díaz-Millón & Olvera-Lobo, 2023) conclude that transcreation in the advertising field connects it quite frequently to marketing purposes that impact emotionally to target readers. Most of them consider transcreation as a tool for adapting and modifying marketing strategies to target customers. Transcreation has usually been associated with the adaptation of marketing and advertising campaigns to introduce products in new markets (Morón & Calvo, 2018). In order to create a translation result that can be understood by the target language, increase readability and have a persuasive voice, the next step is transcreation work.

Transcreation is essential for translating marketing and advertising campaigns effectively. The transcreator goes beyond simply translating the words on a page and strives to transpose an equivalent message that is specific to the target language and culture. The aim of transcreation is to create an emotional connection with the target audience in order to reach the same objectives as the source text. Based on (salvarez, 2022) in Moc Digital Web Page, the research figured out the transcreation workflow.

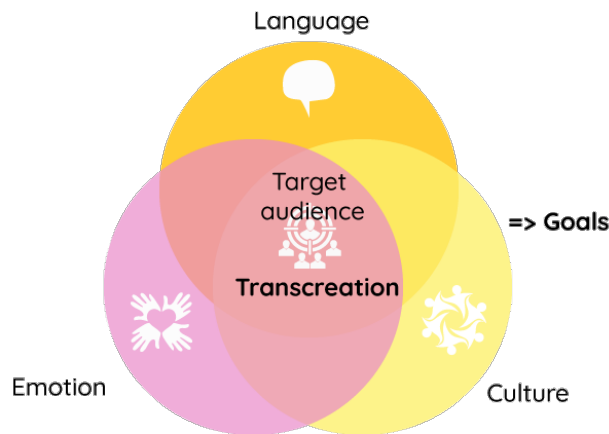


Figure 2. Transcreation Service

Transcreation work as adaptation

The concept of ‘voice’ in transcreation work is related to the persuasive voice expressed in a text or work by an author and the transmission of this voice by the translator/trans creator, has been present in previous works dealing with the transcreation (Yves, 2019). Transcreation as adaptation is the process of adapting a message from one language to another. Adaptation means modifying the message to suit the cultural, linguistic, and emotional preferences of the target audience. A type of transcreation characterized by the intra-/interlingual adaptation or re-interpretation of a message intended for a target audience. Adaptation may involve the style, tone, idioms, metaphors, and persuasive language or emotion from the source language to the target language, with special attention paid to the target audience.

Table 1 shows us the results of the translation from English to Indonesia using 8 translation procedures. Then in this context the author gains transcreation application based on the figure 2. The result and review will be shown in table 2.

Table 2. Transcreation work result

Automatic Translation Work using CAT		Transcreation Work
Source Language (SL)	Target Language (TL)	
Revenue is often a key challenge faced by media companies.	Pendapatan seringkali menjadi kunci utama yang dihadapi oleh perusahaan media.	Perusahaan media sering dihadapkan oleh masalah pendapatan mereka.
Invest time to define the right challenge to work on.	Luangkan waktu untuk menentukan tantangan yang tepat untuk dikerjakan.	Luangkan lah waktumu ketika memilih pekerjaan yang tepat untuk dilakukan.
The quality of work depends on the team’s commitment.	Kualitas pekerjaan sangat bergantung pada komitmen tim.	Komitmen sebuah tim menentukan kualitas suatu pekerjaan.
This is called the content pool, and it includes roughly tens of billions of videos.	Semua video ini disebut kumpulan konten. Isinya kurang lebih puluhan miliar video.	Draft konten ini isinya lebih dari puluhan miliar video.
Set up a cross-functional team.	Membangun kolaborasi antar individu dan tim dari berbagai	Membentuk tim yang berbakat.

	departemen atau fungsi dalam sebuah organisasi.	
How could the drops of water know themselves to be a river?	Bagaimana bisa setetes air tahu bahwa mereka adalah Sungai?	Bagaimana bisa tetesan air mengakui dirinya adalah sungai?
Media organizations tend to need the perfect piece of copy as this was part of the print culture.	Media organisasi cenderung menuntut naskah yang sempurna karena itu adalah bagian dari budaya cetak.	Tuntutan kesempurnaan sudah menjadi bagian dari budaya media dalam organisasi ini.
Hold a brainstorming session to establish what the most important or urgent problem is.	Selenggarakan sesi brainstorming untuk menetapkan masalah yang paling penting atau mendesak	Lakukan sesi brainstorming untuk menentukan masalah mana yang paling mendesak.

