

# CULTURALLY DISTINCTIVE FEATURES IN JOURNALISTIC TEXT: A CASE STUDY ON STUDENTS' VS. AI-GENERATED TRANSLATIONS

Natalina Asi<sup>1</sup>, Akhmad Fauzan<sup>2\*</sup>, Richard Ferry Nugraha<sup>3</sup>,  
Jeremy Audra Yoal Putra Binti<sup>4</sup>, Naftali Vanesa<sup>5</sup>

<sup>1,2,3,4,5</sup> English Education Study Program, Universitas Palangka Raya, Indonesia

## ABSTRACT

The prevalence of Artificial Intelligence (AI) in this modern era has been one of the major interests in translation studies. The ability of AI to produce human-like translations has become an ongoing discussion among scholars. Therefore, this qualitative-descriptive study aimed to investigate the utility of AI in providing alternatives for journalistic text translation results made by English Department students of Universitas Palangka Raya during a Translation Course. Given the communicative nature of journalistic texts, this study explores how culturally distinctive features, such as idioms, collocations, traditional language nuances, and organization names, are translated from Indonesian into English. By referring to translation strategies adapted from Newmark (1988), Hoed (2006), and Baker (2011), this study applied comparative analysis between the translation results made by students and those generated by AI technology, i.e. DeepL and ChatGPT. Through the data tabulation, the results of this study show that AI systems can be reliable tools for demonstrating the same creativity which is one of the key characteristics of human translation. Translation creativity in this study refers to the ability to select the most effective strategies and wording to produce better translation versions of those culturally distinctive features. This study is expected to shed light on the evolving role of AI in the field of translation.

**Keywords:** artificial intelligence, culturally distinctive features, journalistic, translation strategies

## INTRODUCTION

The advancement of artificial intelligence (AI) inevitably reshapes the paradigm of the translation landscape, which includes translation professional practice and training. Traditionally, translation was considered a practice of conveying meaning from the source language to the target language by relying on linguistic competence and skills possessed by the translators. This is why translators have to master both the source and target languages, including the cultural aspects of how the people communicate. Human translators were responsible for the task of transferring the essence, nuances, and cultural context of the original texts in order to be grasped by the target readers. This especially involves culturally distinctive features such as idiomatic expression, cultural references, as well as tone and style. However, the presence of artificial intelligence expands a new area to be further explored and discussed regarding modern translation practice and studies.

Artificial intelligence can be defined as a technology that aims to replicate the intelligence of human beings (Zheng & Zhu, 2020). In the context of translation, the use of artificial intelligence is the advancement from machine translation. Certainly, modern translators are already familiar with the use of machine translations, especially with the release of Google Translate in 2006. This became one of the milestones in the evolution of machine translation, which included dictionary-based machine translation, computer-aided translation, and neural machine translation (Amin & Mandapuram, 2021). As the latest evolution, neural machine translation powered by artificial intelligence is expected to provide a human-like translation performance. It means that neural machine translation is able to process natural language understanding and processing, translation memory, and deep learning toward languages and translations. Moreover, the launching of the Chat Generative Pre-trained Transformer (ChatGPT) in late 2022, DeepL, and other neural machine

translations that can perform translation generated by artificial intelligence has given us easy access to neural machine translation.

The vast availability of translation tools on the internet transforms the ‘culture’ of translation practice. Even, most professional translators nowadays adopt the use of artificial intelligence in their works. There are several considerations to this. The use of neural machine translation helps the translator obtain a general understanding of the text (Kränzler, 2020), or even save more time in making drafts (Škobo & Petričević, 2023). Later, human translators can improve the translation and ensure that the translation product meets its purpose (Eszenyi et al., 2023) by doing some editing. It is reasonable since professional translators may have a high workload. For example, translators who work in media companies may have to race with deadlines in order to publish news or information timely. Hence, the use of artificial intelligence will provide work efficiency (Xiao, 2021) for the translators. Another consideration of professional context is that the use of artificial intelligence in translation can also provide economic efficiency (Xiao, 2021). With faster translation work, the quantity of translation produced will increase in a more efficient time which will lead to more income for the translators.

