

# TRANSLATION TECHNIQUES AND QUALITY ASSESSMENT ON CABLE NEWS NETWORK (CNN) INDONESIA

Teknik Penerjemahan Dan Penilaian Kualitas Di Cable News Network (CNN) Indonesia

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<p>Received : 29-06-2025          Revised : 21-07-2025  <b>Accepted: 31-07-2025</b></p> <p><b>Keywords:</b>          Translation Techniques,          CNN,          Translation Quality          Assessment</p>	<p><b>Abstract</b>          Technological advances allow for faster translation processes, increasing the circulation of information on a global scale. However, the translation process requires supervision to maintain the quality of the news. This study aims to analyze translation techniques in translating CNN news using the framework of Molina and Albir (2004) and assess the quality of translation using Nababan (2015) parameters. By applying mixed-methods approach that combines descriptive-qualitative and quantitative methods, the researcher found that 16 translation techniques were used in the news samples and gathered data from 12 online correspondents to assess the news' translation quality. It was found that the translation of the first news had high accuracy but low acceptability and readability. The second news tended to prioritize the presentation of readings that are easier for readers to understand. Third news translations tended to balance all three aspects. This study expects greater caution among journalistic translators in choosing and applying translation techniques to maintain a balance between the three key aspects of translation quality (accuracy, acceptability, readability) to make the translation easier for Indonesian audiences to understand while still having high accuracy.</p>
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## INTRODUCTION

Translation is a branch of applied linguistics that significantly facilitates the dissemination of information across linguistic boundaries on a global scale. Catford (1965, p. 1) characterizes translation as an operation performed on a language: the process of replacing text in one language with text in another. Nida & Taber (1982, p. 12) explains that translating consists of reproducing in language the nearest natural equivalent of the source language message, first in terms of meaning and second in terms of style. While Newmark (1988, p. 5) states that translation is translating the meaning of a text into another language in the way intended by the author of the text. Thus, translation can be understood as the way in which the individual (translator) conveys information from the source language (SL) to the target language (TL).

Translation is needed in various sectors, including journalism. In addition to simply disseminating information internationally, journalistic translation helps shape or influence global audiences' perceptions of individual social events based on how translators convey information. In the process, news translators also play a crucial role in navigating cultural nuances, references, and idiomatic expressions, ensuring that the target audience understands the cultural context. In other words, news translators serve as cultural mediators when transferring information from the source text to the target text. The pivotal role assumed by the translator-journalist is that of a cultural mediator, who is responsible for mediating and controlling their readers' encounters with foreign concepts and cultures (Heidari Tabrizi & Mair, 2025).

Technological advances allow for faster translation processes, increasing the circulation of information on a global scale. However, the translation process requires supervision to maintain the quality of the news, to ensure that the essence of the information is conveyed accurately in the translation output. Naveen & Trojovský (2024) state that machine translation has profoundly impacted breaking language barriers, fostered multicultural understanding, and enabled global collaboration. However, there are some challenges in utilizing such technology. For example, in terms of culture and sociolinguistic norms. Translations need to be culturally sensitive and account for sociolinguistic factors to ensure they are contextually appropriate, which is something that machine translation lacks of.

Autila (2024, p. 70) argues that good news must answer a basic question: What, Who, When, Where, Why, and How, and good translations are able to recreate the information and nuances conveyed in the source text. The more accurate the information conveyed, the higher the quality of the translation. Especially when combined with natural phrases and sentence structures that resonate with the target language audience.

CNN, a leading cable news organization from the United States, holds significant recognition among international audiences. First broadcast on June 1, 1980, from Atlanta, CNN pioneered the 24-hour television news service. Along with the development of the internet, CNN expanded its reach by founding CNN Digital, one of the largest digital news platforms in the world. In addition, CNN International is widely distributed in more than 200 countries and regions. CNN News source is the most widely used news service in the world, partnering with more than 1,000 local and international news organizations worldwide (*About CNN Worldwide*, 2024).

Each news agency has different characteristics in processing and delivering news. According to Selenić & Penezić (2024, p. 231), the core segments of news agencies are their central office and correspondent network, while the classification of news agencies is based on the nature of their news offerings (general or specialized), and the area they cover (global, national, or local), which, of course, results in viewpoints and writing styles differences. CNN, as a prestigious news platform, certainly has its own editing procedures and rules regarding the use of translation techniques. This makes CNN news interesting to study further. By studying and understanding the translation techniques used by CNN, this study aims to deepen understanding of how CNN translators convey and preserve information from SL (source language) to TL (target language), especially in the context of CNN Indonesia translating news from English to Indonesian. In addition, the research aspires to provide valuable insights and inspiration for journalistic translators and those starting their careers in this field.

