Casual-Oriented Sentences in Sea Today News: A Study of Translation Techniques

Meiliana; Mangatur Nababan; Wiwik Yulianti

Fakultas Ilmu Budaya, Universitas Sebelas Maret, Indonesia

Abstract

The forms of casual communication in both oral and written media do not necessarily retain grammatical elements. This is driven by the relatively short and/or concise sentences. The initial concept of casual language is as a colloquial language that has a reasonable structure among its users. In practice, the elements of regional languages are so inherent in the speech community. In addition, foreign language terms are also used through insertion which is then influence one's language habit. This often triggers problems whenever it comes to translate casual sentences. Therefore, this research is done to explore the translation techniques used in translate casual sentences uttered by the host, co-host, and guest star in talk show although there have been many discussions about casual language, it is still rare to find research in the study of casual language translation. This study examines the translation product of a talk show from the official website of the English-language news channel owned by Sea Today News. The data was collected by doing document analysis including the simak (listen) and catat (record) methods. The source data were obtained in the form of document and cite. The result shows that establish equivalent technique (24.55%) dominates the translation. It is then followed by the other techniques such as paraphrase (11.65%), modulation (9.02%), reduction (7.49%), pure borrowing (4.16%), and discursive creation (3.74%). Translation techniques can function effectively depending on the translator's understanding of the context in the source language. Techniques are used contextually and can only be identified through comparison between the source and target languages. Nonetheless, the application of translation techniques should be adjusted based on the nature of the technique whether it tends to be obligatory or optional for it may be applied more than one technique in a lingual unit. The implications of this research is to be a supportive reference for the next researchers who are interested in colloquial language translation and gives rise to the other translation variables that exclude from this present study such as translation shifts and translation quality.

Keywords: *Casual Sentence; Colloquial; Communication; Translation Technique*

Introduction

All forms of interaction are part of social processes that require the role of humans as language users in the community. This is an important matter for translation studies to get more attention because the phenomenon of socio-cultural elements that blend-in with the linguistic elements often triggers

problems in language use whenever it comes to translate casual sentences, so that meaningfully generated translations and messages are vulnerable to meet inaccuracy. Casual language is a popular lingual franca that is used by all groups of people. Informal or relax situations are the background to the scope of casual language use tends to occur. The forms of casual communication in both oral and written media do not necessarily retain grammatical elements. This is driven by the relatively short and/or concise nature of sentences so that even if it seems to do not comply with the prevailing grammar, the initial concept of casual language is included as a colloquial language that actually has a reasonable structure among its users. In practice, the elements of regional languages are so inherent in the speech community that it affects the way a person delivers messages and ideas. In addition, foreign language terms are also used through insertion which is then familiar, carried away, and blended into one's language habit. This condition certainly proves the that casual language expression is free. It is generally used to build a solid and good chemistry between the language users concerning that the expression is in colloquial styles that are not bound to grammatical rules. The phenomenon of casual language translation is interesting to study, especially in talk show because a host will use communicative language according to the invited speakers.

The relevance of previous researches that focused on studying casual language in talk shows sourced from the media only focused on linguistic data but did not emphasize the translation data (Novitasari, 2021). The next study only analyzed the translation method from a film subtitle that contains slang expressions and jargon, thus showing that researchers have not been fully oriented to the translation product (Nofalli, 2012). Furthermore, journals whose research focus is on formal and casual language styles in a Netflix series are only limited to compare the frequency of use between formal language and casual language in the speech of each character (Arini & Tustiawati, 2022). Still in the object of the film, there is an article that examines the film to determine the characteristics of formal language and casual language and their functions associated with the context of time and situations that occur (Rifah & Fauzia, 2019) (Avivah & Thamrin, 2021). Then, a journal that examines the language style of teens through status and / or posts on the Facebook application and social factors that affect the use of language in cyberspace (Indra & Hamzah, 2018). Next, a journal article owned by Widya and Vita (2021) which focuses on examining the form of various slang words in the comment sections of two Instagram accounts @dagelan and @memecomic.id. The data obtained is in the form of words. Researchers state that social media users, especially teenagers, have their own form of language to express themselves between group members and usually swear words or rude words experience word associations with other meaningful words but still have similar meanings to sound polite and acceptable.

