

TRANSLATION STRATEGIES OF INFORMAL ENGLISH EXPRESSIONS ON SOCIAL MEDIA X

Strategi Penerjemahan Ekspresi Bahasa Inggris Informal di Media Sosial X

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Abstract

This study examines the translation strategies applied to informal English expressions, specifically slang, abbreviations, and memes found on the social media platform X (formerly Twitter). The increasing usage of informal language in digital communication poses challenges for translators due to its dynamic, creative, and non-standardized nature. This study aims to identify and categorize these expressions and analyze how they are translated into Indonesian using Peter Newmark's frameworks. The research uses a descriptive qualitative method. The data consists of 21 posts from 3 different accounts on X, selected purposively to reflect various informal expression types. Each post was first translated using DeepL Translation and retranslated manually by the researcher. The resulting translations were analyzed to determine the dominant translation method and procedures applied. The findings reveal that Idiomatic Translation was the most frequently applied method. Among the procedures, Modulation, Descriptive Equivalent, and Transference were most commonly used to deal with cultural and contextual nuances. This study contributes to the field of translation by offering insight into how informal, fast-evolving language forms on social media can be effectively translated.

Introduction

In today's digital era, social media has become an important part of everyday life. Its inseparability with the life dynamics has shaped the way people connect, communicate, access information, and engage with the global communities. At the beginning of the Web 1.0 era in the 1990s, social media platforms only served as personal websites, email, and online forums, it only enables a basic one-way and limited communication. Later in the development of internet and technology, Web 2.0 comes into existence. The term Web 2.0 was popularized by O'reilly Media in 2003 to 2004. Web 2.0 is a set of principles and practices that tie together a veritable solar system of sites that demonstrate some or all of those principles (O'reilly & Battelle, 2009). In Web 2.0, we were introduced to platforms like Friendster (2002), MySpace (2003), and Facebook (2004); these three were among the first to enable real-time interaction and social networking features.

By the late 2000s, microblogging and real-time platforms became central to online communication. For instance, Twitter (2006), now known as X, which originally limited to 140 characters per post, and later on the limit was expanded to 280 characters for unverified users. As one of the most influential microblogging sites, X stands out due to its open and real-time environment that encourages informal language use. It has evolved beyond their core purposes and have transformed into powerful dynamic ecosystems where languages, expressions, trends, and communities constantly make shifts and progress. Throughout the years, social media, in this case, X, has made it possible for people around the globe to interact and connect without having to feel limited by distances and different time zones.

The dominant language on social media due to its global reach, English becomes an important *lingua franca* on X with diverse populations, otherwise people of X may not be able to communicate. Nowadays, the English language on X is adapted into informal expression forms in creative ways. This is characterized by the usage of internet slang, creative abbreviations, and memes. X reflects how language use is deeply tied into the platform's participatory nature; thus, the unique characteristics of X make it a valuable platform for translation studies, especially in the realm of informal English.

Informal English is characterized by a casual form of conversation that deviates from standard grammar, vocabulary, and syntax. The usage of informal English online has increased due to many youths being exposed to the style of English in a daily basis (Johannesson, 2022). The rapid evolution of informal language and the widespread use of social media platforms are highly relevant and play a dominant role in their dynamic and interactive nature, especially on a platform like X. This phenomenon is part of the coined term Netspeak (Crystal, 2008), which refers to the hybrid, creative, and evolving nature of language used in digital communication. Netspeak is a type of language that display unique features to the internet and is often driven by the immediacy and interactivity of online platforms. It is a blend of spoken and written forms characterized by brevity, innovation, informality, and often a multimodal nature that combines text, images, emojis, and symbols. In the context of X, Netspeak becomes highly relevant as users engage in real-time conversations, constrained with cultural trends. This environment encourages the development of a language style that is playful, context-sensitive, and rapidly evolving. As the young generation actively engages with social media, they contribute to developing an evolving and distinctive language, reflecting Netspeak beyond the unusual and unique communication in the digital platform (Puspitasari, 2024). Informal expressions on digital platforms are often marked by linguistic creativity, humorous, and strong context-oriented. At this point, they are not merely linguistic elements but also sociocultural products. Among these expressions include slang, abbreviations, and memes, reflecting current situation on social media dynamics.