There are many different terms used to analyze and categorize translations. Some say techniques and strategies, while others call them methods or procedures. Mas (2016) defines translation methods as the basic principles that guide our approach to translating texts, which leads translators to the type of translation. Molina & Albir (2002) propose 18 translation techniques: adaptation, amplification, borrowing (pure, naturalization), calque, compensation, description, discursive creation, established equivalent, generalization, linguistic amplification, linguistic compression, literal translation, modulation, particularization, reduction, substitution, transposition, and variation.

Previous research conducted by Handoyo (2016) analyzed the technique and quality of English-Indonesian translation in BBC News Indonesia using a descriptive-qualitative analysis method. He chose five news stories published in BBC News Indonesia on December 25, 2013, in the sports, politics, economics, science, and health categories as samples. The quality of translations is measured based on accuracy, readability, and acceptance. While translation techniques are classified using the Molina-Albir classification. Based on the results of the analysis, the translation techniques used in the five samples are amplification, reduction, borrowing, compensation, modulation, particularization, compression, established equivalent, paraphrasing, literal translation, transposition, synonyms, and explicit. The most commonly used are amplification, reduction & elimination, and compression, while the least used are synonyms and established equivalent

(Handoyo, 2016). The five samples showed different assessment results. Three of the stories, namely Researchers call 'Hobbits' shrink from generation to generation, Seven Cuban ballet dancers defected, and Bald men have a higher risk of heart problems getting high accuracy scores (80-85). All five samples scored well for readability and acceptance, with average scores of 80 and 81. This shows that BBC News Indonesia translators have succeeded in making news translations that are acceptable and sound natural to Indonesian audiences. The use of amplification techniques provides additional information that helps readers understand the context of the news more clearly.

Naratama (2017) analyzes translation techniques (he calls them 'strategies' and argues that they are the same) in BBC Indonesia news and its influence on the quality of translation. The sample was taken from BBC Indonesia news which is a translation of BBC English news. The data selected were Indonesian (TT) translated news from the world column on the BBC Indonesia news website with the title "*Serangan udara meninggalkan kota Aleppo 'tanpa air'*" ("Airstrikes leave Aleppo city 'without water'"), and original news (TT) from the world column on the BBC news website with the title "Syrian conflict: Airstrikes leave Aleppo 'without water'" (Naratama, 2017). The classification of translation strategies used is Newmark, Baker, and Hoed. The results showed that of the nine classifications used, namely additional explanation, reduction, calculus, transposition, paraphrasing, descriptive equivalence, recognized translation, naturalization, and generic words, the additional explanatory strategy was most frequently used, 13 times, which means 21.0% of the total frequency of use of the nine translation strategies. To find out whether the strategy affects the quality of translators, the researcher referred to the parameters of Nababan et al. (2015) which consisted of readability, acceptability, and accuracy.

Normalita & Nugroho (2023) applied the Molina-Albir classification to analyze translation techniques in BBC News headlines. The sample was the title of 15 news stories uploaded by the BBC from October to December 2022. Based on the research, of the 18 techniques, 15 techniques were used: amplification-addition, amplification-explication, amplification-paraphrase, borrowing-pure, borrowing-naturalized, calque, compensation, discursive creation, established equivalent, generalization, literal translation, modulation, particularization, transportation-rank shift, and partial reduction (Normalita & Nugroho, 2023). The most frequently used technique was established equivalent with a total frequency of 17 or 28% of the whole data. The researchers concluded that established equivalent makes an accurate translation. They added that discursive creation technique might not making accurate results, but it is still acceptable since it enhances the appeal of the headlines through out-of-context or unexpected equivalents.

Research updates are needed in all areas of science, including applied linguistics, such as translation, or, more specifically, journalistic translation. This aims to ensure that the field remains relevant to the development of human civilization, as what Scammell (2020, p. 302) stated: "Continually evolving global media landscape presents opportunities for research that specifies the involvement of translation in a multitude of developing news contexts".

Although the methodology (descriptive-qualitative, Molina-Albir technique, and Nababan quality assessment) may not be entirely new in itself, the application of this methodology to CNN Indonesia's recent English-to-Indonesian news translation with a specific topic (the trade war occurred on April 13-19, 2025) is where it is new. The date range chosen for the news from April 13-19, 2025 was chosen as global economic conditions intensify due to increasing international political and economic conflicts. During the week, relations between the U.S. and China faced significant challenges due to rising trade tariffs, and the other side also opposed the U.S. This includes resistance from EU countries and people on social media, which will later be highlighted in the news that will be analyzed by researchers.

