

Translation Equivalence of Indonesian Verb Phrases into English in Cooking Video

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ABSTRACT: Verb phrase is a group of words without its own subject. Translating these phrases requires understanding their structure and meaning within the context of source language before conveying them accurately in their target language. This qualitative research is conducted in order to observe the translation equivalence is realized through the translation strategy by Baker (2018) found in Indonesian verb phrases to English supported by semantic feature theory proposed by Löbner (2013) on Devina Hermawan's cooking video in a playlist entitled "09/15 Masakan Nusantara: Indonesian Cuisine" along with the most frequently used translation strategy. The results found are the types of translation strategy such as related paraphrase, unrelated paraphrase, translation by a more general word, using more neutral word, and ellipsis. The changing word classes also appear from the data; verb, noun phrase, retained in their original verb phrase, and omitted form in the target language. The meanings are intended to be delivered; entire data are understandable. Furthermore, the most translation strategy appeared is related paraphrase.

KEYWORDS –Cooking Video, Translation, Translation Strategy, Verb Phrase

I. INTRODUCTION

Equality and harmony between the Source Language and the Target Language are an important key in translating. The tendency for interactions in a language to be translated into English is found in media form, such as television, magazines, newspapers, as well as what is commonly used by the public, namely YouTube. On YouTube it is straightforward to discover various things in various languages. However, YouTube's settings provide subtitles that are intended to be seen and understood by viewers. On the other hand, local programs, such as entertainment shows, animations, and some content, provide subtitles in English. This phenomenon is often encountered because they are used to the influence of global interactions, especially interactions with other countries that have different languages and background.

One of the shows that YouTube viewers are looking for with the opportunity to have more than one language content is cooking. Exploring food from various countries which have their own characteristics that the YouTube audience could recook. The cooking content contains explanation of the ingredients, processes, and steps needed to process a dish. Foreign people's who are interest in others local food, could be one of the triggers to set the foreign language subtitles in other YouTube content creators. As stated by (Catford, 1965) "Translation is an operation performed on languages: a process of substituting a text in one language (SL) for a text in another (TL)." Which means that translation is an activity with the process of changing a source language into the intended target language.

Word by word contain in utterances or sentences that appear in the YouTube videos certainly showed some words that are built into phrases, phrases by phrases into sentences. In focusing of a phrase, it is a group of words which is not included a subject (Tallerman, 1998). It means that every group of words or combination of words, which are grammatically similar to word and without its own subject is called phrase. There are some

phrases, which are Noun Phrase (NP) for example, a beautiful rose is headed by a noun; Verb Phrase (VP) for example, quick train is headed by a verb; very tired is an Adjective Phrase (AP); very quickly is an Adverb Phrase (AdvP); and beside bed is a preposition Phrase (PP) headed by the preposition inside. Nevertheless, this research focuses on verb phrase either in source or target language.

In relation to the phenomenon above, the research questions are being discussed about: (1) How translation equivalence is realized through the translation strategies by Baker (2018) of Indonesian verb phrases into English? supported by semantic feature theory proposed by Löbner (2013) (2) What is the most occurring type of translation strategy found in the data? As mainly concentration in this field, Baker (2018) in her book *In Other Words* discussed in chapter II: Equivalence at Word Level (Baker, 2018:10) directly brings the issue of equivalence by adopting a more neutral approach in order to describe that equivalence is a relative notion because it is influenced by a variety of linguistic and cultural factors. In general, the chapters of her book are constructed around different kinds of equivalence, that is, at the level of word, phrase, grammar, text, and pragmatic. In addition, any terms such as grammatical, textual, and pragmatic equivalence are come up. Based on Baker, she provides that a definition of the term word referring to its complex nature because a single word can sometimes be assigned different meanings in different language. Grammatical equivalence refers to the diversity of grammatical categories beyond language. Thus, the translator may be forced to add or delete information or messages in the TT because of the lack of specific grammatical categories such as number, voice, person, gender, tense and aspect. Nevertheless, textual equivalence refers to equivalence that may be reached between a ST and TT in terms of information and cohesion. This facilitates the translator to maintain and analyse of the ST and helps them to produce a cohesive and coherent text in the TL. The cohesive relates as tight as the coherence of the SL text based on three factors; the target audience, the purpose of the translation and the text type.