Although there have been many discussions about casual language, it is still rare for research to raise the study of casual language translation. Through translation, authors have the opportunity to explore more deeply in terms of the translation techniques used in translate casual sentences uttered by the host, co-host, and guest star in talk show. The authors chose Sea Today News as the object of the study as the data is adequate and has never been used in any research. Sea Today News complements its show with captions that show translations in English so that they can be followed and understood by foreign audiences besides the local audiences of Indonesia. This proves that before carrying out the translation process, it is necessary to consider the type of text and its target audience to be able to provide a good translation result. This basis of consideration greatly influences the translation techniques that will be used by the translator. The point of view of a translated text is often different from the focus as in the source text (Dewi & Wijaya, 2021). This can be seen from the expression of the target language which has a meaning that does not equivalent to the meaning in the source language. Moreover, the sentence structure changes as it adjusts to the level of prevalence in the target language. Therefore, translated text that should be able to convey ideas from the source language text, both in terms of structure to sentence composition, is very likely to shift whether the information is missing or there is a message generalization.

Methodology

Translation becomes the approach of this research since it refers to the process by which the meaning and message of the source language are packaged into the target language. In translating, translators are always faced with different language structures between the source language and the target language. This then gives rise to structural adjustments that must be considered in translation. Although there are no lingual units of two different languages that have exactly the same meaning, the essence of translation theory is to gain equivalents, both message equivalents and language equivalents. Decision making on the problem of language system differences is based on the competence of a translator. According to Cheng in Dewi (2021) to support an accepted and successful translation requires the involvement between aspects of knowledge, skills, and experience (p. 8). In terms of the competence of the target reader, equivalence is not always an absolute principle that determines the success of a translation. This is because each reader allows to understand the same text differently. Thus, the packaged message should adjust the rules of writing in the target language so that it is more acceptable. This phenomenon of language makes translation play a role in bridging and connecting the gap between languages.

This study examines the translation product of a talk show from the official website of the English-language news channel owned by Sea Today News. The data was collected by doing document analysis to make sure that the data are reliable. This technique includes the *simak* (listen) and *catat* (record) methods. The listen method means looking at the use of language or in other words, reading transcriptions, then identifying dialogues that consider to have the characteristics of Indonesia casual language. The characteristics refer to Listyaningsih's classification (2014) as casual variety uses allegro that means shortened sentences. Then, the vocabularies are influenced by regional language of the language users. Besides, code-mixing exist in this language variety. Furthermore, reduced-affixation occurrences. In addition, the language constructions are relatively, morphologically, and syntactically free. Meanwhile, the authors use Clackson's classification of English casual variety (2010) such as cliché expression (It is what it is, Time will tell, To be honest, Literally, In the end of the day). Next, idioms (As easy as pie, a hot potato, hit the books). Then, the use of Filler words (Very, even, so, often). Moreover, Homophonic Abbreviation: Wanna (want to), gonna (going to), yeah (Yes), Thanks (thank you). Additionally, use hyperbolic statements (Shafira's surprises are sometimes shocking just like the charm needle). The recording method is to transcribe spoken language into written language using orthographic transcription according to the applicable Indonesian spelling.

The source data were obtained in the form of document and cite. The Sea Today News includes media that have several interesting segments adjusting the information or phenomena raised, including Meet The Creators, Sharing SEAssion, PODSEA, Talk show, SEA Talks, and Buddy Talk. Buddy Talk is a segment that highlights the achievements of Indonesian celebrities who work in entertainment industry. One episode of the Buddy Talk segment is "Buddy Talk with Jourdy Pranata: Susuk, Career, & Family". This episode was chosen as the object of research because the phenomenon of using casual language found in it. In addition, the participants are Indonesians so we can see naturally their casual language practice. The media used as the location of this research can be directly accessed via the following link: https://youtu.be/5LX0kRMUUXU .

The data analyzed in this study are primary which includes linguistic data and translation data. Linguistic data are obtained from Indonesian source texts. Meanwhile, translation data is in the form of translation techniques. This research is included in the realm of product-oriented translation or translation results so that it seeks to evaluate the implementation of translation techniques. Looking at the phenomenon of translation in terms of products has become a common paradigm carried out by many researchers because translation products are easy to find and the lingual units studied tend to be broad ranging from the level of words to sentences. Furthermore, this research is classified as qualitative research because it seeks to develop a theory or concept of language studies that refers to a hypothesis to

then be tested for its truth with the data collected and descriptively narate the findings and / or results of inductive data analysis. Thus, the results cannot be generalized.