The current news study, whose impact is still widely felt by the global community, makes it relevant not only in the theoretical aspect but also in the social and cultural aspect. This is expected to provide an overview for future researchers of what kind of news is being made by journalists and translators today regarding the trade war and how they convey the situation in the written news.

## METHOD

Methodology is a structured approach applied in research. It outlines the techniques, procedures, and tools that researchers use to plan, design, execute, and analyze their studies (Ali Khan et al., 2023). It is important to ensure the validity and reliability of the research findings. There are three methods of collecting research data: qualitative, quantitative, and mixed. The mixed method, at the procedural level, is a useful strategy to have a more complete understanding of the research by explaining the quantitative results by collecting qualitative follow-up data (Creswell J. David & Creswell and John W., 2018). This study applies a mixed method approach that combines descriptive-qualitative and quantitative methods. The descriptive-qualitative method is used to analyze translation techniques, while quantitative methods help calculate the percentage of translation technique use and the final score of translation quality assessment.

To collect a news sample, the researchers selected three samples of English news (source text) from the CNN International website and translated news (target text) uploaded on the CNN Indonesia website. This sample comes from a variety of news items identified using the keyword "trade war" in the CNN International search field. The Indonesian version is found by entering the keyword "*perang dagang*" in the search column of CNN Indonesia. From April 13 to April 19, 2025, there are three news stories about the trade war from CNN International that were translated into Indonesian by CNN Indonesia:

- a. "Tariffs on toilet paper? Europe threatens tit-for-tat levies on a range of US goods if trade talks fail" (Frater & Dmitracova, 2025). Indonesian version: "*Eropa Siapkan Balasan Tarif Buat AS, Sasar Kedelai hingga Tisu Toilet*" (*Europe Prepares Counter-Tariffs Against US, Targeting Soybeans, Toilet Paper*, 2025)
- b. "Chinese factories are taking the trade war somewhere new" (Maruf, 2025). Indonesian version: "*Perusahaan China Jadikan TikTok Medan Perang Dagang Baru Lawan Trump*" (*Chinese Companies Have Made TikTok a New Trade Battleground against Trump*, 2025)
- c. "Nvidia, caught in the US-China trade war, takes a \$5.5 billion hit" (Liu et al., 2025). Indonesian version: "*Terjebak Perang Dagang AS-China, Nvidia Berpotensi Rugi Rp92,3 Triliun*" (*Trapped in US-China Trade War, Nvidia Potentially Loses IDR 92.3 Trillion*, 2025)

After reading the news thoroughly, the researcher analyzed and classified it by applying the translation technique framework by Molina-Albir. After that, the researchers calculated the percentage of frequency to find out which techniques were used the most and least in translated news. The formula used to calculate the percentage is as follows:

$$P = \frac{f}{w} \times 100\%$$

P = Percentage

f = frequency

w = overall / total frequency

The results of the analysis and calculation will be displayed in the table as follows:

Table 1. Translation Technique Frequency Display

No	Translation Techniques	Frequency	Percentage
1.	Adaptation		
2.	Amplification		
3.	Pure Borrowing		
4.	Calque		
5.	Compensation		
6.	Description		
7.	etc		
		<b>Total</b>	<b>100%</b>

To find out the quality of translation results in translated news, a quality assessment was carried out by creating an online questionnaire through Google Form. It is made according to the parameters of accuracy, acceptability, and readability (Nababan et al., 2015).

Table 2. Translation Accuracy Assessment Instruments

Accuracy Level	Score	Qualitative Parameters
Accurate	3	The meaning of words, technical terms, phrases, clauses, sentences, or text in the source language is accurately transferred into the target language. There is no distortion of meaning at all.
Less accurate	2	Most of the meanings of words, technical terms, phrases, clauses, and sentences have been accurately transferred into the target language. However, there is still a distortion of meaning or ambiguity or meaning being omitted that disrupts the integrity of the message as a whole.
Inaccurate	1	The meaning of words, technical terms, phrases, clauses, sentences, or text from the source language is inaccurately transferred into the target language or omitted.