II. RESEARCH THEORY AND LITERATURE REVIEWS

This translation equivalence research would be conducted as qualitative research, which means that there would be an explanation in terms of discussing the finding of this research. A qualitative method proposed by Creswell (2009) is applied. By applying a qualitative method in this research, it would contribute the researcher to elucidate descriptively the research's finding: in analyzing how translation equivalence is realized through the application of Baker's (2018) translation strategies in the translation of Indonesian verb phrases to English translation strategy found in Indonesian verb phrases into English written as subtitle in the "Devina Hermawan" YouTube videos. Listening and transcribing methods were applied in the research. The source of the data in this research is cooking videos by "Devina Hermawan" YouTube channel.

A verb phrase (VP) serves as the predicate within a clause, occupying a central syntactic function. Within verb phrases, subordinate verb phrases constitute one type of internal structural element. These are grammatical constructions composed of two or more words that exhibit an explanatory relationship, wherein the verb functions as the core element being described, and the accompanying elements serve as modifiers or elaborators. According to Chaer (2015), subordinate verb phrases in Indonesian may be structurally realized in various patterns, including adverb + verb (Adv + V), verb + adverb (V + Adv), verb + noun (V + N), and verb + adjective (V + Adj).

Chaer (2015:139–143), in *Sintaksis Bahasa Indonesia*, further elaborates that the Adv + V construction involves an adverb that precedes the verb and conveys distinct grammatical meanings such as negation (e.g., *tidak merasakan*), frequency (*sering muncul*), quantity (*cukup bekerja*), time (*akan berangkat*), volition (*mau datang*), incompletion (*belum membaca*), permission (*boleh datang*), possibility (*mungkin terlambat*), and limitation (*hanya melihat*). In the V + Adv structure, the adverb generally expresses iterative or participatory meaning, as in *lupa lagi*. The V + N pattern combines a verbal element representing an action with a nominal element denoting a concrete entity, exemplified by *lempar cakram*. The V + Adj construction involves the juxtaposition of a verb with an adjective, indicating manner or quality of action, as in *jalan cepat*.

In his earlier work, *Linguistik Umum*, Chaer (2014:222) defines a phrase as a non-predicative grammatical unit formed through the combination of words that fulfill a specific syntactic role within a sentence. The notion of "non-predicative" signifies that the components of a phrase are not organized in a

subject-predicate or predicate-object configuration, and typically involve bound morphemes (Santika et al., 2018).

In contrast, from an English syntactic perspective, Kroeger (2005:81) in *Analyzing Grammar* posits that the structure of a verb phrase can be represented as follows: This indicates that a sentence (S) consists of a noun phrase (NP) followed by a verb phrase (VP), wherein the VP may comprise a verb alone or be accompanied by optional noun and prepositional phrases:

S → NP VP

VP → V (NP) (PP)

Baker (2018) theory in her book entitled “In Other Words”

According to Baker in her book “In Other Words” (2018:13), Translation Strategy in terms of words or utterances which unknown or have cultural concept in Target Language, which is divided into: translation by a more general word (superordinate), using neutral word or less expressive, substitution of cultural, borrowing or borrowing with explanation, correlated/related paraphrase, unrelated paraphrase, and ellipsis.

Translation by a more general word (superordinate):

This strategy involves substituting a specific term in the source language with a more general or broader term in the target language. It is typically employed when no direct lexical equivalent exists in the target language.