Results and Discussion

The classification of translation techniques is based on the theory of translation techniques from Molina and Albir (2002). A total of 721 translation data were found. This number is much different compared to the linguistic data-obtained which is 266. In total, there are 18 types of translation techniques implemented, as follows

Table 1. Number of implementations of translation techniques in Buddy Talk with Jourdy Pranata

No.	Translation Techniques	Frequency	Percentage
1.	Adaptation	2	0.28%
2.	Addition	2	0.28%
3.	Description	1	0.14%
4.	Explicitation	105	14.56%
5.	Implicitation	107	14.84%
6.	Paraphrase	84	11.65%
7.	Compensation	18	2.50%
8.	Discursive Creation	27	3.74%
9.	Established Equivalent	177	24.55%
10.	Generalization	6	0.83%
11.	Particularization	3	0.42%
12.	Linguistic Compression	3	0.42%
13.	Literal Translation	3	0.42%
14.	Modulation	65	9.02%
15.	Reduction	54	7.49%
16.	Transposition	10	1.39%
17.	Variation	24	3.33%
18.	Pure Borrowing	30	4.16%
	TOTAL	**721**	100.00%

The table shows that Established Equivalent is the most applied technique. Furthermore, below are the elaboration of each translation technique to provide understanding of its implementation in casual sentence examples.

1) Adaptation

Adaptation is concerned with the cultural adjustment to the target language. There are 2 data that apply this technique. Here is one of the data,

162/JP/BT
SL: Ini kayak Kue Dadar ya.
TL: It's like Pancake.

In datum 162 there is a traditional Indonesian food name "Kue Dadar" which later translates to "Pancake" in English. Adaptation technique is needed for this datum as a form of cultural adjustment

because if it is kept, the term will not be understood by the target audience because they do not have access to the information that Kue Dadar is a typical traditional food of a region in Indonesia.

2) Amplification

Technique that focuses on clarifying a word or term. In other words, complete the information that is still implied in the source language so that the message wrapped into the target language can be transmitted and understood correctly by the target audience. The amplification technique is still divided into several types:

a) Addition

The addition technique is usually realized through the presence of parentheses enclosing additional information, such as foreign equivalents. It is known that there are 2 data with adaptation techniques.

168/PP/BT
SL: *Ini sebenarnya mirip Kue Cucur*
TL: *This looks like Kue Cucur (bowsprit cake).*

Context: In the Food tasting session, Paul Palele is more familiar with the term *Kue Cucur* than Pinyaram because the mention of *Kue Cucur* is commonly used in the West Java area. Therefore, an addition technique is needed that shows the equivalent of *Kue Cucur* in English so as to help the target audience understand the designation or other names of this typical Indonesian food. The application of addition technique is seen in datum 168 where the addition of parentheses is made to the target language to provide a description of another name of *Kue Cucur* in English.

b) Description

Description technique describes a term descriptively and is usually applied to culturally nuanced terms of a region or specific terms in a particular field. It is known that only one datum applies this technique.

238/JP/BT
SL: *Jadi, akhirnya ada Kuncen dan beberapa tim produksi yang ke sana di hari esoknya.*
TL: *There was a caretaker of a sacred place and the production team that went there the next day.*

Context: Jourdy recounts an experience while shooting the film Susuk at the foot of Gunungkidul where in the process the production team had to involve a caretaker or Kuncen to ask permission to use a location as a spot for certain scene shooting purposes. The term *Kuncen* used by Jourdy contains a meaning that is still implied and has no specific equivalent in the target language so that it needs to be explained descriptively so that the term West Javanese culture is deciphered and helps the target audience understand that Kuncen is a term for someone who works to maintain and / or care for sacred places. Thus, *Kuncen* is descriptively translated to a caretaker of a sacred place.

c)Explicitation

The technique of adding linguistic elements about something or someone. There are 105 data that apply explicitation technique.

170/PP/BT
SL: *Tapi ternyata ini ciri khas di sana.*
TL: *But it's actually a typical Minang food.*

One of these is applied to datum 170. From the sentence expressed by Paul Palele, there is a pointing pronoun "there" which in this context refers to a place, namely Minang. In the source language, Paul Palele conveys it implicitly, but after it is being translated the pointing pronoun becomes explicit so that the intended context is clearly referring to a place. If this part is not explicit, then the target audience will be difficult to follow and will not know about the object being talked is.

d) Paraphrase

A technique that elaborates the source language text so that the grammar delivered in the target language becomes simpler, without subtracting or adding to the original information. 84 data identified using paraphrasing technique.