Table 3. Translation Acceptability Assessment Instrument

Acceptability Level	Score	Qualitative Parameters
Acceptable	3	The translation sounds natural; technical terms that are commonly used and familiar to readers; phrases, clauses, and sentences used in accordance with Indonesian grammar rules.
Less Acceptable	2	The translation sounds natural in general. However, there are some minor issues with the use of technical terms or minor grammatical errors.
Unacceptable	1	The translation is unnatural or sounds like a rough translation; the technical terms used are not commonly used and are not familiar to the reader; phrases, clauses, and sentences used are not in accordance with Indonesian grammar rules.

Table 4. Translation Readability Assessment Instrument

Readability Level	Score	Qualitative Parameters
High	3	Translated words, technical terms, phrases, clauses, sentences, or text can be easily understood by the reader.
Average	2	In general, the translation is understandable to the reader. However, certain passages must be read more than once to understand the translation.
Low	1	The translation is difficult for readers to understand

A Google Form questionnaire was sent to 12 correspondents. The correspondent criteria are people with a background in applied English studies who have a basic knowledge of translation.

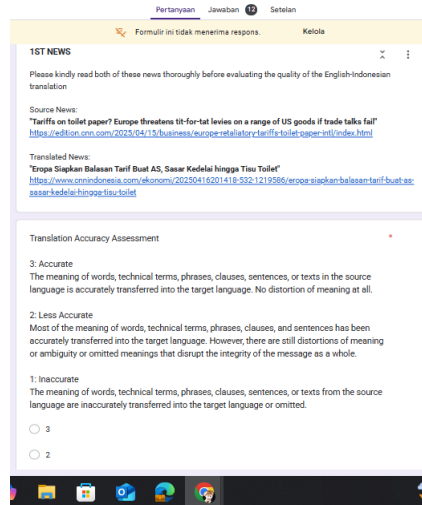


Figure 1. Google Form Questionnaire View

After collecting data from correspondents, researchers calculated the total of all scoring points and took average scores to get a final score. The formula for determining the score, based on Nababan's assessment, is as follows:

$$M = \frac{S \times W}{N}$$

M = mean score  
 S = score

W = weight  
 N = number of subjects

The weights of the assessment for readability, accuracy, and acceptance are as follows:

Table 5. Weighting of Assessed Quality Aspects

Not	Quality Aspects Assessed	Weight (W)
1	Accuracy	3
2	Acceptability	2
3	Readability	1

Accuracy holds the highest weighted score because it is the most important aspect of translation, as the main purpose of translation is to convey the message. Thus, the integrity of the information and the delivery of nuances from the source text to the target text are considered most necessary. The admission-weighted score is the second highest because cultural and convention adaptations improve accuracy by better conveying the nuances of the text. Readability has the least weighted score because it does not directly affect the integrity of the information and nuances in the text. However, of course, a translated text with good readability can help readers to understand the content of the text more easily.

## RESULTS AND DISCUSSION

### Result

#### Translation Techniques

Based on the analysis of the three news samples, the following data was obtained on the frequency and percentage of use of translation techniques:

Table 6. Translation Techniques Used in First News Sample

No.	Translation Techniques	Frequency	Percentage
1.	Adaptation	-	-
2.	Amplification	7	15.22%
3.	Particularization	1	2.17%
4.	Established Equivalent	10	21.74%
5.	Reduction	10	21.74%
6.	Literal	5	10.87%
7.	Pure Borrowing	1	2.17%
8.	Naturalized Borrowing	-	-
9.	Calque	-	-
10.	Compensation	4	8.70%
11.	Description	-	-
12.	Discursive Creation	-	-
13.	Generalization	1	2.17%
14.	Linguistic Amplification	2	4.35%
15.	Linguistic Compression	-	-
16.	Modulation	5	10.87%
17.	Substitution	-	-
18.	Transposition	-	-
19.	Variation	-	-
<b>Total</b>		<b>46</b>	<b>100%</b>

According to the table above, the primary translation techniques used for the news "Tariffs on Toilet Paper? Europe Threatens Tit-for-Tat Levies on a Range of US Goods if Trade Talks Fail" (Indonesian title: "*Eropa Siapkan Balasan Tarif Buat AS, Sasar Kedelai hingga Tisu Toilet*") are established equivalent and reduction, each covering 10 or 21.74% of the total techniques used. This indicates that a significant amount of information has been omitted (reduced) in the process, and there are specific terms and names of entities that are translated in accordance with the TL's rules (established equivalent).