Translation by using neutral word or less expressive:

In this approach, highly expressive or emotionally loaded words in the source text are rendered using more neutral or less emotive terms in the target language. This is done to maintain semantic accuracy and prevent potential misinterpretation.

Translation by using substitution of cultural:

This strategy entails replacing a culturally bound term in the source language with a term from the target culture that serves a similar function or evokes a similar response, thereby preserving the intended meaning and impact of the original expression.

Translation by using borrowing or borrowing with explanation:

Borrowing involves incorporating a term from the source language directly into the target text. In some cases, this borrowed term is accompanied by additional explanatory information, either in brackets or footnotes, to facilitate comprehension.

Translation by using correlated/related paraphrase:

This technique entails rephrasing the source term using alternative expressions in the target language that are semantically correlated and contextually appropriate, thereby conveying the original concept with fidelity.

Translation by using unrelated paraphrase:

In instances where a related paraphrase is not feasible, translators may employ an unrelated paraphrase that approximates the intended meaning using alternative keywords, even if the original lexical item is not directly represented.

Translation by using ellipsis:

This strategy involves the deliberate omission of certain elements in the target text that are deemed non-essential for conveying the overall meaning. Such omissions are intended to enhance readability and clarity without compromising the core message.

In order to establish the translation strategy theory in term of equivalence, which seems to demonstrate the equivalent from SL into TL; Löbner (2013) in his book entitled *Understanding Semantic* by using semantic feature is used. Researchers can compare the sound systems present in various linguistic situations by applying features across many languages. These characteristics are regarded as the meaning components in the several frameworks that fall under the umbrella of feature semantics. In instances such as the ones below, the characteristics [FEMALE] and [MALE] are not only different; they are opposites. A single binary feature, like [FEMALE] or [MALE], which can be marked either positively (+) or negatively (-), can thus be created by combining them. A feature denoted by + or - serves as a one-place predicate, establishing a condition for a

word's potential referents. Writing features in square brackets and using tiny capital letters is standard practice (Löbner, 2013:132).

To maintain scholarly integrity and avoid redundancy with existing research, this article reviews four previous studies that have explored the translation of verb phrases, particularly in the context of shift and equivalence. These studies provide valuable insights that inform and distinguish the current investigation.

The first relevant study is by Felisia (2023), entitled "*Indonesian Translation Equivalence of Action Verbs on LinkedIn Homepage Template*." This research examined the Indonesian translations of English action verbs on the LinkedIn homepage, utilizing Nida's (1964) theory of translation equivalence and Manzanita's (2002) framework on action verbs. The study identified three main forms of equivalence: (1) formal equivalence in the form of root verbs, (2) formal equivalence involving root verbs with affixes, and (3) dynamic equivalence in the form of root nouns without quantitative markers. The research underscores the importance of accurately conveying action-oriented language in digital platforms, highlighting the nuanced role of equivalence in translation quality.

A second study by Ekasani et al. (2018), titled "*Category Shifts in the Translation of Verb Phrases in English Cookbook into Indonesian*," investigated the occurrence of translation shifts in culinary texts. Drawing upon Catford's (1965) theory of translation shifts and supported by linguistic frameworks from Quirk (1976) and Brinton (2010), the study analyzed data from *The Essential Book of Sauces & Dressings* and its Indonesian version *Saus dan Dressing yang Esensial* translated by Hadyana P. The analysis revealed the presence of two types of shifts: unit shifts and class shifts, both indicative of structural and grammatical adjustments in the translation of verb phrases from English to Indonesian.

The third study, conducted by Putri and Hikmat (2015), titled "*A Translation Analysis of Indonesian Verbs and Verb Phrases into English in Maryam Novel into The Outcast*," focused on the translation shift variations and quality in literary translation. The data, comprising clauses and sentences containing verbs and verb phrases, were collected from the original Indonesian novel *Maryam* and its English translation *The Outcast*. Employing a combination of documentation, questionnaires, and interviews with raters, the study applied a comparative method of analysis. The findings demonstrated that verbs were translated into a wide range of grammatical forms, including verbs, nouns, prepositions, adverbs, adjectives, conjunctions, verb phrases, noun phrases, prepositional phrases, adverbial phrases, and even clauses. In some cases, verbs were not translated at all. The translation quality received a mean score of 2.97, indicating a high level of accuracy and appropriateness.

