INDONESIAN SLANG: TRANSLATION STRATEGIES AND ACCURACY ASSESSMENT IN THE *PASUTRI GAJE* WEBTOON'S ENGLISH FAN TRANSLATIONS

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Abstract

This study aims to analyze the translation strategies used by fans translation translators in translating Indonesian slang with no direct equivalents in "Pasutri Gaje" webtoon into English based on Mona Baker's theory (2018) and evaluate the translation quality in terms of accuracy using parameters of accuracy developed by Nababan et al. (2012). This research aims to find an effective approach in translating Indonesian slang with no direct equivalents into English, ensuring that the original meaning and nuances of the "Pasutri Gaje" webtoon are well conveyed to the target audience. This study identifies 7 out of 8 translation strategies applied by fans translation translator, including 25 data of translation by a more general word (9%), 22 data of translation by a more neutral/less expressive word (8%), 45 data of translation by cultural substitution (16%), 2 data of translation using a loan word or loan word plus explanation (1%), 39 data of translation by paraphrase using the related word, 114 data of translation by paraphrase using the unrelated word (42%) and 27 data of translation by omission (10%). The accuracy analysis found that 118 data (43%) are classified as accurate, 68% data (25%) as less accurate, and 88 data (32%) as inaccurate.
Keywords: slang, accuracy, translation strategies, webtoon

Introduction

Webtoon, a digital comic platform launched by Naver Corporation in 2004, is popular worldwide, especially among teens (Kim & Yu, 2019). In Indonesia, webtoonists like Annisa Nisfihani, creator of "Pasutri Gaje", have gained fame. This story depicts the daily life of a young married couple with humor and relatable slang, making it widely popular among young readers.

Due to its accessibility, many fans create unofficial translations of webtoons, allowing non-native speakers to enjoy the stories. These fan translators, often dedicated readers with language skills, face challenges, especially with works like "Pasutri Gaje", where Indonesian slang carries cultural nuances that are hard to translate into English. As Purwaningsih and Yulianita (2024) note, translating into one's native language is often more effective due to cultural familiarity.

In Indonesia, slang, or *prokem*, is an informal dialect used for casual communication, especially among young people (KBBI; Goziyah & Yusuf, 2019). Translating such slang into English requires strategies to retain the tone and cultural context, as exact equivalents may not exist.

According to Newmark (1988), translation involves transferring meaning in line with the original author's intent, not just words. Thus, effective translation must capture both language and culture for the target audience. Related to that, Baker (2018) mentions eight strategies to overcome one of the challenges in translation, non-equivalence, which refers to the situation where there is no direct equivalent between the source and target language elements. The strategies include: (1) Translation by a more general word, (2) translation by a more neutral/less expressive words, (3) translation by cultural substitution, (4) translation using a loanword and/or with additional explanations, (5) translation by paraphrases using related words, (6) translation by paraphrases using unrelated words, (7) translation by omissions and (8) translation by illustrations (Baker, 2018). These strategies provide guidance for translators in dealing with the absence of direct equivalents in the translation process, including translating slang that is rich of cultural context. By using those strategies, translating slang in the webtoon "Pasutri Gaje"

can be done easily by non-professional translator. However, questions arise when talking about a work which is not translated by a professional translator—is the quality up to par?

Nababan et al. (2012) state that translation quality is assessed by three parameters: accuracy, acceptability, and readability. Accuracy is the most important, ensuring faithful meaning transfer from source to target language. It is measured by how precisely words, phrases, clauses, and sentences match the original without distortion. Fully accurate translations transfer all meanings accurately, while those with minor distortions are somewhat accurate, and those with omissions or errors are inaccurate.

This article examines fan translators' strategies for translating Indonesian slang in Pasutri Gaje, focusing on accuracy. The study is limited to episodes 1–25 to enable a detailed analysis, aiming to find effective ways to convey the original meaning and nuances to English-speaking readers.