Table 7. Translation Techniques Used in Second News Sample

No.	Translation Techniques	Frequency	Percentage
1.	Adaptation	1	1.54%
2.	Amplification	8	12.30%
3.	Particularization	2	3.08%
4.	Established Equivalent	1	1.54%
5.	Reduction	27	41.54%
6.	Literal	5	7.69%
7.	Pure Borrowing	-	-
8.	Naturalized Borrowing	-	-
9.	Calque	-	-
10.	Compensation	2	3.08%
11.	Description	-	-
12.	Discursive Creation	2	3.08%
13.	Generalization	2	3.08%
14.	Linguistic Amplification	2	3.08%
15.	Linguistic Compression	-	-
16.	Modulation	9	13.85%

17.	Substitution	-	-
18.	Transposition	4	6.15%
19.	Variation	-	-
<b>Total</b>		<b>65</b>	<b>100%</b>

Similar to the previous news, the translation of the news "Chinese Factories are Taking the Trade War Somewhere New" (Indonesian title: "*Perusahaan China Jadikan TikTok Medan Perang Dagang Baru Lawan Trump*"), reduction is the most dominant technique used. Notably used 27 times (41.54%) of the total 65 frequencies. This shows that in translating this news, the translator made many major modifications compared to the previous news sample, which is the omission of several parts that affects the completeness of the information transferred into the target text.

Table 8. Translation Techniques Used in Third News Examples

Not	Translation Techniques	Frequency	Percentage
1.	Adaptation	2	4.44%
2.	Amplification	5	11.11%
3.	Particularization	1	2.22%
4.	Established Equivalent	5	11.11%
5.	Reduction	4	8.89%
6.	Literal	9	20.00%
7.	Pure Borrowing	5	11.11%
8.	Naturalized Borrowing	2	4.44%
9.	Calque	1	2.22%
10.	Compensation	-	-
11.	Description	1	2.22%
12.	Discursive Creation	-	-
13.	Generalization	1	2.22%
14.	Linguistic Amplification	-	-
15.	Linguistic Compression	-	-
16.	Modulation	6	13.33%
17.	Substitution	-	-
18.	Transposition	3	6.67%
19.	Variation	-	-
<b>Total</b>		<b>45</b>	<b>100%</b>

In the translation of the news "Nvidia, Caught in the US-China Trade War, Trapped in the US-China Trade War, Nvidia Has the Potential to Lose IDR 92.3 Trillion", the literal technical frequency was 9 out of 45 (20.00% of the total frequency). This is the highest frequency of the application of literal techniques compared to the previous two news. This shows that the third news is the closest to the source text among the three samples. In addition, as shown in Table 8, the difference in frequency from one technique to another is not very significant. This contrasts with the first and second news samples, where there is a significant gap between the most frequently used techniques and others.

**Adaptation**

- ST : "In one video, an influencer who goes by..."
- TT : "Kreator TikTok lainnya bernama..." (Data NT243)



"influencer" is a broader term for someone capable of persuading people to buy things they promote on social media. "*kreator TikTok*" (TikTok content creator) is a culturally and contextually adapted version, more recognizable and natural in Indonesian media.

### Amplification

ST : "One TikTok user, who goes by Wang Sen, claims that he is the original equipment manufacturer for most luxury brands, while standing in front of a wall of what appear to be ultra-spenny Birkin bags. OEMs work behind the scenes to make the products that another company then sells under its own brand."

TT : "Dalam video itu, Wang Sen berdiri di depan tas mirip Birkin yang merupakan produk Hermes. Dia mengaku sebagai bagian dari pabrik yang memproduksi barang-barang mewah, lalu dijual dengan merek pemesannya." (Data NT214 & NT215)

The translator clarified the context of the news by adding information related to the product brand that is not mentioned in the ST. In addition, the phrase "*dalam video itu*" ("in that video") is added into the TT to clarify that the topic of discussion is still around that one video.

### Pure Borrowing

ST : "Another 1,300 items or so could be hit with steep import taxes at the same time or at a later stage."

TT : "Sedangkan sekitar 1.300 item lainnya dapat dikenakan pajak impor yang tinggi pada saat yang sama atau pada tahap selanjutnya." (Data NT135)

The word "item" means "barang" in Indonesian. But the translator decided to borrow the word and keep it as it is since Indonesian audience is familiar with the word.

### Calque

ST : "The chipmaker said it will report ...."

TT : "Pembuat chip tersebut mengatakan akan melaporkan ..." (Data NT337)

Instead of translating it into "*produsen chip*", which is more often used in Indonesian media, the translator decided to directly translate it as "*pembuat chip*".

### Compensation Compensation

ST : "The bloc of 27 countries published Monday a long list of US products, most of which will be subject to additional customs duties of 25% absent an agreement with the US."