Considering this shift in the ‘culture’ of professional translation practice, there are impacts on translation training that should be taken into account. It raises the question of how the colleges and universities that offer translation courses prepare their students for the professional field. The transformation urges us to reconsider the methods of training the students since it should reflect the real professional field where the students will become practitioners. In the early presence of machine translation, translation trainers or teachers might not suggest the use of machine translation since it was incapable of providing a reliable and good translation (Pym, 2013). However, they currently confront the presence of artificial intelligence which provides a better innovation compared to the previous version of machine translation. Therefore, the role of trainers or teachers nowadays has been expanded not only to provide theoretical knowledge but also to become facilitators. They guide the students to utilize the available translation tools (Muñoz-Basols et al., 2023; Škobo & Petričević, 2023) while still paying attention to the traditional translation aspects such as nature, category, process, behavior, and ethics (Zheng & Zhu, 2020). It is expected that students can enhance their learning experiences through artificial intelligence tools in translation practices. Therefore, this study aims to explore the role of artificial intelligence in translation training.

Yet, this technology still left us with two polarizations on how we perceive neural machine translation. There are some people who perceive that artificial intelligence which consists of strings of binary numbers in digital computers is able to perform anything assigned by the users including translation, while the opposite says that it is still incapable of resembling the nature of the human mind since it is semantic instead of formal structure (Lin, 2023). Moreover, in the context of translators’ competence, relying only on the use of artificial intelligence could hinder the translators’ language skill development. This becomes the reason why educational institutions should take action to ensure translation training and education work in parallel with current technological advancement and professional landscape. Educational institutions should embrace collaboration with artificial intelligence tools in translation training and education (Wang, 2023) since it can generate an excellent translation result (Khasawneh et al., 2023).

Collaboration between human translators and neural machine translators is needed especially in translating text with culturally distinctive features. Although some scholars even argue that neural machine translation powered by artificial intelligence may demonstrate better performance than human translators in years to come, it is undeniable that in the current state, there are still limitations in neural machine translators. Those limitations included precision, context preservation, and cultural nuance (Yao & Jinfang, 2023). Thus, humans' touch on the translation product is still important in maximizing the quality. One of the text types that mostly contains culturally distinctive features is journalistic text.

Journalistic texts, including news, columns, etc., are one of the interesting subjects in translation studies to be examined more. Besides its common characteristics such as being neutral, objective, and accurate (Lijun & Yingping, 2020) which is referred to as 'journalistic language' (Wahyudin, 2016), journalistic texts must also be concise, smooth, straightforward, informative, and attention-grabbing (Anjani & Rahman, 2022). These characteristics make journalistic texts often contain elements that relate to the target reader, such as idiomatic expressions, sayings, proverbs, or even traditional language mixture that makes the reader interested in reading the text. Indonesia has hundreds of cultures and languages that may affect the writing style of the text. It becomes more challenging when the translator translates Indonesian text into other languages, such as English, because of the extensive amount of culturally distinctive features in journalistic text (Mohammed, 2023). Thus, domestication ideology plays an important role in journalistic translation (Valdeón, 2022).

Journalistic translation is an area in which artificial intelligence may have a good contribution to the process. However, not many studies covered this area yet. One of the studies in journalistic translation and machine translation was conducted by Putri & Dewi (2021) and examined how Google Translate chose the procedure for translating news from English into Indonesian. Therefore, this current study expands the area by exploring how neural machine translation tools, ChatGPT 3.5 and DeepL, choose translation strategies for translating news from Indonesia to English in the Translation Course of English Education Study Program of Universitas Palangka Raya. Hence, the significance of this study lies in providing further insight into how translation courses should be designed and directed amid the current rapid technological advancement, especially artificial intelligence.

## **METHODS**

This qualitative-descriptive study explores the use of neural machine translation powered by artificial intelligence in translating culturally distinctive features contained in journalistic texts. By applying comparative analysis, this study compares the translation version from ChatGPT 3.5 and DeepL with the translation made by the students of the Translation Course of English Education Study Program, Universitas Palangka Raya. There are six texts with different topics with three versions of translation for each (Student-made, ChatGPT 3.5, and DeepL). The text parts examined in this study are only those sentences that contain culturally distinctive features.

The translations are identified based on the translation strategies adapted from Newmark (1988), Hoed (2006), and (Baker, 2011) as follows.

1. Transference. A translator may occasionally use terms straight from the source text if there is no equivalent word in the target text. In the sphere of technology, where innovation is expanding quickly, this instance occurs frequently for new terminology.