Previous studies related to this research include translation analyses of various webtoons. Wulandari and Muamaroh (2023) examined translation techniques in "Sake of Sita," finding that literal translation was most common (39%). R. M. K. Putri et al. (2023) studied the quality and techniques of mitigating criticism in "Siren's Lament," with findings indicating 13 techniques affecting translation accuracy (2.61) and acceptability (2.46). Similarly, Imansyah (2023) analyzed slang translation strategies in "Lore of Olympus," with "general word" as the most-used strategy, and loan words least used. Another study by A. A. Putri et al. (2023) examined cultural terms in "Sarimin," noting adaptation as a frequent technique, emphasizing domestication ideology.

Dharmawan (2023) explored strategies in "The Adventure of Tintin," identifying cultural substitution as prevalent. Zeky (2022) analyzed "Siren's Lament" (season 2) from Indonesian to English, where compensation was most common. In "Pasutri Gaje," Pujiastuti et al. (2021) studied translation techniques for female characters' annoying speech. Nugroho and Haryanti (2021) found word-for-word translation most common in "Eggnoid," while Istiqomah et al. (2020) noted frequent omission in "My Pre-Wedding."

In general comics, Santika (2020) classified slang in "The Punisher" and found smoothing, literal, and stylistic compensation strategies. Wahana et al. (2019) analyzed speech of anger in "Flawless," with established equivalent strategies being dominant. Lastly, Haq and Hardjanto (2019) examined greeting translations in Bumi Manusia, highlighting the frequent use of general words for cultural terms.

In summary, while many studies have analyzed translation techniques and quality in official webtoon translations, there is little research on fan translations. This triggers the question of whether fan translations, done by enthusiasts rather than professionals, differ significantly from official versions—creating a research gap worth exploring.

Method

Participants/Subjects/Population and Sample

The object of this research is slang words and phrases appearing in the "Pasutri Gaje" fan translation webtoon from episode 1 to episode 25. Both the Indonesian and English version are assessed in this part to evaluate the translation strategies and accuracy.

Instruments

This research uses the descriptive method. In evaluating the translation strategies used to translate Indonesian slang language into English, the translation strategy theory by Baker (2018) is used. In addition, the accuracy is evaluated using the theory of translation quality by Nababan et al. (2012, focusing on the accuracy parameter.

Data Analysis Procedure

The author first collected data by reading the original text of the webtoon "Pasutri Gaje" in Indonesian, focusing on slang terms that do not have a direct equivalent in English. The author then compared them with the English version, found in the fan translation. In analysis step, the author identified the translation strategies used in translating Indonesian slang terms that do not have direct equivalents in English according to the theory expressed by Baker (2018). Then, the accuracy quality of the

Indonesian slang into English translation of the "Pasutri Gaje" fan translation webtoon is also assessed.

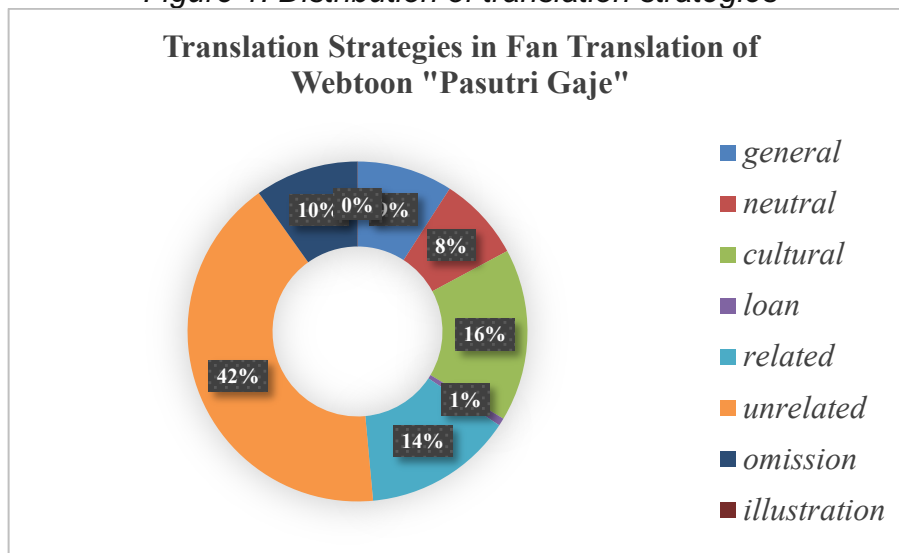## Findings

Translation Strategy

This study presents data grouped based on the categories of translation strategies proposed by Baker (2018). There are 274 data containing slang in the Indonesian version of the webtoon "Pasutri Gaje" that do not have direct equivalents in English. The following table shows the list of translation strategies used by the fan translators and their frequency of use.