Table 2. shows us the translation result in 8 translation procedures. The collected data is taken from the translation project Google Playbook Accelerator reviewed by CAT (Computer-Assisted Translation) and human translator. Based on translation procedures by Newmark (1988), the research underlying there are 8 translation procedures found in this review. The researcher tries to analyze the data using relevant theories by Newmark (1988). Additionally, the data analysis aims to find out the type of adaptation and categorize the results of the comparison of automatic translation work and transcreation work.

Here is the final result belonging to automatic translation work and transcreation work.

Word-to word translation

Table 3. Word-to word translation

Automatic Translation Work		Transcreation	Type of adaptation
SL	TL		
Revenue is often a key challenge faced by media companies.	Pendapatan seringkali menjadi kunci utama yang dihadapi oleh perusahaan media.	Perusahaan media sering dihadapkan oleh masalah pendapatan mereka.	Style

The context of the segment from the data shows that by word-for-word translation procedure by Newmark (1988), the target language (TL) words are immediately put below the source language (SL) words. The SL words order is preserved and the words are translated singly by their most common meaning. So, the words in the TL have the same grammatical construction with the SL. However, in transcreation work the TL words were adapting and modifying in different styles. The order of the words has been reversed; the *subject* of the sentence in the SL was positioned as the object in the transcreation work to meet the acceptable meaning in the TL. However, the meaning produced in the transcreation work, doesn't change the meaning from the SL. It takes the original message from the SL words and conveys it in another language to make sure the feel of the message meets the target readers.

Literal Translation

Table 4. Literal Translation

Automatic Translation Work		Transcreation	Type of adaptation
SL	TL		
Invest time to define the right challenge to work on.	Luangkan waktu untuk menentukan tantangan yang tepat untuk dikerjakan.	Luangkanlah waktumu ketika memilih pekerjaan yang tepat untuk dilakukan.	Persuasive language

Newmark (1988) literal translation procedure transmits the grammar construction of the source language to the nearest equivalent of the target language. The translation work directly transferred the meaning of SL *invest* to TL word *luangkan*. It uses literal translation because the word in SL if translated into Bahasa will be different in meaning *menanam modal*, therefore literal translation is used to transfer the existing meaning from the word *invest* to *luangkan* to meet the acceptable meaning for the target readers which does not change the original message from the SL. While using transcreation work, the message is easier to understand to the target audience because it contains persuasive language *luangkan lah*. The word *lah* in Indonesian emphasizes the need to do something immediately, which is a command or an obligation.

Naturalization

Table 4. Naturalization

Automatic Translation Work		Transcreation	Type of adaptation
SL	TL		
The quality of work depends on the team's commitment.	Kualitas pekerjaan sangat bergantung pada komitmen tim.	Komitmen sebuah tim menentukan kualitas suatu pekerjaan.	Style

Naturalization means that the SL word is adapted into the normal pronunciation, to the normal morphology of the TL. From the segment, the translator decides to naturalize the SL word *commitment* into *komitmen* in TL, because the translated word can be normally pronounced and written in TL, also it is normally used in the TL as well. Hence, the translator only modifies the spelling system. Whereas, in transcreation work the translator adapts the segment to make it easier to convey to the reader by changing the word structure or word order, but still in the meaning is similar to SL. The sentence structure in the TL can cause the audience confused with the meaning that wants to be conveyed for the target readers. The translator uses style for adaptation in transcreation because in automatic translation there is a part of a text that cannot be understood by the reader. In short using transcreation, this segment can be written in a wordy style and more understandable for the target readers.