Slang is the common informal, non-standard expressions often used by specific groups or subcultures. It is an ever-changing set of colloquial words and phrases that speakers use to establish or reinforce social identity or cohesiveness within a group or with a trend or fashion in society at large (Eble, 1996). His statement underscores the dynamic and socially grounded nature of slang as it is often associated with the youths, teenagers, used for entertainment in digital spaces such as social media platforms. Slang is a subject that provokes strong emotions (Coleman, 2012), which is why it is confined as words or phrases that are restricted to a particular group of people and it can function as a secret language by them. It is further confirmed that slang is also the most effective when used among friends because it draws upon common social and emotional experiences to give meaning to the terms (Герцовська, Hertsovska, & Леушина, 2016). Slang is not merely about informal words but it has a functional role in social inclusion and exclusion; it helps to distinguish from being an outsider.

Abbreviations are shortened forms of words or phrases that people typically used to save time in writing or speech. The term abbreviation has been refined by linguistics as part of the study of word-formation, distinguishing several ways in which words can be shortened (Crystal, 2008). Abbreviations were originally intended to save materials and labor by using symbols for arduous entities repeated often in writing (Kadhim, Mahdi, & Maktoof, 2022). Thus why, they are created by leaving out certain letters or syllables, and often use capital letters or periods. These includes initialisms (e.g., LOL for "laughing out loud"), acronyms (e.g., TTYL for "talk to you later"), and truncations (e.g., info from "information").

Memes are one of the most distinctive and influential forms of informal digital expression. The term meme was originally coined by the biologist Richard Dawkins in his book *The Selfish Gene* (1989), where he described it as a unit of cultural transmission, corresponding to genes in biological evolution. With the rise of the digital world, particularly Web 2.0, the term meme underwent a

significant transformation. It is important to note that memes are exposed to the evolutionary process and it should not be seen as something rigid and unchanging (Baurecht, 2020). Memes typically combine textual and visual components, allowing for a synergistic blend that helps convey their creators' intended message more effectively to the audience (Fachrezi & Mahadian, 2022). Later on, adopted by online communities, memes are multimodal texts, usually a combination of image, text, and humor, that spread rapidly across online platforms. It's a highly contextualized language that may include exaggeration, irony, abbreviations, slang, and other informal elements.

The emergence of informal English expressions on X impacts greatly more than the formal English typically taught in classrooms and textbooks. The informal expressions on X are notably different as they tend to be context-heavy, fluid, and rapidly evolving. For non-native learners, particularly those attempting to translate the contents into other languages, such as Indonesian, faces significant challenges. Informal English often lacks clear and direct equivalents to Indonesian, therefore they cannot be translated with literal or word-for-word techniques.

Previous studies have explored the presence and function of Informal English expressions on X (and Instagram) in various forms. Hutauruk et al. (2024) investigated the phenomenon of slang usage and emphasized its role in expressing oneself within online communication. S. Budiati & Rosita (2024) analyzed types and purposes of abbreviations used by influencers across genders on the platform, revealing that women use abbreviations with a greater familiarity, while men tend to prefer using the established or universal abbreviations. Meanwhile, Romita and Sujatmiko (2025) studied the translation quality of meme images, highlighting the cultural and contextual challenges in rendering humor. While these studies have offered insights into the linguistic and communicative aspects of informal language on social media, fewer have examined how such expressions are translated strategically into another language, particularly within a structured theoretical framework.

In this case, translation is basically a change of form. For non-native learners, particularly Translation is transferring source language and replacing it with the form of the receptor (target) language (Larson, 1998). Due to the quick-paced content there, translating X contents demands flexibility, creativity, and strategic thinking. While machine translation may assist in generating literal meanings, human judgment or human translator remains essential to ensure that the translated expression preserve relevance and resonance to the target audience. The application of effective translation strategies that go beyond literal translation must be considered. Peter Newmark (Newmark, 1988) proposed two frameworks to guide the translation strategy process: translation methods and translation procedures. His eight translation methods, such as adaptation, idiomatic translation, communicative translation, and the rest, can help in determining the overall approach taken in translating a text. Meanwhile, his thirteen translation procedures offer more specific techniques within a given method, applied in a smaller scale. These include modulation, transference, transposition, paraphrase, and etc. This study exploration aims to deepen the understanding of the complexities in translating informal English expressions on X, with a focus on analyzing the translation methods and procedures used to convey meanings across the source language (English) into the target language (Indonesian), it also seeks to uncover the decisions to maintain humor, meaning, and emotional tone of the original posts within Peter Newmark's frameworks, ensuring that the translated content remains accessible and relatable to the target audience.