Table 1: Type & Frequency of Translation Strategies Appear in the Data

Translation Strategy	Frequency	Data (sample)
Translation using more general words	25	SL: *Ogah, ah ntar dia ge-er* TL: Nope, he'll get flattered
Translation with more neutral/less expressive words	22	SL: *Pacar juga bukan, sms-nya gini-gini amat.* TL: We are not even dating. Why does she text me like this.
Translation with cultural substitution	45	SL: *Mungkin sudah turunannya, kakakku saja langsung lamar istrinya tanpa pacaran.* TL: Maybe, it's in my blood. You know, my brother straight proposed to his wife without even dating first.
Translation using loanwords and/or with additional explanations	2	SL: *Mas, jangan lupa makan siang, adek ngerewang dulu ya ke tempat pak RT.* TL: Honey, don't forget to have a lunch, I've gotta go to the neighbor's head now to go *ngerewang*! (*Ngerewang*: a tradition to help around the

Translation Strategy	Frequency	Data (sample)
		neighbor to prepare an event they held)
Translation by paraphrasing using related words	39	SL: *Ngapain tuh?* TL: What are you guys doing?
Translation by paraphrasing with unrelated words	114	SL: *Maafin mas nggak nego dulu sama adek.* TL: I'm so sorry for buying this car without talking about it with you.
Translation by omission	27	SL: *Cieee Rani mulai ganjen ya! Sudah mau cari jodoh dia.* TL: Ayy Rani, you're already hunting for a soulmate, huh!
Translation using illustrations	0	-

Figure 1: Distribution of translation strategies

A pie chart was created to summarize the findings for simplicity. Of the 8 translation strategies in Mona Baker's theory (2018), 7 were used by fan translators for Indonesian

slang in Pasutri Gaje. The "illustration" strategy was not used. The most common strategy was paraphrasing with unrelated words, totaling 114 instances (42%). Other strategies included: general words (25 instances, 9%), neutral/less expressive words (22, 8%), cultural substitution (45, 16%), borrowed words with explanations (2, 1%), paraphrase with related words (39, 14%), and omission (27, 10%).

Due to the large amount of data collected, this study presents only some significant examples of data to represent each translation strategy used by fan translators in translating slang terms in the webtoon "Pasutri Gaje". The analysis of the use of translation strategies can be described per category as discussed in the discussion section.

Translation Accuracy Assessment

This study also presents the results of the fans translation quality assessment by focusing on the accuracy aspect using the translation accuracy assessment instrument by Nababan et al. (2012). The following table shows the list of translation strategies used by the fan translation translators and their frequency of use.

Table 2: Type & frequency of accuracy appear in the data

Accuracy	Frequency	Data (Sample)
Accurate	118	SL: *Orang-orang tua itu haus akan keunyuan seorang cucu* TL: The old ones long for the cuteness of a grandchildren so bad
Less Accurate	68	SL: *Nggak boleh begini! Nanti Adelia jadi janda kembang* TL: This won't do! I cannot let Adelia become a pretty widow
Not Accurate	88	SL: *Istrinya gaje!*

TL: She's tough!