The fourth study, conducted by Rupiah and Hartono (2017) and titled "*Shift and Equivalence of Noun Phrases in English-Indonesian Translation of Barbie Short Stories*," examined shifts and equivalence in translating English noun phrases into Indonesian. The study applied Catford's model of translation shifts (cited in Venuti, 2000) and integrated the concept of equivalence from Popovic and Nida as cited in Bassnett (2002). The analysis focused on level shifts and category shifts, with subcategories including structure, class, unit, and intra-system shifts. The results showed that structural shifts were the most frequently occurring, while the dominant type of equivalence was textual equivalence, wherein the structural relationship within a text was preserved. Although full formal equivalence was not always achieved, the research emphasized the importance of dynamic equivalence, where meaning is maintained despite structural differences.

Drawing from these prior studies, it is evident that while each focus on verb or noun phrase translation, a commonality lies in their attention to linguistic transformation—particularly shifts—as a means of analyzing translation quality. However, the current study departs from this emphasis by focusing specifically on equivalence, guided by Mona Baker's (2018) framework as outlined in *In Other Words* supported by semantic feature theory proposed by Löbner (2013) entitled *Understanding Semantic* to strengthen the translation equivalence appeared. While previous research has predominantly analyzed the types of shifts occurring during translation, this study centres on the types of equivalences found in the translation of Indonesian verb phrases into English subtitles, even in cases where these phrases shift to other grammatical categories.

A notable aspect of this study is its attention to cultural specificity in verb usage. For example, in Indonesian, the use of onomatopoeic expressions that become verbs—such as *dibenyek-benyekin*, meaning "to

flatten repeatedly"—is a common linguistic feature. This phrase appears in a culinary context in Devina Hermawan's YouTube video at the 04:49, where such an expression is used naturally in spoken Indonesian. However, this form of culturally embedded language has no direct equivalent in English, which does not typically employ onomatopoeia as verbs in the same way. Therefore, translating such expressions poses unique challenges. Applying Baker's (2018) translation strategies enables this study to explore how meaning could be retained even when form and function diverge due to cultural and linguistic differences. This highlights the importance of analyzing equivalence not only as a linguistic process but also as a culturally sensitive translation strategy. In addition, the equivalence is proved by semantic feature as presented in form of table following the translation strategy explanation.

III. ANALYSIS AND DISCUSSION

In this section is aimed to denote the information of the findings and the results from the Devina Hermawan's cooking video and its translation from YouTube video which examines the equivalence of the translation focused on verb phrase in SL into other/remaining VP. The types of translation strategy found such as related paraphrase, unrelated paraphrase, more general, and less expression translation. The transformation word classes also appear from the data along with the aid explanation by semantic feature to indicate the translation equivalence. In order to explain entire of the research question, would be discussed in this session.

Indonesian Verb Phrase into English Verb Phrase

Source Language	Target Language	Time
<i>Hai, semua. Buku keduaku sudah terbit ya!</i>	"Hi, everyone. My second book is out"	0:31 - 0:38

In this data the verb phrase of the source language is *sudah terbit* 'has released'; *sudah* 'already' as the auxiliary and *terbit* 'publish' as the main verb meanwhile *is out* is auxiliary verb *is* and adverb *out* in the target language. The unrelated paraphrase strategy is used. The source language uses active voice *sudah terbit* 'has released' and the target language uses auxiliary + adverb *is out* that shows the different form translated in this data. It means that the translator is maintaining the meaning without source language's form. However, the meaning in source language 'release' and 'is out' in TLex plain the book is already released with 'is out' as more general phrase. Therefore, the type of translation strategy is translation by a more general word; the intended meaning 'release' using alternative keywords 'is out' in target language. This data indicates her new book is published.