METHOD

1. Research Design

This study employed a descriptive qualitative approach. A qualitative method was deemed appropriate for this study as it emphasized the interpretative nature of language and focused on meaning-making rather than numerical data (Creswell, 2014). Supporting this, the qualitative data emphasized on people's live experiences is fundamentally well suited for locating the meanings that

people place on events, processes, and structures of their lives and for connecting these meanings to the social world around them (Miles & Huberman, 2014).

The qualitative approach was applied to analyze and describe the translation strategies used in translating informal English expressions, especially slang, abbreviations, and memes found on the social media platform X (formerly Twitter) into Indonesian. The study is descriptive in nature, as it aims to depict the patterns and strategies found in the translation of informal expressions, rather than testing hypotheses or measuring numerical variables. This method allowed for an in-depth exploration of how informal language is translated, focusing on uncovering patterns, strategies, equivalences, and cultural nuances involved in converting informal expressions across two languages and cultures.

The theoretical framework of this study is based on Peter Newmark's (1988) model, which includes both translation methods at the macro level (textual level) and translation procedures at the micro level (word or sentence level).

2. Data Source

The selection of X as the research object is based on its status as a leading platform for real-time, user-generated, and text-based communication, which supports effective data collection and analysis. Data were collected from three purposively selected public accounts: 1. @cryst6ls (Cyber Account), 2. @m4retha (Indonesian Social Media Influencer), 3. @FILMCHANI (Fan Account).

The first account, @cryst6ls, is affiliated with cyber and internet culture and is known for using niche internet slang, abbreviations, and memes that are playful, ironic, and context-dependent. The second account, @m4retha, is a well-known Indonesian social media influencer, commonly referred to as a *Seleb Twit* or *Seleb X*, who frequently interacts with local audiences using a blend of English and Indonesian. Her posts are often expressed through informal English, making the account a valuable resource for this study. The third account, @FILMCHANI, is a fan account for American actress Zendaya and represents pop culture fan discourse. This account often posts something that includes references to fandom culture and trending topics, which frequently involve informal English expressions. The data containing slang, abbreviations, and memes chosen was limited to posts published between January 1st and June 4th, 2025. While the sampling was not designed to achieve representativeness of all users on X, the inclusion of accounts from different communities was intended to ensure variation in content type and features.

3. Data Collection

As the study was conducted with a descriptive qualitative approach, the data focused on textual content sourced from social media X from three selected accounts (@cryst6ls, @m4retha, and @FILMCHANI). To ensure systematic analysis, the data collection followed a series of structured steps to identify the types of informal expression, establish their literal meaning generated by DeepL and retranslating contextual meanings done by the researcher as human translator, perform dictionary validation (for slang and abbreviations: Merriam-Webster and Urban Dictionary, for meme: Know Your Meme), and apply relevant translation strategies based on Peter Newmark's (1988) frameworks.

a. Documentation of X Posts as Primary Data

The primary data for this study consisted of posts (tweets) collected from the social media platform X. A total of 21 posts were selected from three users: @cryst6ls, @m4retha, @FILMCHANI. The posts were documented through screenshots as they preserved the original format. Taking screenshots is a simple and straightforward method for collecting, archiving, and presenting the user experience of an on-screen interface (Lassen, 2025).

b. Identification of Informal Expression Type

Following the documentation process, each tweet was set to be examined and identified as to which type of informal expression it contained. Drawing from the theoretical foundation discussed in the Introduction, the informal expressions were grouped into three categories: Slang, Abbreviations, and Memes.

c. Defining Literal and Contextual Translation

The next step was to explain the meaning of each expression, essential in capturing not only the surface-level meaning (literal) but also the deeper, culture-bound embedded (contextual) in each expression. The literal translation utilized DeepL Translator as the initial machine translation tool to produce the baseline translations. DeepL was chosen over other tools due to its high accuracy in handling natural translations. Confirmed by Reber (2019) and Cambedda et al. (2021) that DeepL performed better than other notable machine translations. After each literal translation were generated by DeepL, then the researcher as human translator performed contextual translation by closely examining the cultural and social elements within each post to reach comprehensible translations.

d. Verification in Dictionary

Once all expression were identified and interpreted, each expression underwent a verification process using reliable online dictionary sources to ensure meanings accuracy and to confirm that the slang, abbreviations, and memes found are widely used and recognized broadly in digital space, not a one-time personal creation. Slang and Abbreviations were verified using digital dictionaries such as Merriam-Webster Dictionary and Urban Dictionary. While memes were verified through reputable internet archives, Know Your Meme.

e. Identifying the Translation Strategy

The final step was identifying the translation strategy applied in translating each type of informal expressions found on X from English to Indonesian. This step was done based on the translation framework proposed by Newmark (1988).