070/SU/BT
SL: *Aku penasaran deh, kan si Jourdy ini kan mulainya dari, maksudnya dari kita kerja jadi kru apa segala macam, sekarang udah jadi aktor kan.*
TL: *Jourdy started working as crew, among other things, and now an actor*.

Context: The statement made by Shafira is a brief life journey of Jourdy Pranata before becoming an actor where it is mentioned that Jourdy had been a film crew. Then, Shafira joked about the comparison between the treatment received before and after becoming an actor, the comparison of income obtained after successfully pursuing a career in the film industry. The translation on datum 70 is seen to re-reveal the source language information in a straightforward style, without altering the original message. Moreover, the integrity of information packaged in the target language is well conveyed so that it is easy to follow.

3) Compensation

A technique that changes the placement of source language information elsewhere in the target language because it is stylistically untenable in the same layout as the source language is delivered. It is known that 18 data apply compensation technique.

185/JP/BT
SL: *Jadi, orang Padang tuh enggak semuanya bisa bikin ini.*
TL: *Not all Minang people can make this.*

This technique is realized in datum 185. Indonesian "enggak semuanya" translates to "not all" and its placement is at the beginning of sentences of the target language structure.

4) Discursive Creation

Discursive creation is generally applied to translate text that is conclusive as if out of the context of the source language, such as the title of a movie or the book title of a particular story. However, this technique is also often applied to microunits of a text so that the context is prone to change and make the packaged message inaccurate.

181/PP/BT
SL: *Kalau ini cocolannya apa?*
TL: *What is this dip for?*

27 data were found using discursive creation translation techniques and one of the data is datum 181. This translation of the datum indicates a shift in context. This question was asked by Paul Palele who meant to ask the name of the dip for food, while in translation it became a question about the purpose rather than the name of the dip itself. This is clearly incompatible with the context referred to in the source language.

5) Modulation

Modulation is a translation technique that changes the point of view and focus in the target language in order to provide suitability for the target audience. These changes can occur at the lexical or structural level of a text.

146/SU/BT
SL: Boleh mau dihabisin dulu, Jour?
TL: Do you want to finish that?

Context: This text is Shafira's question to Jourdy to determine if Jourdy will finish his meal before tasting the next meal. This technique was used in 65 data. The use of modulation technique is shown from the sentence of datum 146 " *Boleh mau dihabisin dulu, Jour*?" whose focus is on food. Then, it translates to "Do you want to finish that?" whose focus changes to the person. Translation with this technique clarifies the meaning by finding an effective match so that the context is more acceptable and the message is well-conveyed in the target language.

6) Reduction

Reduction technique refers to the omissions often performed by translators to condense the information from the source language. Omissions do not necessarily reduce and/or delete all information contained in the source language, but focus on information that is considered more important and appropriate to be conveyed in the target language. A total of 54 data used reduction technique.

254/PP/BT
SL: Karena menurut gua ini olahraga yang lumayan ekstrim loh atau karena gua takut kedalaman air atau gimana.
TL: Because I think this is an extreme sport, or maybe because I'm scared of the deep water.

Context: Knowing the fact that free-diving is a sport that Jourdy is currently engaged in, certainly received some responses from Paul Palele and Shafira. Above is Paul's response in the form of an argument about free-diving. Datum 254 was reduced to "lumayan" from "lumayan ekstrim" to simply translated "an extreme sport". Although reduced, the translation is still acceptable to the target audience because the context in question does not change and reads as referring to extreme sports.

7) Transposition

The technique of shifting the category of lingual units of the source language is matched into different lingual units in the target language. There are 3 kinds of shift techniques, namely unit shift (shift from word to phrase, phrase to word, clause to phrase, phrase to clause), level shift (shift of words to phrases, clauses, sentences adjusting the order of the target language), word class shift (shift of verbs to nouns).

132/JP/BT
SL: Namanya Lamang Tapai.
TL: It's called Lamang Tapai.