	[COMPLETED]	[IMPLICIT]	[PUBLISHED]
<i>sudah terbit</i>	+	+	+
<i>is out</i>	-	+	-

The equivalence with the translation by a more general word proves that the data in target language still has same intention as what it is translated in the target language. In this case, this strategy preserves the intended message, illustrating how meaning can be transferred effectively despite changes in linguistic structure. Therefore, the equivalence based on the translation strategy is preserved. However, the translator utilized different form of sentence; active sentence in source language within main verb into active sentence using auxiliary verb in target language. Referring to the table, the feature component appears only one [+] for the implicit meaning since *terbit* and *out* do not only mean 'published'. They might have different meaning such as 'rise' and 'outside'. Since the speaker mentioned about the subject 'book', they are understandable as 'published'.

Indonesian Verb Phrase into ellipsis in English translation

Source Language	Target Language	Time
<i>Ya ini pastinya udah jadi jajanan klasik nusantara ya.</i>	It's a classic Indonesian snack...	0:47 - 0:50

The data found in source language is verb phrase *udah jadi* 'has become'. The word *udah* is the informal language of *sudah* 'already' as the adverb and *jadi* 'to become' as the main verb which state the change of condition. However, in the target language the data is omitted. Hence, this translation strategy is translation by using ellipsis. This was omitted because the speaker intended to explain that this dish is one of the classical dish and also showed an action of representing the dish. The use of ellipsis across the dataset confirms that this strategy is particularly useful when translating colloquial or conversational Indonesian *udah jadi* 'has become' into English. Many utterances in the source language contain filler words or culturally implicit nuances that may seem excessive or awkward if rendered literally. Therefore, ellipsis not only simplifies but also localizes the translation, bridging the gap between linguistic accuracy and audience engagement. The use of ellipsis aims to enhance clarity and natural flow without distorting the intended message. Rather than translating every word or maintaining rigid structural fidelity to the source text, ensuring that the message remains accessible and coherent to the target audience.

	[FUTURE]	[CREATE]	[AGENTIVE]
<i>Uda jadi</i>	+	+	+
Ø	-	-	-

According to the semantic feature above, the ellipsis strategy totally removes the SL. Since it is not a significance message, it simplifies the message without losing its essence. However, *jajanan klasik nusantara* 'classic snack' is translated into 'classic Indonesian snack' which kept the idea of the message. This is an example of how translation strategies need to bridge cultural and linguistic gaps, which Baker discusses as necessary for producing a text that feels natural and culturally relevant in the target language. Therefore, the equivalence within the translation strategy is remained.

Indonesian Verb Phrase into English Verb Phrase

Source Language	Target Language	Time
...itu untuk <i>nambah kenyal</i>to make it bouncy !	1:09 - 1:12

The word *nambah* 'to add' as the main verb in verb phrase *nambah kenyal* 'to add chewiness' has the formal form *menambah* 'to add'. In addition, *kenyal* 'chewy' is the adjective in this phrase. The translation strategy of using related paraphrase which is applied in this data is particularly effective when the specific term in the source language *nambah* 'add more' may not be culturally accessible to the target audience. Furthermore, in the target language **make** as the verb is particularly effective as a direct lexical equivalent does not exist in the source language as well as **bouncy** as the adjective of verb phrase. This approach involves substituting a specific term with a broader, more inclusive one, thereby ensuring that the core meaning is preserved in the source language *nambah* 'to add more' even if certain nuance is renewed.

