REGULAR ISSUE ARTICLE

Accuracy, readability, and acceptability in translation

Samuel V. McDonald [1]

ARTICLE INFO

ABSTRACT

A quality translation is a translation that has three characteristics, namely accuracy, readability, and acceptability. Assessment of the accuracy of the transfer of source language text messages into the target language should not be carried out by the researcher alone. To produce a more objective assessment, researchers need to involve other people who have competence and expertise in the field of translation. It should be noted here that an assessment of the accuracy of message redirection will always involve the source language text and the target language text. In other words, the comparison between the source language text message and the target language text message is one of the important features of assessing the accuracy of the message forwarding.

Correspondence:
McDonald, S.V.
New Haven, CT 06520, United States
Samuel.mcd@yale.edu

---

[1] Yale University, New Haven, United States

1 INTRODUCTION

Blog is a medium for publishing information on the internet. Blogs allow anyone to contribute to the internet in the form of writings, pictures and videos. Blogs are also known as weblogs or weblogs. The web is a dissemination of information via the internet [1][2]. The web contains collections of documents that are widely spread across several server computers around the world and connected to one network via a network called the internet. Log means a note, so a blog is a diary of the website owner containing thoughts published in writing that focuses on article management. Blogs as personal notes contain text that is published and stored in an online web page and is usually open to anyone who visits and reads the content of the blog [3][4].

In its development, blogs are not only in the form of text, but also in the form of images, sounds, films, animations, and documents. Based on the background above, it can be concluded that there is a need for appropriate translation as long as words, phrases, and sentences on Blogspot as long as the term can still be translated and there is an appropriate term in Indonesian. With quality translation results not only accurate but also understandable and natural it will make it easier for Indonesian bloggers to manage blogs [5]. The research that will be appointed to answer these problems is entitled "Analysis of the ideology of translation and assessment of the quality of the translation of the term blog on Blogspot". This research will discuss the ideology, techniques, and quality of translation of the term blog in Blogspot which will later provide an overview of the translation of blogs and websites.

Based on the background of the problems stated above, the problems that can be identified include: The translation results on Blogspot tend to maintain the source language. Blogspot translation tends to maintain the programming language. The translation results on Blogspot are not acceptable. The translation results on Blogspot are less legible. There are words, phrases and sentences on Blogspot that are not translated [6].

Based on the description of the research identification, this research can formulate a problem as follows: What is the ideology used in the translation of the blog term in the target language text of Blogspot? What are the translation techniques used in the translation of blog terms in the target language text of Blogspot? How is the quality of translation of blog terms in the Blogspot text in terms of accuracy, acceptability and legibility?

This research aims to describes the translation ideology used in translating the term blog in the target language text of Blogspot [7][8]. Describes the translation techniques used in translating blog terms into the target language text of Blogspot. Describes the accuracy, acceptability and legibility of blog terms in the target language text of Blogspot. The results of this study are expected to make a positive contribution to the world of research in the field of text translation related to information technology and computers, especially blogs and websites, translation academics, researchers in particular, and students in general [26].

The results of this study are able to provide an initial picture for other researchers who are interested in the study of the ideology of translation and want to carry out more in-depth research. The results of this study can provide new insights for translators and programmers so that blog translation can consider the translation process properly so that blog translation can really be understood. Analysis of Translation Ideology and Assessment of Quality of Translation of Blog Terms on Blogspot [9].

Blog is a medium for publishing information on the internet. Blogs allow anyone to contribute to the internet in the form of writings, pictures and videos. Blogs are also known as web logs or weblogs. The web is a dissemination of information via the internet. The web contains collections of documents that are widely spread across several server computers around the world and connected to one network via a network called the internet. Log means a note, so a blog is a diary of the website owner containing thoughts published in writing that focuses on article management. Blogs as personal notes contain text that is published and stored in an online web page and is usually open to anyone who visits and reads the content of the blog. In its development, blogs are not only in the form of text, but also in the form of images, sounds, films, animations, and documents.