Result and Discussion

Result

1. Types of Informal Expressions and Translation Strategies Used

This section provided the data analysis results as answers to what types of informal English expressions found on social media X (formerly Twitter) and which translation strategies, both methods and procedures, by Newmark (1988) are applied. As this study aims to explore how informal English expressions on X are translated to Indonesian, a total of 21 data were collected from three accounts; @cryst6ls, @m4retha, and @FILMCHANI, consisting of 7 slang expressions, 8 abbreviations, and 6 memes.

Table 1 Accounts Conducted for Data Sources

No	Data Source	Category
1	@cryst6ls	First Account (Cyber Account)
2	@m4retha	Second Account (Social Media Influencer)
3	@FILMCHANI	Third Account (Fan Account)

From each account, posts containing at least one informal expression such as slang, abbreviation, or meme were selected. All of the data gathered are posted within January 1st to June 4th, 2025. To maintain accuracy and contextual understanding, each tweet was first translated using DeepL Translator as a baseline, it is chosen because DeepL produces lower error than other existing machine translations (Nugraheni & Sutrisno, 2024). Reber (2019) also stated that DeepL performs better than other translations machine when it comes to translating more natural and contextualized

material. However, the translations produced by DeepL were not enough to convey the contextual and intended meanings of the post. Awadh & Shafiull (2020) that translating neologisms, in this case, slang, abbreviations, and memes, were often considered unacceptable by machine translation and acceptable for human translation. Thus why, the researcher plays a role as the human translator performed a manual contextual adjustment based on the original context of the post. This dual-step process also means that translation practice cannot avoid the role and influence of technology (Halimah, 2018). After translations, each data gathered is analyzed based on Newmark's translation methods and translation procedures. These 21 examples serve as representative examples for a focused and detailed discussion within the study. Additionally, from this page onwards, the shortened term 'SL' is used to describe Source Language (English) and 'TL' is used to describe Target Language (Indonesian).

2. Slang

The first type of informal English found on X is slang. On X, slang is often found in casual conversations, trending topics, and viral posts. These expressions often require cultural and contextual awareness to grasp their meaning entirely. This section presents seven selected slang expressions to be analyzed, selected from the three X accounts used in this study; @cryst6ls (2 slang), @m4retha (2 slang), and @FILMCHANI (3 slang).

Table 2 Slang Found from the Three Sources

No	Accounts	Slang
3	@cryst6ls	Lowkey, Sparked Up & Blunt
2	@m4retha	Crack Up, Baddie
3	@FILMCHANI	Serving, Body Tea, Sickening

Based on the seven slang data, two primary translation methods were identified. Idiomatic Translation was found to be the most frequently method with four occurrences (57.14%). This indicates a strong preference to use natural-sounding Indonesian expressions that mirror the colloquial nature of English slang. Moreover, Adaptation accounted with three occurrences (42.86%), which means there was an effort to culturally adjust slang to suit Indonesian style. In the smaller scale, five out of thirteen translation procedures were found from 16 frequencies. Descriptive Equivalent and Modulation were the most dominant procedure, each with five occurrences (31.25%), this suggested that explaining the meaning of slang and modifying perspectives are favored. Cultural Equivalent followed with three occurrences (18.75%), indicating that using culturally relevant equivalents to retain the original impact of the slang. Transference occurred twice (12.50%), showing that some slangs were retained in their original form. Transposition had the lowest frequency with one occurrence (6.25%), implying that structural changing was unnecessary in these translations.

3. Abbreviations

Abbreviations in digital communication are often used to save time and space, especially in character-limited platforms like X. In this section, eight abbreviations were selected for analysis; @cryst6ls (3 abbreviations), @m4retha (3 abbreviations), and @FILMCHANI (2 abbreviations).

Table 3 Abbreviations Found from the Three Sources

No	Accounts	Abbreviations
1	@cryst6ls	RN, Cuz & IDGAF, OOMF
2	@m4retha	Ppl, FR, TF
3	@FILMCHANI	NGL, OMG

Based on the data found, all eight exclusively used the Idiomatic Translation method, making up 100% of the total. This suggested that the usage of natural language and Indonesian colloquialisms are preferred to capture the meaning and tone of the original content. In the procedural level, five translation procedures were found from the 19 frequencies. Descriptive Equivalent was the most frequently used with seven occurrences (36.84%), a strong tendency in rephrasing expressions for more clarity. Followed by Modulation with six occurrences (31.57%), shifting the perspective to better fit Indonesian language norms. Transference, Cultural Equivalent, and Transposition, were each found with two occurrences (10.53%), showing that some terms were retained as it is, culturally adapted, or structurally modified when needed.