	[INCREASE]	[CHANGE]	[CREATE]	[TEXTURE]
<i>nambah kenyal</i>	+	+	-	+
make it bouncy	-	-	+	+

These modifications do not obscure the original message *nambah* 'to add more' into **make** in the target language. Rather, the word **make** contribute to a more natural and culturally appropriate rendering in the target language. This translation equivalence could be seen through a translation strategy of related paraphrase that aids maintaining the meaning from the source language *nambah kenyal* into **make (it) bouncy** in the target language. This type of strategy is particularly useful when the direct translation would not have the same cultural or linguistic resonance in the target language. It is supported by the semantic features appeared as equal between [+] and [-]. However, there is a slightly different between *nambah* 'add' and **make**. Thus, the author supposed to render the TL into 'add bounciness' instead of using **make**. It will show positive component in [INCREASE].

Indonesian Verb Phrase into English Verb Phrase

Source Language	Target Language	Time
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<i>untuk sambalnya aku akan bikin dua macam, ya</i>	I'll make two types of Sambal...	1:33 - 1:37
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The word **akan** 'will' is the adverb of verb phrase that has function to indicate aspect of time and **bikin** 'to make' as the main verb which formed in informal word (formal word: *membuat*). None of the change from the word class as well as using related paraphrase built the clear meaning in the target language. This phenomenon proves that the generate meaning from the translation of this data is still creating the same meaning could be understood both source language **akan bikin** 'will make' and target language **will make** (will as the auxiliary and make as main verb). It is considered as related paraphrase in translation strategy. In translating this data; related paraphrase is used in the verb phrase **akan bikin** 'will make' of the source language to the target language **will make**.

	[FUTURE]	[CREATE]	[AGENTIVE]
Akan bikin	+	+	+
Will make	+	+	+

It explains that the meaning describes the similar point of view as what is being said from the source language. By maintaining the concept in source language, the equivalence of the message is kept as it could be read on the target language translation. The phrase also maintains in the target language. In this case, the translation maintains the same verb tense and the same core meaning, making it an ideal example of how paraphrasing can be used to retain the function of the original while ensuring it fits the syntactic norms of the target language.

Indonesian Verb Phrase into English Noun Phrase

Source Language	Target Language	Time
<i>Untuk sambal kacangnya pakai minyak yang bekas goreng...</i>	In the oil you just used, fry the peanuts	2:48 - 2:52

The word **pakai** 'to use' as the main verb in verb phrase **pakai minyak** 'to use oil' and **minyak** 'oil' is the noun in this phrase. In target language translation: **oil you just used** as the noun phrase due to oil (noun) as the head. Meanwhile in the source language it showed the verb **pakai** 'to use' as the head of the verb phrase. The translation strategy of using translation by unrelated paraphrase which is applied in this data is particularly effective when the term in the source language **minyak yang bekas goreng** 'used oil' 'oil that already used to fry before' which caused different translation form in the target language to the target audience. Furthermore, the verb phrase in the source language has transformed into noun phrase in the target language. It emphasizes the structural differences in how verb and noun function in different both source language and target language. This potentially leads to a loss of the original context of 'using oil' instead of explaining 'oil that already used' as in the target language. Therefore, translation by using unrelated paraphrase is utilized in this data.

	[AGENTIVE]	[PAST]	[IMPERATIVE]
Pakai minyak	+	-	+
Oil you just used	-	+	-

In the term of translation equivalence through this strategy, it could still achieve equivalence by maintaining 'utilizing oil' and explain which 'oil should be used' in the target language. This approach aligns with Baker's emphasis on the importance using alternative keywords in translation. However, according to the three categories in semantic feature, between SL and TL has no similarity. This might create different perspective; hence using translation by unrelated paraphrase aided in showing same intention 'using used oil' which could be understandable by the target reader. As suggested from the table above, the translator could render into 'use the used oil'.