Based on the background above, it can be concluded that there is a need for appropriate translation as long as words, phrases, and sentences on Blogspot as long as the term can still be translated and there is an appropriate term in Indonesian. With quality translation results not only accurate but also understandable and natural it will make it easier for Indonesian bloggers to manage blogs [10]. The research that will be appointed to answer these problems is entitled "Analysis of the ideology of translation and assessment of the quality of the translation of the term blog on Blogspot". This research will discuss the ideology, techniques, and quality of translation of the term blog in Blogspot which will later provide an overview of the translation of blogs and websites.

Based on the background of the problems stated above, the problems that can be identified include the translation results on Blogspot tend to maintain the source language. Blogspot translation tends to maintain the programming language. The translation results on Blogspot are not acceptable. The translation results on Blogspot are less legible. There are words, phrases and sentences on Blogspot that are not translated [11].

Based on the description of the research identification, this research can formulate a problem as follows what is the ideology used in the translation of the blog term in the target language text of Blogspot? What are the translation techniques used in the translation of blog terms in the target language text of Blogspot? How is the quality of translation of blog terms in the Blogspot text in terms of accuracy, acceptability and legibility?

This research aims to describes the translation ideology used in translating the term blog in the target language text of Blogspot. Describes the translation techniques used in translating blog terms into the target language text of Blogspot. Describes the accuracy, acceptability and legibility of blog terms in the target language text of Blogspot [12].

The results of this study are expected to make a positive contribution to the world of research in the field of text translation related to information technology and computers, especially blogs and websites, translation academics, researchers in particular, and students in general. The results of this study are able to provide an initial picture for other researchers who are interested in the study of the ideology of translation and want to carry out more in-depth research. The results of this study can provide new insights for translators and programmers so that blog translation can consider the translation process properly so that blog translation can really be understood.

The theory that will be used as the basis of analysis in the author of this thesis is translation can be interpreted as a translation of the original text to the target text. Translation is "the replacement of textual material in one language by equivalent textual material in another language". Translation can be defined as the replacement of the source text with the target text seen from the agreed meaning. Through an equivalent meaning, the message contained in the translated text will be the same as the original text [13][14].

Translator means a translator studies the lexicon, grammatical structure, communication situations, and cultural contexts of the SL text. After studying these parts, there is a process of analyzing the source text to find its meaning. The final step is to re-express the same meaning by using lexicons and grammatical structures that are appropriate to the TL and its cultural context. From this opinion, it means that Larson defines translation as the transfer of messages from SL to TL using grammatical structures and lexicons in appropriate communication situations in TL and its cultural context [15].

Translation is "rendering the meaning of a text into another language in the way that the author intended the text". A translated text must have the same meaning as the meaning intended by the author of the original text. The main purpose of translation is to reproduce the message, so a translator must not do anything other than reproduce the meaning. In order to reproduce meaning, the translator must prioritize equivalence over the form of speech.

There is a similarity in the meanings of some of the above definitions, namely translation related to the equivalent meaning of the text of one language and the text in the language that is the purpose of translation. Translation is not only related to the equivalent meaning in a text from one language to another but also has a functional relationship. This opinion emphasizes the process of 'transfer' rather than 'proper translation' because it prioritizes a functional view over the normal standard of equivalence. Therefore, translation is viewed from the point of view of whether the target text is functional in the context of translation.

From the above definitions, it will be concluded that translation involves SL and TL by creating the closest equivalent of both meaning and language style according to its semantic and functional structure. With the right meaning, the original text message can be understood by the target reader.

The translation process consists of 3 stages, namely 1) analysis, 2) transferring, and 3) restructuring. After getting the target text, the translation results can be re-evaluated accordingly, so that the translation process takes the form of a cycle. The analysis process must be carried out carefully because at the analysis stage there are many difficulties to be faced. Some of the problems faced are caused by cultural differences, including cultural clashes and the absence of lexical equivalents. Cultural clashes occur when a term in the source language has a different value from a term in the target language [16].