2. Naturalization. Naturalization is a translation technique where the translator adapts a word from the source language to the target language. By going through a phonetic system change, a term gets accepted into the target language, which is what is meant by naturalization.
3. Calque. Calque is a type of literal translation where the words are translated into the target text according to their literal meaning. Due to variations in the collocation systems of the source language and the target language, the word may occasionally not be appropriate given the situation.
4. Accepted Translation. Some words may have preset or widely acknowledged equivalents in two separate languages. A translator does not therefore need to search for a different version of equivalence. Terms and conditions, for instance, are the translation of the Indonesian phrase "syarat dan ketentuan."
5. Paraphrase. One translation technique that is focused on the target language is paraphrasing. It reproduces the same messages using various word choices or sentence constructions from the original text. This approach frequently results in a more comprehensible translation but dilutes the author's original style in the process.
6. Modulation. Translations can be modified to reproduce the content and message of the original text from several angles or interpretations. For instance, the transition from English's active voice to Indonesian's passive voice.
7. Transposition. Transposition is required by translators since very few languages share the same system. It addresses changes that might take place in the category, structural, or unit level of the language. For instance, by combining two clauses, two sentences can be converted into one.
8. Cultural Equivalence. When translating, translators frequently deal with culturally specific elements like metaphors, idioms, phrasal verbs, sayings, etc. that mirror a certain society group's style of communication. It is considered cultural equivalency if a translator is able to reproduce that attribute with its equivalent, for example, idioms to idioms.
9. Addition. In order to provide readers with context, additional information may occasionally be required in the target text. Readers will better understand the content if there is additional detail.
10. Omission. In journalistic translation, omission is a strategy that is regularly employed. For the translator, there are several factors to take into account, including the information's importance and relevance to the intended audience. The ideology of the editorial or media team may also have an impact.
11. Explication. Translation professionals utilize the explication strategy to present information explicitly. The implied message that the reader deems relevant is extracted in order to do this.

After the translation strategies for each version have been identified, the translations are compared in order to find the best version. The versions made by neural machine translation were examined whether they were able to provide better translation in terms of strategy choices, accuracy, and acceptability.

## RESULTS AND DISCUSSION

Based on the identification process conducted toward the six different Indonesian journalistic texts and their translation versions made by students, DeepL, and ChatGPT 3.5, there are 13 (thirteen) sentences that contain culturally distinctive features. Those features can be grouped into four categories, including language style, cultural term, idiomatic expression, and collocation.

### *Language Style*

Language style becomes the most common category found in the texts. There are 6 (six) sentences using the feature of language style. Language style can be defined as a certain way of expression or word choice and order used by the community. Sometimes, a certain language style cannot be translated using translation strategies that are oriented to the source language. Doing so will result in an awkward and unnatural translation for the target reader. Therefore, some of the translation strategies that may be suitable for this case are modulation, transposition, paraphrase, and other target-language-oriented strategies. The comparison between translation versions can be seen as follows.

Source Text	Students' Translation	DeepL	ChatGPT 3.5
Pertama, cegah dehidrasi dengan minum air yang banyak dan <b>tak minum menunggu haus.</b>	First, prevent dehydration by drinking plenty of water and <b>not drinking waiting thirsty.</b>	First, prevent dehydration by drinking plenty of water and <b>not waiting to be thirsty.</b>	First, prevent dehydration by drinking plenty of water and <b>not waiting until you're thirsty to drink.</b>
Translation Strategy	Calque	Omission	Explication

The above comparison shows that neural machine translation produces a better translation version compared to the students' work. The calque translation strategy used by the students may have the original message, but the wording is unacceptable and unnatural for the target readers. The neural machine translations demonstrate their ability to choose the translation strategy that produces more acceptable versions of the translation. DeepL provides a more concise and effective translation by leaving out the second word 'minum' (literally means drink) which makes it not redundant. Meanwhile, ChatGPT 3.5 generates a smoother translation by making the meaning 'you' more visible in the translation. This case shows that ChatGPT 3.5 is able to grasp implicit meaning from a text and make it explicit in the target text.