Transposition

Table 5. Transposition

Automatic Translation Work		Transcreation	Type of adaptation
SL	TL		
This is called the content pool, and it includes	Semua video ini disebut kumpulan konten. Isinya kurang lebih	Semua konten ini isinya lebih dari puluhan miliar video.	Style and Metaphor

roughly tens of billions of videos.	puluhan miliar video.		
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Transposition compiled by Newmark (1988) concerns the grammar changes from the SL structure to the TL. By seeing in this definition, the translator is a replacement of a noun phrase by an adjective in the target language. In the SL, the noun phrases the *content pool* is used to describe the collection of *videos*, while in the TL, the adjective *kumpulan* is used to modify the noun *konten*. While in transcreation there is word sentence changes style to make the meaning easier to understand. Because in TL meaning, the text is still awkward and difficult to understand. In addition, the type of adaptation is identified in the SL word *content pool* as metaphor. Because it uses the concept of a pool to represent a collection or reservoir of content. In this metaphorical usage, *pool* implies a gathered and available resource, much like a pool of water as a collected and accessible quantity of water.

Descriptive Equivalen

Table 6. Descriptive Equivalen

Automatic Translation Work		Transcreation	Type of adaptation
SL	TL		
Set up a cross-functional team.	Membangun kolaborasi antar individu dan tim dari berbagai departemen atau fungsi dalam sebuah organisasi.	Membentuk tim yang berbakat.	Style

In this procedure, The SL words *cross-functional team* are described into TL word become *kolaborasi antar individu dan tim dari berbagai departemen atau fungsi*. The meaning is groups of people with different viewpoints and expertise who collaborate to achieve a common objective. The reason the translator describes this word is to give understanding and meaning to the reader. On the other hand, transcreation work makes TL simpler and easier to understand. Then from analysis using the type of adaptation style because the translator wants to make the sentence efficient but still in the same meaning as SL.

Modulation

Table 7. Modulation

Automatic Translation Work		Transcreation	Type of adaptation
SL	TL		
How could the drops of water know themselves to be a river?	Bagaimana bisa setetes air tahu bahwa mereka adalah Sungai?	Bagaimana bisa tetesan air mengakui dirinya adalah sungai?	Emotion

Modulation is a variation through change of viewpoint of perspectives. Based on this data it is shown that in SL word *the drops of water known* in TL word meaning is *tetesan air mengetahui*. In some cases of the target language, if the meaning is *tetesan air tahu*, it can be misinterpreted in meaning. In Bahasa Indonesia, the word *tahu* can refer to two different things depending on the context, as a noun refers to *tofu*, which is a popular protein food made by soybeans. Also it

can be a verb means *to know* in context of understanding something. Whereas in transcreation work, a translator emphasizes words by changing the TL word *tahu* into *mengakui*. In this case, *tahu* (which typically means to know or be aware of) is being translated as *mengakui* (which means to acknowledge or admit). This shift introduces a nuanced emotion, possibly emphasizing not just knowledge but a more intentional recognition or acknowledgment of information. The choice of words in transcreation is often influenced by the desired impact and cultural resonance the translator wishes to convey in the adapted content.

Cultural Equivalent

Table 8. Cultural Equivalent

Automatic Translation Work		Transcreation	Type of adaptation
SL	TL		
Media organizations tend to need the perfect piece of copy as this was part of the print culture.	Media organisasi cenderung menuntut naskah yang sempurna karena itu adalah bagian dari budaya cetak.	Tuntutan kesempurnaan sudah menjadi bagian dari budaya media dalam organisasi ini.	Style

Newmark (1988) stated the cultural terms of SL text were translated into the equivalent TL words, so the TL reader can understand and catch the meaning of SL words. However, the cultural equivalent procedure usually is not able to keep the SL meaning preciseness in TL text. The term *piece of copy* in English is rendered as *naskah* in Indonesian. The cultural equivalent in this context is quite appropriate. *Naskah* in Indonesian refers to a written text or script, and it aligns with the idea of a carefully crafted and written content, which is the essence of a piece of copy in English. Both terms convey the notion of a well-crafted written material, demonstrating an understanding of the cultural and linguistic nuances in the translation process. Then in transcreation, the translator uses style for adapting the TL in order to be more concise, by carefully chosen words to convey the meaning succinctly and clearly.