The translation process consists of two stages, namely the analysis of the original text and understanding the meaning and / or original text message, and the re-expression of the meaning and / or message in the target language in words or sentences that are acceptable in the target language. The two stages were then described in detail by several experts into three stages, namely analysis, transfer and reconstruction. These stages include analysis, at this stage the translator analyzes the external structure of the source language. The purpose of this analysis is to find a grammatical relationship, and the meaning of a word. More than that, by analyzing the source language, a translator will be able to understand the meaning, meaning, context, sentence patterns used and others that are absolutely necessary before the translator carries out the actual translation activities. The translator tries to understand and interpret the contents of the manuscript as a whole.

Diversion, after completing the analysis process, the next step is transferring, namely replacing the elements from the source language text into the target language text which is equivalent in both form and content by remembering that the equivalence is not the same. Reconstruction, the translator chooses the equivalent word and sentence form that is suitable for the target language, so that the message can be conveyed to the target reader properly [17]. Translation Methods, the translation method is a particular way that the translator chooses or believes in an assignment. They reveal that there are several translation methods that can be chosen, namely: interpretivecommunicative (translation of ideas or messages), literal (linguistic transcodification), free (modification of semiotic and communicative categories) and philological (academic translation or criticism). The translation method is divided into two major groups, namely (1) methods that emphasize the source language and (2) methods that emphasize the target language.

Word-for-word Translation, the method of translating word for word is basically still very much tied to the word level. In carrying out its duties, the translator only looks for the equivalent of the source language words in the target language without changing the word order in the translation. In other words, the word order in the translated sentence is exactly the same as the word order in the original sentence.

Literal Translation, at first, literal translation is carried out like word-for-word translation, but the translator then adjusts the word order in the translated sentence according to the word order in the target language sentence. This method is usually applied when the sentence structure of the source language is different from the sentence structure of the target language.

Faithful Translation tries to produce contextual meanings of the source language text while still being limited by its grammatical structure. Words that contain culture are translated, but deviations in terms of grammar and word choice are still allowed. This translation adheres to the intent and purpose of the source language text, so that the translation results sometimes feel stiff and often foreign.

Semantic Translation, in contrast to faithful translation, semantic translation is more flexible and considers the aesthetic elements of the SL text by compromising the meaning as long as it is within the limits of reasonableness. Semantic translation is also more flexible when compared to faithful translation which is more bound by SL.

Adaptation Translation is the freest translation method and the closest to TL. The term "adaptation" can be included here as long as the adaptation does not sacrifice important things in the source language text, for example; theme, character or plot.

Usually, this method is applied in translating drama or poetry. Free Translation, this method is a translation that prioritizes content and sacrifices the form of the SL text. Usually, this method takes the form of a paraphrase which can be longer or shorter than the original text. It does not call free translation a "work of translation", because there have been many changes to the TL text.

Idiomatic Translation, this method aims to reproduce messages in the SL text, but often by using the impression of familiarity and idiomatic expressions that are not found in the original version. Therefore, there are many distortions of nuances of meaning. Communicative Translation, this method seeks to reproduce contextual meanings in such a way that both the linguistic and content aspects can be immediately understood by the reader [18]. As the name implies, this method takes into account the principles of communication, namely the reading audience and the purpose of translation. Through this method, a version of the SL text can be translated into several versions of the target language text according to the above principles. The four methods above, namely points a, b, c, and d, are more oriented or give more emphasis to SL. Meanwhile, the following four methods are TL-oriented methods.

Translation technique is a procedure for analyzing and classifying the extent to which meaningfulness is achieved in translation. Translation techniques are also referred to as translation procedures with the following descriptions. Translation ideology, in general, ideology can be defined as ideas, viewpoints, myths and principles that are actually believed by community groups. Ideology can also be interpreted as cultural values that are agreed upon and owned by community groups and their function as a basis for thinking and acting. Ideology is also seen as a relatively correct and incorrect concept by other groups of society [21].