Figure 2: Distribution of accuracy categories
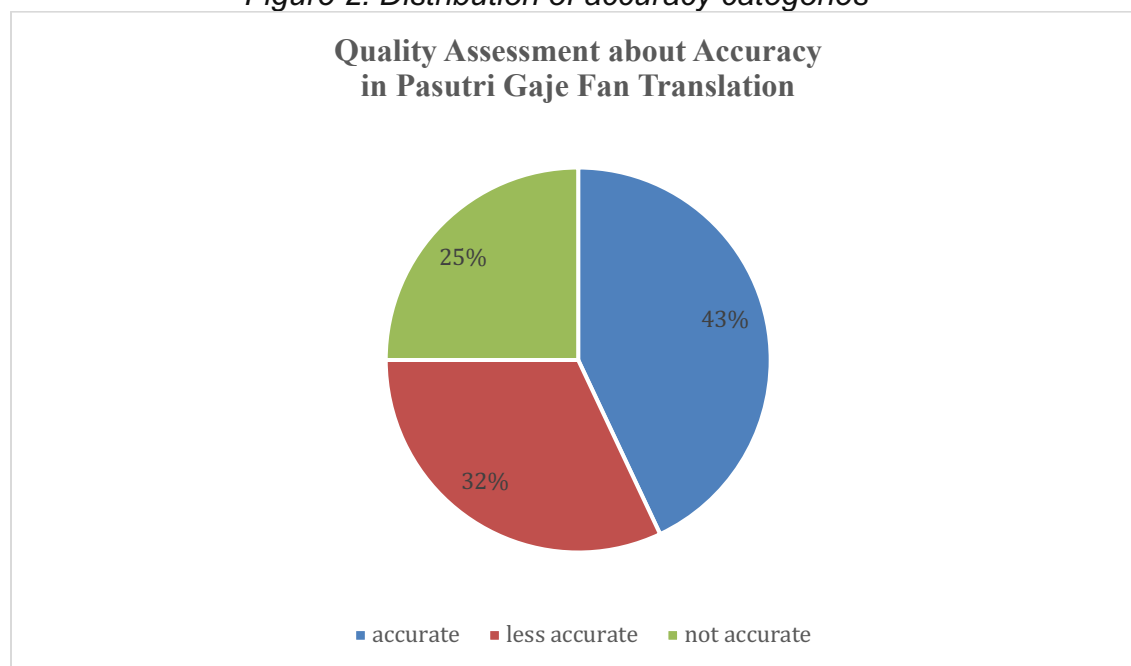
Based on the results of the analysis, out of 274 slang words in the webtoon "Pasutri Gaje" translated into English by a fan translation translator, 118 data (43%) are classified as accurate, 68 data (32%) are classified as inaccurate, and 88 data (25%) are classified as inaccurate. The figure above is the pie chart to summarize these findings.

Due to the large amount of data collected, this study presents only some significant examples of data which represent each classification of the fan translators' translation accuracy in translating slang terms in the webtoon "Pasutri Gaje". The accuracy classification analysis can be divided into three categories: accurate, less accurate, and not accurate.

Discussion

Our findings above address the identified research gap by exploring the characteristics of fan translations in comparison to official translations of webtoons. Previous studies, as has been stated before, mostly focused on translation techniques and quality in professional or official settings, leaving fan translations—produced by non-professionals—underexplored. Thus, this study highlights how fan translations, created by non-professionals, differ in their approaches and outcomes, offering new insights into this underexplored area. The findings above provide an insight that, different with most official translation which utilize a lot of omission and literal translation or established equivalent, fan translation in this webtoon uses paraphrasing using unrelated words. By using this strategy, it can be estimated that the fan translators focused on making the readers understand the story while still trying to preserve the cultural or diverse elements of source text in the target text, in line to their initial purpose which is to help readers in different country understand the story and promote it abroad. A little different with official translation, however, the fan translation's quality is not dominantly accurate compared to official translation, and this can actually be explained, again, by realizing what the main purpose of fan translation is—making the readers of different country understand the story, whether it is accurate or not.

The discussion below will try to unveil both the translation strategy and quality in brief.

Translation Strategies

The first strategy is translation using more general words. According to Baker (2018), translation by a more general word is one of the strategies to overcome non-equivalence by translating a specific word or phrase with a word or phrase which meaning in the target language is more general or broad. By using a more general word, the translator can convey the essence of the original word without losing significant meaning. This strategy can help avoid confusion or ambiguity that may arise from the use of specific or unfamiliar terms in the target language. One of the examples is data number 168:

(1) SL   : *Ogah, ah ntar dia ge-er*
     TL   : Nope, he'll get flattered

In this data, the character Linda was expressing her feelings for Meka to Adelia, then Adelia suggested that Linda ask Meka directly if she also had the same feelings. However, Linda firmly rejected Adelia's suggestion and considered that it would only make Meka *ge-er*. *Ge-er* is a slang abbreviation of "*gede rasa*" which means feeling proud or happy because you feel noticed or praised (Asisah et al., 2024). The translator uses the word flattered to translate *ge-er* which means feeling happy because you are considered important or special (Collin, n.d., Definition 1) The word flattered is a more general word and does not have specific cultural nuances like *ge-er*, but it can still convey an equivalent meaning.