Indonesian Verb Phrase into English Verb

Source Language	Target Language	Time
<i>Kalian bisa lihat...</i>	Look!	4:53 - 4:55

Compare to the data above, this verb phrase utilized formal language form; **bisa** ‘can’ as auxiliary and **lihat** ‘to see’ as the main verb. The data is considered as translation using related paraphrase in a translation strategy. This represents that the strategy of the translation is creating the meaning within different form: **bisa lihat** ‘can see’ as the source language into **look** (as verb) in the target language. It is because to avoid the mistake when translating the meaning into the target language based on the cultural translation appeared. It is frequently happened in Indonesian informal utterance; therefore, **look** is utilized in the target language along with the gesture by the speaker. Although in the source language used verb phrase, meanwhile the target language presented correct meaning using verb only **look**; along with Devina’s instruction and gesture on the video. This strategy ensures that the translation is clear and culturally appropriate, as it matches the tone and style of everyday English speech.

	[ABILITY]	[IMPERATIVE]	[AGENTIVE]	[MODALITY]
Bisa lihat	+	+	+	+
look	-	+	+	-

From the semantic feature table, there are two categories are as consistent as the two + signals showed in the table. This builds up the meaning retained. Although, the translator removed modality of **bisa** ‘can’ in the TL. The TL **look** has intention of telling the audience to see Otak-otak texture, which has the same intention as what is meant or mentioned by the speaker. The meaning is actually preserved by the translator. Therefore, to maintain more the translation equivalence, the translator should render the TL into: ‘can see’.

Indonesian Verb Phrase into English Verb Phrase

Source Language	Target Language	Time
<i>Ini kalau uda, cicipin dulu sedikit...</i>	Now, give it a little taste	5:42 - 5:44

The data found in source language is verb phrase **cicipin dulu** ‘taste first’. The word **cicipin** ‘taste’ is the informal form of *mencicipi* ‘to taste’ as the verb and **dulu** ‘before’ (adverb). Here, the target language is rendered as **give it a little taste** as the English verb phrase. The translation of the source language could be considered an example of using translation by a more neutral word/less expressive. The original phrase contains the word **cicipin** ‘to taste a bit’ which is a more expressive verb meaning than ‘to taste’ or ‘to sample’. In contrast, the translation simplifies the action and reduces the expressiveness in the original word of **cicipin** ‘to taste a bit’. Yet, it is still conveying the general idea of tasting. This simplification may lead to a loss of nuance since **cicipin** ‘to taste a bit’ carries specific cultural implication associated with the act of tasting that are not fully captured in the target language. Additionally, Baker emphasizes that translation often need to adapt to the target language’s norms and expectation. In this case, the translator may have opted for more straightforward expression that is commonly understood by the target readers which caused less expressive translation. Although it sacrifices some of the original word.

	[AGENTIVE]	[IMPERATIVE]	[TASTING]	[ADVERB]
Cicipin dulu	+	+	+	+
Give it a little taste	+	+	+	-

Furthermore, through this strategy, the translation equivalence could be seen that the message is clear ‘tasting the food a bit’ and easily understood by the target readers. As it appears from the semantic feature table, there are three from four categories represented in [+] signals. It reveals that the translation equivalence is retained in this data. Only the adverb of **dulu** ‘before’ is not being translated. In that phenomenon, the writer could suggest the TL translation is rendered into ‘give it taste first’. Hence, it shows that the audience could give taste at first before continuing to the next step.

Regarding to the analysis above. The data showed four types from seven types in translation strategy. There are related paraphrase, unrelated paraphrase, more general word, translation using neutral word/less expression, and ellipsis. The data are found 49 data; related paraphrase, unrelated paraphrase, more general, less expression translation, and ellipsis.