The correct translation depends on the ideology adopted because it is related to the culture of the source language. The ideology of translation provides a macro view of translation as part of socio-culture and translation work as part of social culture. In the field of translation, ideology is defined as a principle or belief about "right or wrong". A translation is considered correct if it contains the text of the source language, conforms to the rules, norms and culture that apply to the target language. Another assumption is that translation is only guided by acceptance of the target language. From these two assumptions, two translation ideologies emerged, namely foreignization and domestication.

Foreignization, the ideology of foreignization is a correct, acceptable, and good translation according to the tastes and expectations of the readers by presenting BSU culture and the presence of SL provides benefits to target readers. Foreign

phenomena and culture are maintained to provide knowledge through foreignization. Foreignization is also used to maintain cultural references to source texts, cultural values, and as crosscultural learning. This ideology is in contrast to domestication which tries not to present something foreign to the target audience.

Assessment of Translation Ideology can be assessed whether it tends to lead to domestication or foreignization ideology. The assessment can be seen based on the translation method used. The ideology of foreignization includes the translation method, the method of word for word translation, literal translation, trusted translation, and semantic translation. This ideology uses words or terms that "borrow" from the source language. Based on the method chosen as a feature of foreignization is a method that tends to side with the source language. These four methods can be used as criteria for foreignization ideology in a translated text.

Domestication, translation must prioritize the needs of the reader because it departs from the definition of translation that is to find the equivalent as closely as possible. Translation should prioritize the readability of the text for the target reader. Translation that can meet the tastes and expectations of readers is considered correct, acceptable, and good translation in accordance with the cultural background of the target community is called the ideology of domestication. Related to this ideology can be measured from the method chosen, namely methods that are oriented towards target languages such as adaptation translation, free translation, idiomatic translation, and communicative translation. The domestication ideology includes adaptation translation methods, free translation, idiomatic translation, and communicative translation. Besides that, the domestication ideology uses words or terms which are translated into the target language [19].

Translation Quality Assessment

a) Accuracy
Accuracy here means that a quality translation is a translation that conveys information or messages from SL correctly, precisely, and honestly in accordance with the intent of the SL author. The information conveyed is nothing left behind, nothing is added, and nothing is different. Readers can understand the translation work easily and in accordance with the message contained therein. In accordance with the purpose of translation is to communicate meaning accurately. A translator, if he wants to get a good and quality translation, must not ignore, add to, or reduce the meaning contained in SL, just because it is influenced by the formal form of TL. Translation is not aimed at creating new works or new writings, but translation aims to be a bridge between SL authors and TL readers. In other words, a translator does not summarize a text into a new article but the translator must be able to become a communication facilitator to convey messages contained in SL into TL appropriately.

b) Readability
Readability is the degree of ease in which a piece of writing can be read and understood its meaning. A translated text can be considered to have a high level of readability if the text is easy to read and the reader can catch the message conveyed, regardless of the compatibility of the message with the message contained in the SL text. In other words, the reader acts as a subject that determines the readability of a text.

c) Acceptability
Acceptance leads to the prevalence and naturalness of the translated text in TL in accordance with the rules and norms of the language of the TL readers. The text must be accepted and understood by the target reader. Readers will understand the meaning contained in the sentences that make up a translated text and then relate it to the context of the text's situation. The term acceptability is used to express the adherence of the translation to the linguistic rules and textual norms of the target language. It gives the idea that a translation will be adequate if the norms to be followed come from the source culture and language, while the translation is called acceptable if the norms followed come from the target culture and language.