Source Text	Students' Translation	DeepL	ChatGPT 3.5
<b>Perempuan cantik</b> asal Bandung itu tak lain adalah <b>peragawati</b> dan fotomodel era 1970 hingga 1980.	She was a <b>beautiful woman</b> from Bandung who had been a photo model in the 1970s and 1980s.	The <b>beautiful woman</b> from Bandung was none other than a <b>mannequin</b> and photo model from 1970 to 1980.	The <b>beautiful woman</b> from Bandung was none other than a <b>fashion model</b> and photo model from the 1970s to the 1980s

Translation Strategy	Omission & Calque	Calque	Calque
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Unlike the first case, all versions of the translations use calque in conveying the meaning. However, the language style in the source text is very Indonesian, which is not natural for native speakers if it is translated using calque. It would be more natural if translated as "Originated from Bandung, this beautiful lady was a fashion and photo model between 1970 and 1980". The student's translation omits the meaning of 'peragawati'. They may consider fashion models and photo models as the same professions, which are slightly different in fact. Only ChatGPT 3.5 preserves the meaning that the lady actually had two different professions. On the other hand, DeepL failed to grasp the meaning, since it translated 'peragawati' into 'mannequin' which has absolutely a different meaning.

Source Text	Students' Translation	DeepL	ChatGPT 3.5
<b>Mobilnya ditemukan warga</b> tengah terparkir di pinggir Jalan Dupa, Kalibata, Pancoran, Jakarta Selatan, sekitar pukul <b>22.00 WIB</b> .	<b>The locals found her car</b> parked on the side of Jalan Dupa, Kalibata, Pancoran, South Jakarta, at around <b>10 p.m.</b>	<b>Her car was found</b> parked on the side of Jalan Dupa, Kalibata, Pancoran, South Jakarta, at around <b>10 pm.</b>	<b>Her car was found</b> parked by residents on the side of Dupa Street in Kalibata, Pancoran, South Jakarta, at around <b>10:00 PM local time."</b>
Translation Strategy	Intrasystem Transposition	Intrasystem Transposition	Intrasystem Transposition & Paraphrase

The above sample shows that all of the translation versions use intrasystem transposition. It can be seen in the time format which is translated from 24-hour based time into 12-hour based time. Indonesians tend to use a 24-hour time format, especially when it comes to formal occasions, while English does the opposite, which is a 12-hour time format. It means that both students and machines can adjust the time format based on the culture of the target text. ChatGPT 3.5 has gone the extra mile by translating 'WIB' into 'local time'. It shows an awareness that the target reader may have a different time zone than the context of the source text. However, in this case, those neural machine translations are still unable to modulate on perspective, namely changing active sentences to passive.

Source Text	Students' Translation	DeepL	ChatGPT 3.5
Tapi, karena uang tersebut habis untuk kebutuhan hidup, Pak De <b>nekat</b> menghabiskan nyawa Ditje.	However, the money had already been spent on living costs, and Pak De was <b>convinced</b> to kill Ditje.	But, because the money had run out for the necessities of life, Pak De was <b>desperate</b> to kill Ditje.	But, because that money had been spent on living expenses, Pak De <b>resorted to</b> taking Ditje's life, <b>against all odds.</b>

Translation Strategy	Mistranslation	Calque	Paraphrase
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This case demonstrates that translations made by artificial intelligence have better naturalness compared to the student's work. The wording generated by ChatGPT is more communicative by paraphrasing the word 'nekat' (literally means recklessly) into an expression that sounds natural to the target readers. Meanwhile, DeepL translates well but still maintains the structure of the source language. On the other hand, the student mistranslated the word into 'convinced' which has no meaning relationship to this context.

Source Text	Students' Translation	DeepL	ChatGPT 3.5
"Yang benar, Pak?"	"Is that right, sir?"	"Is that right, sir?"	"Is that true, sir?"
Translation Strategy	Mistranslation	Mistranslation	Mistranslation

The expression '*Yang benar, Pak?*' is a specific way of Indonesian communication that is quite tricky to translate. A translator must have the capability to decipher the meaning, which later requires a more communicative translation strategy. The above case shows that all versions use the calque strategy which leads to mistranslation since the equivalence meaning cannot be found in those translations. There is no translation with meaning that fits the context. The correct translation should be "Are you sure, sir?" because the original context is asking a person's belief about what he is witnessing during an event.