TT : "UE yang terdiri dari 27 negara pada Senin (14/4) kemarin menerbitkan daftar panjang produk AS, yang sebagian besar akan dikenai bea masuk tambahan sebesar 25 persen jika tidak tercapai kesepakatan. Selain tisu toilet, ada kedelai, riasan mata, dan ratusan produk lainnya juga masuk dalam daftar tersebut." (Data NT116)

In this paragraph, the translator added information to compensate the omitted ones from the previous paragraph:

"The European Union has announced it will impose retaliatory tariffs on American toilet paper, soybeans, eye makeup and hundreds of other products if trade negotiations with the United States aren't successful."

### Description

ST : "Nvidia (NVDA) slumped 6.87% Wednesday after tumbling during premarket trading..."

TT : "Saham Nvidia juga merosot 6,87 persen pada Rabu pekan lalu setelah jatuh selama perdagangan pre-market..." (Data NT312)

The translator replaced the name 'NVDA' with the description of its form.

#### Established Equivalent

ST : "The H20 is believed to have contributed to DeepSeek's successful development of its ChatGPT-like reasoning AI model, R1..."

TT : "*H20 diyakini telah berkontribusi atas keberhasilan pengembangan DeepSeek dalam mengembangkan model AI penalaran...*" (Data NT331)

"*Model AI penalaran*" is the common and accepted term used in technology field and media in Indonesian to describe the latest AI model that has better computing power than previous AI.

#### Generalization

ST : "The European Union has announced it will impose retaliatory tariffs on American toilet paper, soybeans, eye makeup and hundreds of other products if trade negotiations with the United States aren't successful."

TT : "*Uni Eropa (UE) mengumumkan akan memberlakukan tarif balasan terhadap pungutan impor yang ditetapkan Presiden Amerika Serikat (AS) Donald Trump. Sejumlah barang dari AS akan menjadi sasaran, termasuk tisu toilet.*" (Data NT110)

A number of items mentioned in detail in the ST are generalized to '*sejumlah barang dari AS*' ('a number of items from the US') and only one of the items is mentioned to represent it.

#### Linguistic Amplification

ST : "One TikTok user, who goes by Wang Sen, claims that he is the original equipment manufacturer for most luxury brands, while standing in front of a wall of what appear to be ultra-spendy Birkin bags. OEMs work behind the scenes to make the products that another company then sells under its own brand."

TT : "*Dalam video itu, Wang Sen berdiri di depan tas mirip Birkin yang merupakan produk Hermes. Dia mengaku sebagai bagian dari pabrik yang memproduksi barang-barang mewah, lalu dijual dengan merek pemesannya.*" (Data NT219)

Original equipment manufacturer (OEM) is a technical term that is explained as "...*bagian dari pabrik yang memproduksi barang-barang mewah.*" The translator unpacked the concept of OEM to make the term understandable, especially for an audience that may not be familiar with the term.

#### Literal

ST : "The H20 is believed to have contributed to DeepSeek's successful development of its ChatGPT-like reasoning AI model, R1, which was said to be trained at a fraction of the cost of American equivalents. The development stunned the tech industry and sparked an AI revolution in China."

TT : "*H20 diyakini telah berkontribusi atas keberhasilan pengembangan DeepSeek dalam mengembangkan model AI penalaran seperti ChatGPT, R1, yang diklaim dapat dilatih dengan biaya yang jauh lebih murah daripada model AI yang setara di Amerika. Pengembangan ini mengejutkan industri teknologi dan memicu revolusi AI di China.*" (Data NT329)

The grammatical structures, sentence order, and lexical choices largely mirror the source text. It includes all the information and no additions.

#### Modulation

ST : "The EU list mostly, though not completely, spares the biggest US exports to the bloc."

TT : "*Daftar UE sebagian besar, meskipun tidak sepenuhnya, tidak memuat ekspor terbesar AS ke kawasan tersebut*." (Data NT138)

There is a shift in semantic perspective from a political grouping ("bloc") to a geographical space ("kawasan").

### Particularization

ST : "China is taking the trade war..."

TT : "*Pabrik-pabrik China menyeret perang dagang...*" (Data NT206)

The source text uses the general term "China" (referring to the country/government/companies implicitly). The target text specifies "*Pabrik-pabrik China*" (Chinese factories). It narrows down the actor from the general country to a specific sector within it (factories).

### Reduction

ST : "Nvidia said in a Tuesday regulatory filing that it was informed by the US government..."