Blogspot is a webiste 2.0 provided by Google to create a blog. The features provided on the Blogspot dashboard include: overview, posts, pages, google +, comments, statistics, campaigns, layouts, templates and settings. Each of these features has the following functions: (1) Overview, to find out brief information about the status of the blog. (2) Pos, to store articles. (3) Pages, to create and store information other than articles. (4) Google+, to set up integration between Blogger.com and Google+. (5) Comments, to find out the comments that enter the blog. (6) Statistics, to find out data on blog visits. (7) Campaign, to promote the blog. (8) Layout, add gadgets and position gadgets. (9) templates, organize and change the appearance of the blog. (10) Settings, set language, date, comments, email, etc.

The term can be in the form of words or phrases that clearly express the meaning, process, condition, or characteristic as a symbol or name in a particular field Center for Language of the Ministry of National Education. The term is divided into two, namely general terms and special terms. General terms are terms that have been used widely and become general vocabulary, even though they actually come from certain fields, for example: power, piety, and budgetary spending.

Special terms are terms whose meaning is limited to certain fields, for example, special terms in the blog field: templates, links, and gadgets. These terms will have different meanings when used in other fields.

According to the Language Center of the Ministry of National Education the terminology in Indonesian comes from 3 language groups, namely 1) Indonesian, including its absorption elements, and Malay, (2) allied Indonesian languages, including Old Javanese, and (3)) foreign languages, such as English and Arabic. Based on these language sources, there is a process of forming Indonesian terms called matching terms which includes translation, absorption, and a combination of translation and absorption. After the creation of the terms is carried out and the standardization and conditionality of the terms, they formally become the new terms [20].

One of the relevant research results is the thesis entitled "Technical Analysis and Quality of Translation of Birth Terms in William Obstetrics 21st Edition Book". The results of this study indicate 10 single variant techniques and 9 couplet variant techniques. The quality of the results touched has a high level of accuracy, namely 86.5%, and an acceptability level of 81.7%. The terms translated in the William Obstetrics 21st Edition book have a positive influence on translation both in terms of accuracy and acceptability because they are able to convey the same message, strong emotions, language style contained in the source language and culture into the target culture as well as linguistically acceptable [22].

Other related research is a dissertation with the scope of research, namely: (1) analyzing translation techniques, words, phrases, and sentences in Medical-Surgical Nursing texts into Indonesian. (2) Describe the translation method. (3) Expressing the ideology of translation. (4) Assessing translation techniques, methods, and ideologies. The research is discussed under the title "The impact of translation techniques, methods and ideology on the quality of translation of Medical-Surgical Nursing texts in Indonesian". The results showed that the translation techniques used were literal techniques, pure borrowing, natural borrowing, calque, transposition, modulation, refining, and subtraction. The translation method used is literal, faithful, and semantic methods. The ideology of translation is dominated by foreignization as seen from the techniques and methods of translation. The quality of the translation of the Medical-Surgical Nursing text has high accuracy, trim and readability, namely 64.75%, 75.86%, and 96.29%.

Based on the explanation in this framework, the following research questions can be asked What is the ideology of foreignization in Blogspot? What is the ideology of domestication in Blogspot? What techniques are used in translating Blogspot? How accurate is the translation of blog terms in Blogspot text? How acceptable is the translation of the blog term in the Blogspot text? How is the readability of the translation of blog terms in the Blogspot text?

2 MATERIALS AND METHODS

Data Collection Techniques and Instruments, Data Collection Techniques, Data collection techniques that will be used in this research are reviewing documents and archives (content analysis) or reading and note-taking techniques, questionnaires, and Focus Group Discussion (FGD). In this study, using a site programming language dictionary text as an archive to confirm the correctness of the blog terms data.

Content analysis as the main technique of data collection in this study is carried out in several stages as follows 1) Read the whole English version of the words, phrases, clauses and sentences in the English version of Blogspot. 2) Take a picture on a part of the blog that contains the term blog on Blogspot. 3) Write the part of the term that has been drawn on the data cards. 4) Read the entire text of the translated Indonesian version of Blogspot. 5) Take pictures of terms translated blog terms on the Indonesian version of Blogspot. 6) Write the part of the term that has been drawn on the data cards. 7) Pair the English version data card with the Indonesian version [23].