In this study, 10 data were found that implemented transposition techniques to translate casual sentences, one of which occurred in datum 132. The lexical "namanya" is grammatically translated, becoming the clause "It's called". This indicates the lexical in the source language when translated shifts to no longer lexical in the target language. Shifts that occur include level shifts, words into clauses. The use of transposition technique involves changing grammatical rules to achieve a reasonable and common level among the target language audience.

8) Variation

Techniques that replace linguistic or paralinguistic elements with other alternatives according to language style (who speaks, with whom) and geographical dialect.

> 010/JP/BT
> *SL: Kayaknya even sekarang 2023, orang masih tahu susuk itu apa.*
> *TL: Even now in 2023, everyone knows what it is.*

A total of 24 data used variation techniques on linguistic elements. It is shown in datum 010 where Jourdy uses a variation of the foreign term "even". The insertion of this foreign language term is another alternative to the meaning of "justru". The resulting translation also uses "even" to emphasize the year 2023.

9) Established Equivalent

Translation technique that is implemented to achieve commensurate meaning, message, and form through the transfer of source language terms or expressions into terms that are on average recognized in the target language dictionary and become a standard that is commonly used daily without shifting the context of the source language.

> 082/JP/BT
> *SL: Lumayan, lumayan soalnya almarhum papa sama mama pake bahasa Padang di rumah.*
> *TL: Yes, because my mom and late father talked in Minangkabau at home.*

Context: Jourdy shares his habit of using the Padang language with his parents at home. The realization of cultural equivalence technique in this research object reached 177 data. From datum 082 it is shown that Jourdy used the term "almarhum papa" which translates to "late father". Furthermore, he also mentioned the word "rumah" which is translated "home". In English there is a lexical home and house which both have the meaning of rumah, but in context the use has different meanings. The term home was chosen because it refers to a place where a person gathers with their loved ones. Meanwhile, house refers to buildings that have roofs, walls, doors, and so on. Thus, the term most commensurate with the context of "rumah" in the source language is home.

10) Generalization

A technique whose matching uses a common word. There are 6 data analyzed using generalization technique.

> 004/JP/BT
> *SL: Iya lagi alhamdulillah.*
> *TL: Yes, thankfully.*

The phrase "alhamdulillah" in the sentence datum 004 translates to "thankfully" which is generally a thanksgiving for both verbal and non-verbal actions received from others. This is shown through the flattery expressed by Shafira to Jourdy who is now successfully starring in several feature films, making Jourdy feel happy for the praise.

11) Linguistic Compression

A technique that condenses the intent of the source language so that it becomes more concise. This compression aims to make a translation effective. In this study, 3 data are compressed in the final translation.

> 068/SU/BT
> *SL: Anak pertama aku*
> *TL: I am*

The compression occurs on datum 068 where Jourdy asks about who is the eldest of the three of them. Then, Shafira replied "Anak pertama aku" which translates to "I am". This translation results from condensing the source language information which means "I am the eldest". Concise and dense packaging of messages, but does not change the intended context. Moreover, compression technique is functional for translation because it supports casual text translation through shortening clauses.

12) Particularization

The technique of translating terms that are not detailed in the source language text to be more specific to the target language text. Analyzed 3 data applying particularization.

171/JP/BT
SL: Jadi ini ciri khas Minang ya?
TL: So, it's a typical Minang food?

Context: In the food guessing session Jourdy felt less concerned with the food he ate so he guessed wrong. Then, Shafira told him that it was Pinyaram or better known as *Kue Cucur* in Java. Jourdy was still hesitant and unconvinced by the statement, so he used the interrogative sentence shown in datum 171. Jourdy's sentence has not referred clearly and in detail to the object he is referring to in the source language so that particularization technique is implemented to add more specific terms so that the target audience gets complete information and understands the context of the conversation through translation. In this case, the term referred to is food. Therefore, the final result of the translation received additional input into "Minang food".

13) Literal Translation

Word-for-word translation that is out of context. In other words, it is translated as it is so that it is less supportive when applied in texts that contain cultural elements. Found 3 data translated literally.

228/JP/BT
SL: Tapi waktu itu, kita memang syutingnya diem-diem kan lagi pandemi waktu itu.
TL: But we also shot it quietly, because it was the pandemic at that time

Context: Jourdy shares his experiences during the filming process during the pandemic. Datum 228 shows, Jourdy said "syutingnya diem-diem" which meant that the filming activities were not exposed by TV media. The adverb "diem-diem" translates to "quietly" which means silence without the slightest sound or produces a minimal sound (low volume).