TT : "*Nvidia mengatakan mereka baru diberitahu oleh pemerintah AS...*" (Data NT332)

"...in a Tuesday regulatory filing..." is omitted in the target text. The translator did this to make it relevant to the target audience. The Indonesian audience is unfamiliar with the "regulatory filing" and does not need to know when the person from Nvidia provided the information.

### Transposition

ST : "It's highly improbable that these are real suppliers for brands like Lululemon and Chanel, multiple experts told CNN."

TT : "*Sejumlah pakar, dikutip CNN, menyangsikan klaim sejumlah TikTokers yang mengaku pemasok merek-merek seperti Chanel dan Lululemon.*" (Data NT230)

There is a change in the grammatical structure from active to passive voices.

### Naturalized Borrowing

ST : "The chipmaker said it will report approximately \$5.5 billion worth of charges..."

TT : "*Pembuat chip tersebut mengatakan akan melaporkan biaya sekitar US\$5.5 miliar...*"

The translator did not convert the currency value, instead they borrowed it from the ST and adjusted it in accordance with the TT's writing rule.

### Discursive Creation

ST : "But the videos are highlighting not only the anxiety that the tariffs are causing consumers, they also reveal how much shoppers rely on China."

TT : "*Akan tetapi, fenomena perang dagang di TikTok dimaknai sebagai bentuk dampak perang tarif Trump. Selain mengungkap kegusaran konsumen, hal ini juga mengungkap betapa pasar AS begitu bergantung ke China.*" (Data NT234)

This introduces a new conceptual structure: a phenomenon being interpreted, rather than videos highlighting.

### Translation Quality Assessment

Table 9. First News Sample Quality Assessment

Quality Aspect	Accuracy	Acceptability	Readability
Scores given by correspondents	3	3	2
	3	2	3
	2	2	2
	2	2	2
	3	3	2
	3	3	2
	3	3	3
	3	3	3
	3	2	3
	3	3	2
	3	2	3
	3	3	2
	<b>Sum</b>	<b>34</b>	<b>31</b>
<b>Average</b>	<b>2,83</b>	<b>2,58</b>	<b>2,42</b>

As presented in Table 9, the highest average score for the first news sample was observed in the aspect of accuracy, with an average score of 2.83. This indicates that the translated text generally preserves the meaning of the source text, with minimal loss or distortion of meaning.

Table 10. Second News Sample Quality Assessment

Quality Aspect	Accuracy	Acceptability	Readability
Scores given by correspondents	3	3	3
	3	3	3
	2	1	2
	2	3	3
	3	3	3
	3	3	2
	3	3	3
	3	3	3
	1	2	3
	3	3	3
	3	3	3
	2	3	3
	<b>Sum</b>	<b>31</b>	<b>33</b>
<b>Average</b>	<b>2,58</b>	<b>2,75</b>	<b>2,83</b>

According to Table 10, the readability aspect obtained the highest average score, reaching 2.83, which indicates that the translated text is generally clear, fluent, and easy to comprehend for the target audience. Overall, the results indicate that while the translation demonstrates strong readability and acceptable linguistic form, further refinement is recommended to improve the accuracy and ensure that the TT conveys the information thoroughly.

Table 11. Third News Sample Quality Assessment

Quality Aspect	Accuracy	Acceptance	Readable
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Scores given by correspondents	3	3	2
	3	3	2
	2	3	3
	2	1	2
	3	3	3
	3	3	2
	3	3	3
	2	3	3
	2	2	3
	3	3	3
	3	2	3
	3	2	2
<b>Sum</b>	<b>32</b>	<b>31</b>	<b>31</b>
<b>Average</b>	<b>2,67</b>	<b>2,58</b>	<b>2,58</b>

The relatively balanced scores across all three aspects indicate a moderate overall quality of translation. The equal scores in acceptability and readability imply that the translation is generally understandable and follows the target language's norms. The overall result suggests that while the translation maintains a reasonable level of faithfulness and clarity, there remains room for improvement, particularly in enhancing naturalness and refining linguistic flow to elevate the overall readability and acceptability of the text.

Table 12. Final Measurements

Average Weight Score (W)			Sum	Final Mean Score
Accuracy	Acceptability	Readability		
$(2.83+2.58+2.67) : 3$	$(2.58+2.75+2.58) : 3$	$(2.42+2.83+2.58) : 3$	15.96	15.96 : 6
= 2.69	= 2.64	= 2.61		<b>= 2.66</b>
<b>2.69 3 = 8.07</b>	<b>2.64 2 = 5.28</b>	<b>2.61 1 = 2.61</b>		<b>= 2.7</b>

The final mean score, derived from the evaluation of the three news samples, is 2.7. This indicates that, according to the assessment by 12 correspondents, CNN's coverage of the trade war demonstrates excellent translation quality, resulting in a score that is very close to the maximum of 3.0.