The data collection technique using a questionnaire is expected to capture data related to information regarding the acceptability and accuracy of the translated message and information regarding the readability of the translated text by the reader. Furthermore, based on these data an assessment of the quality of the translation results can be carried out more objectively.

3 RESULTS AND DISCUSSIONS

The questionnaire was compiled based on the data from the document review stage (content analysis). For each question item in the questionnaire, 2 types of answers were asked. First, it is closed by choosing the alternative answers that have been provided. Second, it is open, which gives the informants the flexibility to provide arguments regarding the choice of the first type of answer.

The first questionnaire was used to collect information from informants / rater. The parameters are accuracy and acceptability. This questionnaire uses a scale of 1-3 as an assessment. The second questionnaire is used to gather information from target readers. The parameter is readability.

This questionnaire uses a scale of 1-4 as an assessment.

Focus Group Discussion (FGD) activity in this research was carried out to obtain the stability of the data that had been obtained. The sequence of steps for conducting an FGD is as follows 1) FGD is conducted with 2 separate groups, namely the source informant and the target reader informant. 2) The materials for the FGD are answers to the questionnaires that have been previously filled in by the informants. 3) FGD focuses on discussing the answers that do not agree with among the informants so that a common understanding is obtained (it does not always mean that 1 answer is the same). In this way, data that has not been filtered will be obtained from the questionnaire assessment stage. 4) The duration of the FGD is 1 x 90 minutes with each group. 5) In the FGD, the researcher acts as a moderator with the task of maintaining the direction of the discussion so that all participants are active but remain focused on the discussion topic, follow the discussion but are not directly involved in the discussion and record the discussion results and conclusions [24].

Data Collection Instruments, the data collection instrument used in this study was Human Instrument. Human Instrument is more positioned on the ability to observe every symptom and interpret any data obtained based on the knowledge that comes from the theories used as the research foundation. This instrument is applied starting from determining the focus of research, selecting data sources, collecting data, analyzing data, assessing data quality, interpreting data, and making conclusions.

Data Validity, the data triangulation technique was used to obtain the degree of validity and reliability of the research data. The stability of information regarding the techniques and ideology of translation can be ensured by an emphasis on different data collection methods [25].

Source triangulation utilizes different types of data sources to explore similar data so that data that is complementary and can be considered valid will be obtained. In the early stages, the data were obtained from an in-depth study of the source and target textbooks. This study uses the terminology of information technology and computers in order to obtain data on blog terms in the text. Furthermore, with this data, a questionnaire was compiled to be assessed by informants (informants and computer and informatics engineering students) and raters who understand the terms blogs and websites. For the results of the questionnaire assessment, a Focus Group Discussion was conducted in order to obtain data that could not be filtered through the previous 2 techniques (content analysis and questionnaire). In the final stage, the results of the three techniques are combined to obtain one formulation of the results of the study of the quality of the translation of the term blog.

Data Analysis, the data analysis technique for qualitative research in research uses interactive analysis. The main components of the interactive data analysis model include three components, namely 1) data reduction, 2) data presentation, and 3) drawing conclusions / verification that interact with each other, which are described as follows The analysis activity is in the form of a cycle in which if the researcher feels unstable regarding the validity of the data or drawing conclusions, the researcher will return to the field to obtain this stability. The relationship of each component in the interactive analysis is illustrated by the following schema.

An explanation of each component of the interactive analysis model includes, Data Reduction, the first stage in data analysis is the reduction of data from the data that has been collected. This data reduction includes the process of selecting, focusing, simplifying, abstracting, and transferring data findings to the research process. The data will be selected according to the needs which will then be presented.