14) Implicitation

Technique that implies the meaning of the source language. This technique is functional to prevent repetition of words or terms so that the final result of translation is not wordy. Implication does not change and detract from the actual message of the source language. A total of 107 data are revealed having implicitation.

035/SU/BT
SL: Sebentar ya, sebentar.
TL: Hold on.

Context: Paul and Shafira praised the way Jourdy played a character who did a death scene in every horror film he starred in. Shortly after, Shafira had to take something in the form of a parcel for Jourdy that relates to the topic of the next conversation. In Shafira's sentence, there is a repetition of the word "Sebentar ya, sebentar" then implicit into the target language to become "Hold on". It appears that the word "sebentar" is made implicit in the translation. This decision is considered not to diminish the message or change the actual context of the expression.

15) Pure Borrowing

Borrow the original word or term belonging to the source language without changing its pronunciation. This technique is often used to translate people's names and terminology related to cultural elements because they do not have equivalents in the target language.

193/JP/BT
SL: almarhum papa itu dia kepala suku di Padang namanya Datuak.
TL: My late father is the chief of Minang tribe called Datuak.

Context: Jourdy tells the Minang cultural values that he still practices today in his life. In a sentence, Jourdy mentions a term, namely Datuak which is a customary title for a leader who in this context is the Minang chief. Indeed, this term has no special name that is equivalent in foreign cultures so pure borrowing is done.

Translation Techniques on Sea Today News Talk Show Segment Buddy Talk with Jourdy Pranata: Susuk, Career, & Family

The intervention of a translator is evident from his delivery style that seeks to divert the message in such a way that it is accurate, acceptable, and easy to understand for the target audience. The way of delivery is realized using tools to match messages and forms, namely translation techniques. Techniques are used contextually and can only be identified through comparison between the source and target languages. Therefore, in the process of translating, creativity is needed to manipulate the form of language (structural adjustment) according to the function of the text written because the transfer of language forms has the potential to affect the quality of translation. Translation techniques happen at the micro level which means that it is functioned per lingual unit that makes up a sentence. A total of 18 types of translation techniques were used in matching casual-oriented expressions on this talk show where the Established Equivalent technique had the highest frequency of application. Established equivalent is dominating translators' decisions to translate casual-oriented sentences on the Sea Today News segment *Buddy Talk with Jourdy Pranata: Susuk, Career, & Family* which is quantitatively evidenced by the frequency of implementation of 177 data. The application of this technique has a good impact on the quality of talk show translations because it effectively emphasizes the message of the source language even though it is not so significant. This is because the target language forms, especially English, have more complicated sentence structures and are bound by strict subject-predicate-object rules. Of course, this makes the casual translation not as flexible as the source language (Indonesia) in casual situations. The final result of casual language translation is mostly the result of contractions and word clippings, as well as filler words so that still sound natural even though there is no expression of idioms, clichés, jargon, slang, or metaphorical expressions.

In addition to Establish Equivalent, Implicitation techniques were identified in 107 data. Although the frequency of its application is not as significant as establish equivalent technique, the realization of Implicitation in singly or couplets together with establish equivalent technique is commonly found to complement each other and produce accurate and acceptable translations. Meanwhile, followed by the use of explicitation techniques that are not far from implicitation techniques which have an impact on clarifying context and improving message accuracy.

Furthermore, the decision to paraphrase as a form of re-state the content of source language information simpler. Paraphrasing techniques support readability and acceptability, but it is vulnerable to meet inaccuracy if the translator does not really understand the context in the source language. The vulnerability of paraphrase technique has the tendency to make the translation results seem like a summary.

The next translation technique is modulation. Its application directs the reader's focus towards the context related to the content of the source language message. The modulation technique has a positive

impact on the aspects of accuracy, acceptability, and readability as with the use of this technique proven as many as 65 data contextually produce a precise translation.

Finally, there is a reduction technique in which a partial omission of the message in the target language is carried out but does not cause distortion of meaning because with this technique the translation is produced to achieve the casual nuances of the target language. Meanwhile, omissions are made on words that have no meaning or whose function in the source language is only limited to emphasis, including tu, ya, nih, iya, kan, oh.