**Discussion**

An overall assessment of three news samples revealed a varied but informative profile of translation quality based on the core aspects of accuracy, acceptability, and readability. Among the three samples, the first news translation achieved the highest average score in accuracy (2.83), indicating strong fidelity to the source text. However, this sample also recorded the lowest readability score (2.42), suggesting that while accurate, translations can pose challenges in fluency and ease of understanding.

In contrast, the second news sample showed the highest readability score (2.83) and a relatively strong acceptability score (2.75), suggesting that the translation was not only easy to understand but also conformed to the norms of the target language. However, the accuracy is the lowest (2.58), implying a minor deviation in meaning from the source content.

The third news sample presents a more balanced distribution in all aspects, with accuracy at 2.67 and acceptability and readability at 2.58. This shows fairly consistent translations that perform quite well across semantic fidelity, linguistic naturalness, and textual clarity, albeit without excelling in certain dimensions.

Translation techniques affect the integrity of the information conveyed in the TT. The second news sample scored the lowest accuracy (2.58) due to the abundance of reduction and modulation techniques compared to the other two samples. The first news had the highest accuracy, but the lowest readability, indicating that the first translator prioritized the fidelity and integrity of the information, which resulted in the sacrifice of the readability aspect.

These findings are in line with previous research which has proved that the use of various translation techniques affects the results and quality of translation. The previous study conducted by Naratama (2017, p. 17) proved that the use of the reduction technique to translate ST sentences causes the translation to be less accurate, while contextual conditioning or description helps the Indonesian audience to understand the context of the news better. The study conducted by Luke et al. (2024) showed that the use of modulation technique in Indonesian translation, especially in local online newspaper, offers an interesting lens through which to appreciate the complexity and artistry of the translation process, bridging the language and cultural gap. A study conducted by Ardi (2017) found that high accuracy and readability are mostly contributed by amplification techniques. Meanwhile, inaccuracies often caused by the use of modulation, addition (amplification), and omission (reduction) techniques because the information in the ST has shifted or is not completely translated into the TL.

Overall, these findings highlight that while individual samples may perform better in certain aspects, no translation achieves uniformly high scores across all three criteria. This underscores the need for translators to not only prioritize semantic accuracy but also pay attention to the naturalness and fluency of the target text in order to produce translations of optimal quality.

## CLOSING

The researcher conducted a study that focused on translation techniques and the assessment of the quality of CNN news articles related to the trade war, specifically covering the period from April 13 to April 19, 2025. Analyzing the sample through the framework proposed by Molina and Albir (2004), it was found that out of 18 translation techniques, 16 were used in news articles. In the first news sample, the most frequently applied techniques were assigned equals and subtractions, each being 21.74% of the total examples of translation techniques used. Particularization, pure lending and generalization were the least applied, each representing only 2.17%.

In the second news sample, reduction emerged as the dominant technique, with a frequency rate of 41.54%, while adaptation and established equivalents were the least used, at 1.54% each. The third news sample mainly featured literal techniques, which constituted 20.00% of the overall frequency, while particularization, calque, description, and generalization were the least applied, at 2.22% of the total frequency of translation techniques in articles, respectively.

The use of translation techniques affects the quality of TT. The translation of the first news has high accuracy but with low acceptability and readability, indicating that the translation results tend to be faithful but at the expense of the other two aspects. Second news translations tended to prioritize the presentation of readings that are easier for readers to understand and accept, but have an impact on low accuracy. The translations of the third news generally managed to balance all three aspects, with an average accuracy score of 2.67 that was closely matched by the acceptability and readability scores, which both averaged 2.58.

Based on the final calculation with a weighted score, the results obtained showed that overall, CNN Indonesia translators managed to translate CNN International news well and obtained a final average score of 2.70, which is very close to the maximum score of 3.0.

The researchers advise fellow researchers to continue research related to translation techniques and quality assessment, as languages evolve along with civilization, influencing writing and translation, especially in journalism. Ongoing research in this area will keep applied linguistics relevant and in tune with language development. The researcher also advises journalistic translators exercise greater caution in choosing and applying translation techniques to maintain a balance between the three key aspects of translation quality (accuracy, acceptability, readability). This aims to make the translation easier for readers to understand while still having high accuracy.

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