Data presentation is the preparation of information in the form of a narrative or table as a result of data reduction which refers to the formulation of the problem that has been compiled as a research question. Withdrawal of conclusions, after the data is reduced and presented, the data are interpreted and concluded by comparing them in literature review. If the conclusion is still in doubt or lacking, re-verification can be carried out by retracing the questionable data.

The interactive analysis model in this study was carried out at the time of data collection. Data reduction is carried out simultaneously with data collection. Data is grouped to make it easier to draw conclusions. Drawing conclusions is not the final stage of analysis. Data collection can be done again to ensure compliance with the formulation of the problem.

4 CONCLUSION

With the rapid development science and technology, a lot emerging new terms are used to explain various concepts that are created or created by humans. Likewise in the terminology at information technology field, more especially in the internet sector. The term internet comes from the language foreign especially English, that is immediately understandable to the user Internet. However, the Indonesian nation must strive to develop the term internet to be a part of Indonesian vocabulary in order 212 Madah, Volume 7, Number 2, October 2016 Edition: 211ó224, enrich American vocabulary.

Absorption of the term internet is a thing which is quite difficult because of computer science and the internet is a new technology which is constantly expanding and creates new terms ones never previously known in linguistics. Nowadays many media publish wrong information on the internet only through the blog. Blogs can allows anyone to participate on the internet, whether in written form, pictures, as well as videos. Another term of blog is a web log or weblog. The web consists of a collection of documents many scattered on several server computers residing across corners of the world and connected to be one network over that network called the internet. Log means record, so the blog is a diary of site owner containing the thoughts published in form of writing that focuses on article management. Blog for the record privately load published text and stored in a web page online (web online) and usually open to anyone who visits and read the contents of the blog. In its development, blogs are not only in the form of text, but also can be in the form of images, sounds, films, animations, and documents.

Many services for manufacture blog (web 2.0) provided both free or paid. Every user the internet can create blogs in a way sign up for one of web 2.0 for free blog. Meanwhile for blogs paid, blog creation can only done if you have bought a blog address (domain) and a place to accommodate data required by a blog (hosting). Some list web 2.0 ones widely used in Indonesia, namely Wordpress.com, Blogspot, Weebly, Tumblr, and Blog.com. Wordpress is a tool software (software) that can be used to create a website, not just the web personal and news sites, but also shops online. WordPress is a open source application (open source) which is very popularly used as blog engine (blog engine). WordPress built with a programming language PHP and MySQL database. PHP and MySQL, both are open source software (open source software). Apart from being a blog, WordPress also came into use as a CMS (Content Management System) because of its ability to modified and adapted to the needs of its users. WordPress is the official successor of b2 / cafelog developed.

Why should there be a website translation? While many people, especially Internet users, already understand or understand English because of the language English is an international language. There is seven classic reasons for site translation, that is (a) many non-speakers native English, (b) many people browse and surf the world only uses language original, (c) internet content is valid English is getting fewer, (d) users the internet tends to spend its time on the internet with use the language, (e) users the internet also tends to do purchase via site with language original, (f) the more sales online (online) using the original language, (g) markets outside the English speaking country growing rapidly.

Conflict of Interest Statement

The authors declare no conflicts of interest related to the material presented in this article.