Conclusion

Translation techniques are part of the translation results. As this term is the shape of translation strategies which are then used as tools to help achieve equivalence in meanings and messages between languages. Translation techniques can function effectively depending on the competence of the translator to apply the technique in a translation unit. So, it does not necessarily mean that the use of techniques must be functional in all contexts. More than that, the technique of talking about the micro level means that there are words, phrases, clauses, sentences that must be matched. Nonetheless, the application of translation techniques should be adjusted based on the nature of the technique whether it tends to be obligatory or optional.

In this study, 18 types of translation techniques were implemented to achieve equivalence as in messages and casual language forms based on the function of source language texts mediated orally by Paul Palele, Shafira um, and Jourdy Pranata. Meanwhile, the techniques that dominate translation are establish equivalent, implicitation, explicitation, paraphrase, modulation, reduction, pure borrowing, and discursive creation. Linguistically, translators try to produce texts as natural as possible in terms of words, phrases, clauses, sentences as seen in the results of their translation that adjust the characteristics of colloquial or casual language in the target language style (English).

Acknowledgement

I would like to express my gratitude to my co-authors, Nababan and Yulianti, for being so thoughtful by putting some attention in guide me establishing this research article. I respect and appreciate Nababan for his insights in translation scope that gives me the idea to develop this study. I am also appreciating Yulianti for reviewing this study by periodically giving some suggestion to revise the format of this research article if there is any unsuitability. However, this research can still be enriched with some other translation variables or be combined using other linguistics branches such as sociolinguistics, semantics, syntactic.

References

Anindya, W. D., & Rondang, V. N. (2021). Bentuk kata ragam bahasa gaul di kalangan pengguna media sosial instagram. *Prasasti: Journal of Linguistics*, *6*(1), 120-135.HYPERLINK "https://doi.org/10.20961/prasasti.v6i1.43270" https://doi.org/10.20961/prasasti.v6i1.43270.

Arini, N. E., & Tustiawati, I. M. (2022). Formal and Casual Language Style Used in Emily in Paris Series Season 1. *BULLET: Jurnal Multidisiplin Ilmu*, *1*(4), 604-611. Retrieved from https://journal.mediapublikasi.id/index.php/bullet/article/view/844.

Avivah, N., & Thamrin, T. (2021, Agustus 26). A Sociolinguistic Study of Formal and Casual Style in The Pursuit of Happiness Movie (Undergraduate Thesis). *Artikel Ilmiah Mahasiswa Prodi Sastra Inggris* . Padang, Sumatera Barat , Indonesia: Universitas Bung Hatta.

Clackson, J. (2010). *Colloquial Language in Linguistic Studies.* Cambridge: Cambridge University Press.

Dewi, H. D., & Wijaya, A. (2021). *Dasar-Dasar Penerjemahan Umum.* Bandung: Manggu Makmur Tanjung Lestari.

Indra, I., & Hamzah, H. (2018). An Analysis of Language Style of Teenagers found in Facebook status. *E-Journal of English Language and Literature*, *7*(1) HYPERLINK "https://doi.org/10.24036/ell.v7i1.9903" \o "Article DOI" https://doi.org/10.24036/ell.v7i1.9903.

Listyaningsih. (2014). *Administrasi Pembangunan Pendekatan Konsep dan Implementasi* . Yogyakarta: Graha Ilmu.

Molina, L., & Albir, A. H. (2002). Translation Techniques Revisited: A Dinamic and Functionalist Approach. *Meta: Translators' Journal*, *47*(4), 498-512. Retrieved from HYPERLINK "https://www.researchgate.net/publication/272899204_Translation_Techniques_Revisited_A_Dynamic_and_Functionalist_Approach" (PDF) Translation Techniques Revisited: A Dynamic and Functionalist Approach (researchgate.net).

Nofalli, T. S. (2012). *Translation Method Used in Translation Colloquial Expression in Subtitle Text of Transformers Movie* (Undergraduate Thesis). Semarang: Universitas Dian Nuswantoro.

Novitasari, A. A. (2021). *Casual Language Style Used by Tonight Show's Hosts (Undergraduate Thesis).* Malang: Universitas Islam Negeri Maulana Malik Ibrahim.

Rifah, U., & Fauzia. (2019, September 28). A Sociolinguistic Study of Formal and Casual Language Style in the Film Crazy Rich Asians by Jon M. Chu (Undergraduate Thesis). *Publikasi UAD*. Yogyakarta, Daerah Istimewa Yogyakarta, Indonesia: Universitas Ahmad Dahlan.

Copyrights