Source Text	Students' Translation	DeepL	ChatGPT 3.5
Masa orang pakai helm, begitu ketemu, langsung bisa dikenali?	How come people wear helmets, and when you see them, you can immediately recognize them?	How can someone wearing a helmet be recognized as soon as you see them?	Do people get instantly recognizable when they wear helmets and meet each other?
Translation Strategy	Calque	Paraphrase & Structural Transposition	Paraphrase & Structural Transposition

The source text above also demonstrates the language style of Indonesian. It cannot be translated by maintaining the structure of the text. Otherwise, it will result in unnatural or even hard-to-understand sentences. The student's translation version shows ineffective translation since the structure of the sentence is rather complicated. The artificial intelligences generate translation by utilizing paraphrase and structural paraphrase. DeepL successfully reproduces the meaning of 'masa', which indicates the uncertainty of someone believing something, into 'how can'. However, this meaning is hardly found in the translation generated by ChatGPT 3.5.

### Cultural Term

In several cases, the writing of Indonesian journalistic text may be influenced by the cultural background of the writer. With various cultures existing in Indonesia, the translation of the text which consists of cultural terms provides another challenge for translators to deal with. What it means by cultural term in this context is any kind of term that originated from a specific traditional culture. In order to translate this type of feature, a translator must possess adequate background knowledge of the culture and the language. Otherwise, the translator would misinterpret the intended meaning. Several cases of cultural terms in journalistic translation can be seen as follows.

Source Text	Students' Translation	DeepL	ChatGPT 3.5
<b>Kuli Nyambi Pengedar Narkoba</b> di Surabaya Ditangkap, 159 Paket Sabu Disita.	<b>Kuli Nyambi, a drug dealer</b> in Surabaya, was arrested and 159 packets of crystal meth were confiscated.	Surabaya's <b>coolie turned drug dealer</b> arrested, 159 packages of methamphetamine seized.	<b>Drug Peddler 'Kuli Nyambi'</b> Arrested in Surabaya, 159 Packs of Crystal Meth Seized
Translation Strategy	Mistranslation	Paraphrase	Mistranslation

Based on the case of 'Kuli Nyambi Pengedar Narkoba', it is shown that artificial intelligence may have a database that already covers several Indonesian cultures. The word 'nyambi' is a Javanese term that means doing something while performing the other. Only DeepL can grasp the meaning of this term, meanwhile, students and ChatGPT 3.5 failed to understand the word. Both of them caught Kuli Nyambi as a person's name which resulted in the inaccuracy of translation.

Source Text	Students' Translation	DeepL	ChatGPT 3.5
Menurut polisi, Ditje telah menitipkan uang sebesar Rp 10 juta kepada Pak De, yang merupakan <b>dukun</b> .	According to the police, Ditje had deposited Rp 10 million with Pak De, who is a <b>spiritual healer</b> .	According to the police, Ditje had entrusted Rp 10 million to Mr. De, who is a <b>shaman</b> .	As per the police, Ditje had entrusted Rp 10 million to Pak De, who was a <b>traditional healer</b> .
Translation Strategy	Calque	Calque	Calque

Another case of cultural term can be found in the use of the word 'dukun' as shown in the table above. All versions of the translation use the calque strategy which translates the word into 'spiritual healer' and 'shaman'. Without context, the Indonesian term 'dukun' can be translated into both of them. However, in this context, the equivalence of the message generated correctly by DeepL. It is because the context of the text does not talk about someone who needs healing, either physically or mentally. Instead, it presents a discourse



where someone wanted to multiply her money using the supernatural method, which is commonly conducted by shamans.

Source Text	Students' Translation	DeepL	ChatGPT 3.5
Bersyukur dapat Membuat <b>Hati</b> Lebih Bahagia	Gratitude Can Make The <b>Heart</b> Happier	Gratitude Can Make Your <b>Heart</b> Happier	Being Grateful Can Make The <b>Heart</b> Happier
Translation Strategy	Cultural Equivalence	Cultural Equivalence	Cultural Equivalence

There is a difference in Indonesian and English culture in referring to body parts where humans feel emotions. In Indonesia, people refer to 'hati' which is literally translated into English as 'liver'. On the other hand, English has a different way of referring to 'heart' which literally means 'jantung' in Indonesian. Biologically, the liver and heart are two different organs in the human body, but Indonesian and English use them to refer to body parts where emotion emerges. All versions of the translation, even the neural machine translation, are able to generate equivalence.