4. Memes

Memes represent a unique category of informal expressions because they are typically relying on multimodal context, making them challenging to translate directly. A total of six meme expressions were selected for this section; @cryst6l (1 meme), @m4retha (3 memes), and @FILMCHANI (2 memes).

Table 4 Memes Found from the Three Sources

No	Accounts	Memes
1	@cryst6ls	Who wants change? Who wants to change?
2	@m4retha	Cinephile Candle, Smiling Buck Tooth Emoji, Kevin James Smirking Getty Image
3	@FILMCHANI	Girl who is "going to be okay," Kevin Hart Reaction Images

Based on the six data, two out of eight translation methods were found; Adaptation and Idiomatic Translation. Both methods were applied equally, each with three occurrences (50%), this indicated that a portion of meme expressions required cultural and contextual adjustments to preserve the original effect for TL readers, and if the meme contents were simple or direct enough to be transferred to TL without major adjustments. In the smaller level, five translation procedures were found from the 11 frequencies. Modulation was the most dominant procedure with six occurrences (54.55%), reflecting a frequent need to shift perspective and structure to fit TL norms. Transference was used twice (18.18%), and Descriptive Equivalent, Transposition, Recognized Translation were each used once (11.11%).

Discussion

The findings of this study are separated into two parts discussions; analyzing which types of informal English expressions found on X and which translation strategies applied to render the informal expressions into Indonesian using Peter Newmark's (1988) framework.

According to the observation and data collection from the platform, three main types of informal English expressions were identified on X; Slang, Abbreviations, and Meme. These three expressions are massively used within the nature of digital space, especially on X. Most of time, the usage of these expressions reflects users' creativity and dynamic expressions, despite having the character limitations for each post given by the platform. For instance, the data were gathered from three accounts; @cryst6ls (Cyber Account), @m4retha (Indonesian Social Media Influencer), and @FILMCHANI (Fan Account). These three accounts were selected for their diversity in content style and audience engagement, capturing a broad range of informal expression in digital space.

Slang is commonly used to express emotion and attitude. As confirmed by Coleman (2012), slang usually provoked strong emotions in its usage. Next, abbreviations are also prevalent and serve the purpose of speed and brevity in digital communication. Kadhim et al. (2022) stated that abbreviations are originally intended to save materials and labor, even since the beginning. On the

other hand, memes represent another unique category, with their multimodality in combining text and imagery while carrying layered meanings, such as sarcasm and irony. It is the type of informal expression that allows the blend of multimodality that helps the creators convey their intended message more effectively. These three informal English expressions illustrate the linguistic creativity found on X and show the complexity involved in translating them.

In the process of translating these informal expressions into Indonesian, the researcher first used DeepL Translation as machine translation to generate a literal translation as a baseline. However, most times, the generated translation do not make sense and do not convey the intended meaning of the original. Thus why, each expression was manually retranslated or adjusted contextually by the researcher (as human translator) to reflect the intended meaning and tone. This two-step process ensured that the translation maintained both clarity and communicative effect.

The analysis used Peter Newmark's (1988) framework of translation strategies, divided in the form of translation methods and translation procedures. It is revealed that specific strategies were more appropriate depending on the nature of the expression. For slang, the most frequently used translation method was Idiomatic Translation, aiming to produce a natural and fluent translation that reflects the meaning of the original texts without sounding foreign. Then, it is followed by Adaptation. At the translation procedure level, the highest usage was Modulation, which helped in shifting perspectives and structures to maintain meaning. Followed by Descriptive Equivalent and Cultural Equivalent to explain concepts in detail. This combination reflects the difficult nature of translating slang that often lacks a direct equivalent in Indonesian.

In the case of Abbreviations, the most dominant translation method was Idiomatic Translation, applied in all cases. This method allowed the researcher to capture the functional intent of each abbreviation rather than its form. The main translation procedure applied were Descriptive Equivalent, followed by Modulation, and then Transference, Cultural Equivalent, and Transposition, depending on how familiar or transferable the abbreviations were to Indonesian readers.