Transference

Table 9. Transference

Automatic Translation Work		Transcreation	Type of adaptation
SL	TL		
Hold a brainstorming session to establish what the most important or urgent problem is.	Selenggarakan sesi brainstorming untuk menetapkan masalah yang paling penting atau mendesak	Lakukan lah sesi brainstorming untuk menentukan masalah mana yang paling mendesak.	Persuasive language

The transference procedure in this translation involves a straightforward and direct translation of the phrase. The transference procedure was found in the SL word of *brainstorming*. The translator writes the transference procedure used for the word *brainstorming* is straightforward and involves a direct replacement with the Indonesian equivalent *sesi brainstorming*. This procedure is an example of transliteration, where a word is replaced with a phonetically similar

term in another language. In this case, brainstorming is transliterated into *sesi brainstorming* to maintain the concept and method while using the target language's terminology. On the other hand, to improve the TL word, the translator changes the word *selenggarakan* to *lakukan lah* because it makes it easier for the reader to understand the meaning and there is persuasive language in the word *lah*. The word *lah* in Indonesian emphasizes the need to do something immediately, which is a command or an obligation.

Based on the findings and discussion, we can come up with some advantages and disadvantages of translation procedures. Translation procedures have their own role in translating and adjusting in the target language. Here are the advantages and disadvantages based on the research concluded from the findings and discussion.

Advantages of Translation Procedures

Preservation of Meaning: Translation procedures aim to preserve the meaning of the source text, ensuring that the intended message is accurately conveyed in the target language.

Cultural Sensitivity: Certain procedures, like cultural adaptation and transcreation, help in maintaining cultural sensitivity by considering the nuances, context, and cultural references specific to the target audience.

Efficiency and Consistency: Standardized translation procedures contribute to efficiency and consistency in the translation process, especially in cases where a large volume of content needs to be translated.

Maintaining Style and Tone: Some procedures, like modulation matching and creative adaptation, allow for the maintenance of the original style and tone, ensuring that the translated content resonates with the same feel as the source material.

Disadvantages of Translation Procedures

Loss of Nuance: Literal translation procedures may lead to a loss of nuance or subtlety, particularly in idiomatic expressions or culturally specific phrases that may not have direct equivalents.

Potential for Misinterpretation: Depending on the procedure used, there is a risk of misinterpretation if the translator does not fully grasp the cultural and contextual nuances of the source and target languages.

Limitation in Creativity: Some procedures may be restrictive in terms of creativity, hindering the translator's ability to adapt the content in a way that enhances engagement and resonance with the target audience.

In short, while translation procedures play a crucial role in facilitating the transfer of meaning from one language to another, their effectiveness depends on the specific context, content, and goals of the translation task. Transcreation takes the process to the next level by addressing cultural and contextual nuances. It is particularly effective when the goal is not just linguistic equivalence but also creating a meaningful and culturally resonant experience for the readers in the target language.

Conclusion

This chapter presents the conclusions of findings of a study related to the automatic translation work procedures and transcreation work. Translating literary work containing cultural words requires a good knowledge about the culture of the source language and target language. The translator must be able to find the closest equivalent of the cultural words in the SL to deliver to the target language. In the previous chapter, the research has analyzed the data using

translation procedures offered by Newmark (1988). As a result, there are eight procedures used in translating Google Accelerator Playbook, which includes word-for-word translation, Literal Translation, Naturalization, Transposition, Descriptive Equivalent, Modulation, Cultural Equivalent and Transference.

In addition, the research concludes that transcreation is important to translation, particularly when the goal is to provide a more nuanced and culturally resonant experience for the target reader. While automatic translation procedures focus on linguistic accuracy, transcreation goes beyond by incorporating creative adaptation and cultural sensitivity. By embracing transcreation, translators can bridge cultural gaps, ensuring that the translated content not only maintains its intended meaning but also aligns seamlessly with the cultural context of the target audience. This approach is especially crucial in creative fields, marketing, and advertising, where conveying the essence and emotional impact of the original message. In essence, transcreation enhances the overall effectiveness of translation, fostering a deeper connection between the source material and the diverse reader of the target language.

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