REFERENCES

[1] Berg, B. L., Lune, H., & Lune, H. (2004). Qualitative research methods for the social sciences (Vol. 5). Boston, MA: Pearson.
[2] Delzendehrooy, M., & Karimnia, A. (2013). A comparative study of modulation in English translations of Khayyam's quatrains. *Procedia-Social and Behavioral Sciences*, *70*, 28-40. https://doi.org/10.1016/j.sbspro.2013.01.035
[3] Huberman, A. M., & Miles, M. B. (1994). Data management and analysis methods.
[4] Huberman, M. (1996). Focus on research: Moving mainstream: Taking a closer look at teacher research. *Language Arts*, *73*(2), 124-140.
[5] Huberman, M., & Miles, M. B. (2002). *The qualitative researcher's companion*. Sage.
[6] Iglikova, R. V., & Usataya, O. (2019). Strategies and techniques in the translation of movie titles (an EnglishRussian comparative case study). *Studies in Linguistics, Culture, and FLT*, *7*(3), 59-70.
[7] James, K. (2002). Cultural implications for translation. *Translation journal*, *6*(4), 1-6.
[8] Karamalak, O. A., & Pozhidaeva, E. V. (2019). Linguistic and cultural aspects of relationship status on Facebook and Vkontakte. *Heliyon*, *5*(11), e02878. https://doi.org/10.1016/j.heliyon.2019.e02878
[9] Langendoen, DT (2013). Eugene Albert Nida. *Language*, 163-169.
[10] Larson, M. H., Mooney, R. A., Peters, J. M., Windgassen, T., Nayak, D., Gross, C. A., ... & Weissman, J. S. (2014). A pause sequence enriched at translation start sites drives transcription dynamics in vivo. *Science*, *344*(6187), 10421047. De García, S. P., & Larson, D. R. (Eds.). (2008). *The Comedia in English: Translation and Performance* (Vol. 261). Tamesis Books.
[11] Larson, M. L. (1984). *Meaning-based translation: A guide to cross-language equivalence* (Vol. 366). Lanham, MD: University press of America.
[12] Larson, M. L. (Ed.). (1991). *Translation: theory and practice, tension and interdependence*. John Benjamins Publishing.
[13] Miles, M. B., & Huberman, A. M. (1994). *Qualitative data analysis: An expanded sourcebook*. sage.
[14] Newmark, P. (1988). Pragmatic translation and literalism. *TTR: traduction, terminologie, rédaction*, *1*(2), 133-145.
[15] Newmark, P. (1988). *A textbook of translation* (Vol. 66). New York: Prentice hall.

[16] Nida, E. A. (1969). Science of translation. *Language*, 483-498.

[17] Nida, E. A. (2015). *A componential analysis of meaning: An introduction to semantic structures* (Vol. 57). Walter de Gruyter GmbH & Co KG.

[18] Nida, E. A. (2019). *Translation* (pp. 1045-1068). De Gruyter Mouton.

[19] Nida, E. A., & Taber, C. R. (Eds.). (1982). *The theory and practice of translation* (Vol. 8). Brill Archive.

[20] Nida, E. T., & Taber, T. CR (1969). *The theory and practice of translation*.

[21] Nida, EA, & Taber, CR (1986). *Translation, theory and practice* (Vol. 2). Christianity Editions.

[22] Pizziketti, R. J., Pressman, N. S., Geller, E. B., Cowan, A., & Adler, M. W. (1985). Rat cold water tail-flick: a novel analgesic test that distinguishes opioid agonists from mixed agonist-antagonists. *European journal of pharmacology*, *119*(1-2), 23-29. https://doi.org/10.1016/0014-2999(85)90317-6

[23] Rozumko, A. (2021). Underspecification in the translation of discourse markers: A parallel corpus study of the treatment of connective functions of indeed in Polish translations. *Journal of Pragmatics*, *177*, 122-134. https://doi.org/10.1016/j.pragma.2021.02.021

[24] van den Hoed, R. (2005). Commitment to fuel cell technology?: How to interpret carmakers' efforts in this radical technology. *Journal of power sources*, *141*(2), 265-271. https://doi.org/10.1016/j.jpowsour.2004.09.017

[25] Venuti, F., & Bruno, L. (2009). Crowd-structure interaction in lively footbridges under synchronous lateral excitation: A literature review. *Physics of life reviews*, *6*(3), 176-206. https://doi.org/10.1016/j.plrev.2009.07.001

[26] Welch, M. (2012). Appropriateness and acceptability: Employee perspectives of internal communication. *Public Relations Review*, *38*(2), 246-254. https://doi.org/10.1016/j.pubrev.2011.12.017