For Memes, the main translation method used were Adaptation and Idiomatic Translation, both are applied equally. This reflects the translator's need to prioritize effect over form, especially when humor or sarcasm was involved. On the procedural level, the most frequently used is Modulation, followed by Transference, then Descriptive Equivalent, Transposition, and Recognized Translation used in equal manner to capture the embedded meaning in memes.

Overall, the findings indicated only 2 out of 8 translation methods and 6 out of 13 translation procedures by Newmark were found throughout all the 21 data analysis. Idiomatic Translation served as the most used method across all types of English informal expressions. This showed that Idiomatic Translation is up for the naturalness and creativity in translating something that is highly contextual, culture-specific, and consists of major informality. Adaptation followed in the second place, often used when direct linguistic transfer was not possible. Among the micro-level translation procedures, Modulation was frequently applied to restructure the content while preserving the intended meaning, tone, and function. Followed by Descriptive Equivalent as the second to allow detailed explanations of unfamiliar expressions. Transference ranked third to help borrowing terms directly from the SL without translation.

However, it is important to note that the findings of this study are limited to the 21 data gathered from only three selected X accounts. Thus, the results cannot be fully generalized to represent the broader practice of translating informal expressions across all social media platforms. Different platforms may have different communications styles, user demographics, and contents formats, all of which can influence the type of informal language used and how it is translated. Nevertheless, the frequent use of method and procedures found in this study may still reflect a common tendency in translating highly contextual and cultural-bound contents.

In summary, identifying Slang, Abbreviations, and Memes as the dominant form of informal expressions highlights how social media is full of creativity and brevity within its environment. The findings of this study affirm that the translation of informal expressions from social media is not merely

a technical process, but a culturally sensitive task that requires contextual understanding, creativity, and sensitivity to the evolving nature of language. It has revealed not only the diversity of language used in online spaces but also the complexity involved in translating them. These findings underscore the importance of translator awareness, flexibility, and cultural literacy when working with evolving language in digital platforms.

These insights can be applied in real-word translation practices, particularly in areas that involve digital content, subtitling, and cross-cultural communication where informal language is used to engage with specific audiences. However, this study is not without limitations. The data was limited to a smaller number of posts from three X accounts, which does not fully reflect the wider spectrum of informal language use across different social groups, cultures, or platforms. Moreover, the focus on English-Indonesian translation narrows the scope of applicability. Future research could benefit from including more diverse data sources, such as from other social media platforms (e.g., TikTok, Instagram, Facebook) and comparative studies involving other language pairs or using other translation theories to capture the challenges of translating informal expressions in a globalized digital environment.

Conclusion

This study researched informal English expressions found on X (formerly Twitter) and the translation strategies used to render them into Indonesian. Based on the analysis of 21 data samples; 7 for slang, 8 for abbreviations, and 6 for memes, the results show that Slang, Abbreviations, and Memes are the platforms' three most dominant types of informal expressions that represent digital communication's dynamic, creative, and expressive nature. These expressions are deeply rooted in internet culture and are usually context-dependent, thus making the translation process challenging. To address these challenges, Peter Newmark's (1988) framework of translation methods and translation procedures were applied. Each expression was first translated by DeepL Translator to generate the literal renderings, then followed by contextual translations by the researcher to maintain the intended meaning.

Using Newmark's framework, this study revealed that the most frequently applied translation method was Idiomatic Translation, followed by Adaptation, highlighting the needs to prioritize naturalness relevance for content that needed cultural and style adjustments. At the translation procedure level, Modulation, Descriptive Equivalent, and Transference were commonly employed depending on the nature and complexity of the original expressions. These strategies allowed the translation to remain understandable from the original message while accommodating structural and cultural differences between English and Indonesian.

These findings emphasized that translating informal expressions cannot be done straightforwardly, but rather, a process that involves cultural understanding, contextual judgment, and creativity. Translators must be aware of the cultural background of the source and target languages, ensuring that the intended meaning, tone, and humor are comprehensively conveyed. Therefore, translating informal expressions requires technical linguistic skills, cultural literacy, and digital media awareness.

Based on the findings of this study, several suggestions are offered as follows:

1. For Translators and Translation Students

With the nature of evolving language of social media, translators and translation students should deepen their understanding of internet culture and contemporary language use. It is advised to keep up with the current digital trends and language evolution. Exposure to real-life and user-generated content helps develop the adaptability and sensitivity required for professional practice and sharpens creativity in translation

2. For Future Researchers

Further research can expand the scope of this study by conducting different social media platforms and more varied data. Comparative studies using other translation theories or focusing on different language pairs would also enrich informal translation studies.

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