Source Text	Students' Translation	DeepL	ChatGPT 3.5
<b>Badan Geologi</b> sendiri telah menerjunkan tim untuk menyelidiki fenomena semburan api yang keluar dari sumur bor tersebut.	<b>Ministry of Energy and Mineral Resources</b> has investigated the flame burst phenomenon that came out from artesian well.	<b>The Geological Agency</b> itself has dispatched a team to investigate the phenomenon of fire bursts coming out of the borehole.	<b>The Geological Agency</b> itself has deployed a team to investigate the phenomenon of the fire eruption from the drilling well.
Translation Strategy	Mistranslation	Accepted Translation	Accepted Translation

The name of an institution is closely related to the community group to which it belongs. Between community groups, names of institutions may have different constituent words although referring to the equivalent institution. For example, the translation of 'Badan Geologi' as an agency that deals with any geological phenomenon has two different translation results as shown above. In the student's translation, there is a mistranslation since institutions at the agency level are lower than ministries. Institutions that belong to different levels cannot be equal since there are dissimilarities in their jurisdiction. In this case, DeepL and ChatGPT are able to produce translations in appropriate languages which is agency.

### *Idiomatic Expression*

Idiomatic expressions are fixed phrases that are inseparable from the culture where they emerged. They are combinations of words in a language that have meaning beyond the literal interpretation of its individual components. Since they are firmly ingrained in the culture and language, it will be challenging for translators to convey the meaning in the target text,

especially when there is no equivalent expression in the target text. In translating idiomatic expressions, translators should also have adequate background knowledge as well as idiomatic expression repertoire. The following are several cases related to idiomatic expression translation found in the texts.

Source Text	Students' Translation	DeepL	ChatGPT 3.5
Warga terkejut mengetahui ternyata di dalam mobil itu <b>terbujur kaku sosok perempuan</b> yang belum dikenal identitasnya.	The locals were shocked to find an unidentified <b>woman lying stiff</b> in a car.	Residents were surprised to find that inside the car was a <b>woman</b> whose identity was not yet known.	Residents were shocked to <b>discover</b> that inside the car <b>lay the lifeless figure of an unidentified woman.</b>
Translation Strategy	Calque	Omission	Paraphrase & Structural Transposition

The idiomatic expression ‘terbujur kaku’ means ‘dead’. When it is translated using calque, the expression ‘lying stiff’ sounds unnatural and unacceptable to express the meaning of someone's death. Therefore, the meaning is not reflected in the student’s translation version. Translation made by DeepL even omits the meaning dead by only explaining the finding of a woman in a car regardless of her condition. Meanwhile, the translation generated by ChatGPT is more communicative since it uses paraphrases and makes several adjustments in the structure by applying transposition.

Source Text	Students' Translation	DeepL	ChatGPT 3.5
<b>Seperti mimpi buruk yang jadi kenyataan,</b> akhirnya Pak De <b>duduk di kursi pesakitan</b> dalam persidangan di Pengadilan Negeri Jakarta Selatan.	<b>Like a nightmare come true,</b> Mr. De finally <b>sat in the courtroom</b> at the South Jakarta District Court.	<b>Like a nightmare come true,</b> Mr. De finally <b>sat in the courtroom</b> at the South Jakarta District Court.	<b>Like a nightmare turned into reality,</b> Pak De finally <b>sat in the defendant's seat</b> during the trial at the South Jakarta District Court.
Translation Strategy	Cultural Equivalence	Cultural Equivalence	Cultural Equivalence & Paraphrase

There are two idiomatic expressions found in this sentence, namely ‘seperti mimpi buruk yang jadi kenyataan’ and ‘kursi pesakitan’. The first expression has a structurally similar equivalent in English, namely ‘like a nightmare comes true’. This expression is presented in the version made by students and DeepL. We can see another version from ChatGPT, which is ‘like a nightmare turned into reality’. The versions used by ChatGPT actually exist, but are not as popular as the versions of Student and DeepL. The second one is ‘kursi pesakitan’

which was translated into ‘courtroom’ and ‘defendant’s seat’. Actually, those two versions have slightly different meanings to the original. The expression ‘kursi pesakitan’ refers to the process of trial. Thus, it is better to translate it into a ‘trial process.’