The following table presents the frequency and percentage of each translation strategy identified in the dataset:

Types of Translation strategy	Count	Percentage
Translation by a more general word	13	26.53%
Translation using neutral word or less expression	2	4.08%
Related paraphrase	23	46.94%
Unrelated paraphrase	3	6.12%
Ellipsis	8	16.33%
Total	49	100%

This table above categorizes and analyzes five types of textual modifications based on their frequency and proportion within a dataset of 49 instances. The most common category is **Related paraphrase**, accounting for 46.94% of the total, which includes cases where the original meaning is preserved but expressed using different words or sentence structures. **Translation by a More General Word** transformations make up 26.53%, representing instances where specific terms are replaced with broader or more abstract language. **Ellipsis**, which involves omitting parts of a sentence that are implied or understood from context, accounts for 15.7%. **Unrelated Paraphrase**, where the rewritten text diverges significantly from the original meaning, comprises 6.12%. Finally, **Translation Using Neutral Word or Less Expression**, which simplifies or reduces the emotional or descriptive weight of the original text, is the least frequent category at 4.08%. This distribution highlights that most changes aim to preserve meaning while altering form, with relatively few examples significantly changing or simplifying the original content.

Based on the table above, it could be seen that type of translation strategy that appeared the most is 23 data of **Related paraphrase Translation (46.94%)** out of 49 data. This phenomenon showed that the equivalence between source language and target language are understandable is as almost the same as the target language readers. Therefore, according to translation strategy found in this data lead to an equivalence translation. The use of **related paraphrase** as a translation strategy plays a significant role in achieving equivalence between the source and target texts. Equivalence in translation refers to the preservation of meaning, function, and effect across languages, ensuring that the target text delivers an experience and understanding comparable to that of the source. Related paraphrase contributes to this by allowing the translator to rephrase the source language expression using alternative constructions in the target language that are semantically related and contextually suitable. Rather than relying on direct or literal translation—which may result in awkward, unclear, or culturally inappropriate renderings—correlated paraphrasing enables the translator to adapt the expression in a way that preserves the core meaning and intent of the original. This technique is especially useful when a word-for-word translation fails to capture the idiomatic, stylistic, or pragmatic nuances of the source language. This enhances the naturalness and readability of the translation while maintaining fidelity to the source text. In summary, related paraphrase enhances equivalence in translation by allowing flexibility in form while preserving meaning, ensuring that the translated text remains faithful, coherent, and culturally appropriate within the target language context.

IV. CONCLUSION

Cultural differences play a significant role in the process of translation, particularly when transferring meaning across languages with distinct linguistic and socio-cultural frameworks. While it is inevitable that differences between the source and target cultures will emerge during the translation process, these disparities should not hinder the accurate and effective conveyance of the intended message. This is especially important in audiovisual materials, such as the YouTube video examined in this study, where language is not only textual but also closely tied to context, tone, and cultural nuances. The goals of translation in such media are to observe the translation strategy, to ensure that the message is intelligible and meaningful to the target audience, and to discover the most type of translation strategy. The analysis of the data reveals that various translation strategies

were employed to achieve this goal. Among the most frequently observed strategies are **related paraphrase, unrelated paraphrase, more general translation, and less expressive translation**. These strategies serve different functions, such as simplifying the language, adapting culturally unfamiliar terms, or restructuring phrases to align with target language norms. For example, verbs or verb phrases in the source language were translated into verb, noun phrase, retained in their original verb phrase, and omitted form in the target language. Despite these structural changes, the core meanings of the source text were largely preserved.

The translation strategy and paraphrasing techniques applied by the translator did not result in a loss of comprehensibility; instead, they **facilitated the rendering of culturally and linguistically appropriate equivalents in the target language**. These strategies ensure that the target audience can easily understand the content while preserving the intended meaning, even when changes in form or structure are required. Thus, it could be concluded that functional equivalence was maintained. The target audience is still able to understand the intended message conveyed in the video, demonstrating that translation is not only a linguistic task but also an act of cultural mediation. These findings underscore the importance of employing flexible and context-sensitive translation strategies to bridge cultural and linguistic gaps effectively. As the most occurring translation strategy found is **related paraphrase for 23 data out of 49 data at 46.94%**.

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