### Collocation

Collocation can be defined as a habitual pairing or grouping of words in language. Words tend to occur together more frequently which later determines the naturalness of an expression. For non-native speakers, collocation often becomes a challenge for them in producing acceptable expressions. Mastery of collocation plays a significant role in achieving fluency and natural-sounding language use. Translators often fall into using words awkwardly paired, resulting in unnatural translation or even difficulty in understanding. Here is the case of collocation translation found in the texts.

Source Text	Students’ Translation	DeepL	ChatGPT 3.5
Dalam 1-2 pekan terakhir, suhu udara begitu panas dan matahari seperti lebih <b>menyengat</b> ketimbang biasanya.	In the last 1-2 weeks, the air temperature is so hot and the sun seems to be more <b>scorching</b> than usual.	In the last 1-2 weeks, the temperature has been so hot and the sun seems to be <b>stinging</b> more than usual.	In the past 1-2 weeks, the air temperature has been exceptionally hot, and the sun feels more <b>scorching</b> than usual.
Translation Strategy	Calque	Calque	Calque

Based on the table above, the ChatGPT translation is more communicative. DeepL is more rigid, especially on the word ‘menyengat’ which translates to ‘stinging’. In Indonesian the words ‘matahari’ and ‘menyengat’ are collocated, but ‘sun’ and ‘stinging’ are not. The word ‘stinging’ is collocated with insects such as bees, wasps, etc.

In certain cases, neural machine translation has better translation results than student translation results. Utilizing artificial intelligence technology in the translation process may provide beneficial results, especially for the students. However, the results of the translation cannot be immediately considered final. The role of human translators is still very much needed because only humans can ensure that the translation is correct and natural for the target reader. From the aspect of creativity in selecting translation strategies, neural machine translation proves that translations do not always use calque strategies. However, neural machine translation is already able to choose translation strategies that require creativity, such as paraphrasing and structural transposition.

Products of neural machine translation still need to be reviewed before it is considered complete because their creativity sometimes does not occur in the ‘right place’. For example, the use of an omission strategy sometimes even removes important parts of the meaning. In journalistic texts, writers also sometimes often include terms originating from regional languages that are already popular. However, neural machine translation still has limitations on cultural terms, especially regional culture. The neural machine translation database is still often unable to recognize these terms so it sometimes fails to understand the meaning of the

text which leads to unreliable translation products. Besides the database, the success of neural machine translation also depends on the prompts instructed by the users. Consequently, the translators should ensure appropriate prompts for certain translation tasks using artificial intelligence.

Neural machine translation has an advantage when it comes to translating common terms such as the names of organizations because it can dig up information via the internet automatically. The same thing also applies to idioms, because idioms are general terms. In fact, neural machine translation is already able to translate idioms using paraphrases. However, the most difficult aspect of neural machine translation to do is identifying language styles. Sometimes a text is considered grammatically correct but does not sound natural to the target reader. This is where the collaboration between neural machine translation and human translation is needed. Translation courses at the university level should embrace the presence of artificial intelligence in their curriculum. Therefore, the students will be able to use it professionally and ethically in translation practices.

## **CONCLUSION**

In present times, the presence of artificial intelligence is inevitable. It certainly reshapes the paradigm in our education system, especially in translation studies and practices. The significance of incorporating AI into translation studies and practices stems from its ability to streamline the translation process, improve accuracy, and increase efficiency. However, as AI-driven translation technologies continue to evolve, translation education necessitates a re-evaluation of pedagogical approaches and skill sets required for future language professionals. By perceiving AI as a complement to human expertise rather than a replacement, we can harness its potential to expand linguistic capabilities.

As shown in this study on journalistic text translation, AI-generated translations still need the human touch to achieve reliable translation results. AI technologies still have limitations in terms of recognizing culturally distinctive features, including language styles, cultural terms, idiomatic expressions, and collocations. Its database is still under expansion towards vast cultural varieties in the world. By understanding the advantages and disadvantages of manual and AI-generated translation, the combination of the two may potentially provide better quality. It can be from the aspect of accuracy, naturalness, and readability.

However, this study is limited by only comparing translation results between students and machines for culturally charged words. This study looks at whether machines are able to provide better translation suggestions to improve student translations devoid of thorough translation quality assessment among the texts. Suggestions for future research are to conduct experimental research that investigates the students' processes in translating texts by directly utilizing artificial intelligence tools without reducing their role as decision-makers and developing their language skills in translation.

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