The next category is translation by a more neutral/less expressive word. It is one of the strategies used by translators to overcome non-equivalence by using a more neutral or less expressive word or phrase in the target language compared to the word or phrase in the source language. This strategy is useful when the word or phrase in the source language has a strong emotional connotation that cannot be easily replicated in the target language. One example of the data is as follows:

(2) SL   : *Pacar juga bukan, sms-nya gini-gini amat.*
     TL   : We are not even dating. Why does she text me like this.

The context of this sentence is when the character Meka was in the car after taking Linda home. He got a text message from Ningsih saying that Meka had to come to get the medicine that Ningsih had brought, or else Ningsih would kiss him. *Gini-gini amat* is an expression in slang that expresses dissatisfaction or astonishment with a situation that is considered excessive or not as expected. Like this is used to refer to something that has already been mentioned or that is clear in the context. This phrase can be used to convey astonishment or dissatisfaction although it is not as expressive as *gini-gini amat.*

The next strategy is translation by cultural substitution. It is one of the strategies in overcoming non-equivalence by replacing cultural elements in the source language with

elements that have similar functions or meanings in the target language culture. The aim is to produce a translation that is more relevant and comprehensible to the target readers by considering the cultural context. There are 45 data using this strategy with one of the data is as follows:

(3)   SL   : *Mungkin sudah turunannya, kakakku saja langsung lamar istrinya tanpa pacaran.*
      TL   : Maybe, it's in my blood. You know, my brother straight proposed to his wife without even dating first.
      The context of this sentence is when the characters Ares and Erina met before Erina's departure back to Yogyakarta to study. Ares, without further ado, immediately showed his interest in Erina. Erina blushed and commented on Ares' attitude, then responded by Ares with the sentence above. *Turunannya* is a slang expression meaning that it has become part of the family heritage or something that is ingrained in a person due to the influence of family or ancestors. In English, the translator uses an expression that is popular with target language readers, namely in my blood, which means something so inherent in one's character that it becomes part of one's identity.

The next strategy is translation using a loan word and/or with additional explanation. It is one of the strategies in overcoming non-equivalence by using a loan word taken directly from the source language without translation. It can also be accompanied by an additional explanation to ensure proper understanding by the target reader. Out of 274 data, there are only 2 cases which translation uses this strategy, one of those is as follows:

(4)   SL   : *Mas, jangan lupa makan siang, adek ngerewang dulu ya ke tempat pak RT.*
      TL   : Honey, don't forget to have a lunch, I've gotta go to the neighbor's head now to go *ngerewang*! (*Ngerewang*: a tradition to help around the neighbor to prepare an event they held)

The context of this sentence is when the character Adelia said goodbye to Adimas, who was busy with his work at home, because she wanted to go *ngerewang* to the leader of neighborhood association's house who was going to hold a circumcision ritual.

Ngerewang is a slang term taken from the Javanese language which means a tradition to help each other among neighbors in a social event or party. The translator uses this word directly into the target language using the loanword strategy by providing additional explanation.

The next strategy is translation by paraphrase using a related word. It is one of the strategies in overcoming non-equivalence by using words or phrases that have related or similar meanings to the words or phrases in the source language, but are not identical. Paraphrasing using a related word can help maintain the original meaning and context, while remaining natural and easily understood by the target reader. One of the data is data number 64 with detail as follows.

(5)   SL   : *Ngapain tuh?*
        TL   : What are you guys doing?

The context for this sentence is when the characters Adelia and Adimas were making out in the room without locking the door, and suddenly Ares, Adimas' little brother, entered without knocking first and caught them making out. Ares was surprised to see the unusual scene. *Ngapain tuh* is a slang expression meaning what is going on or what are somebody doing. The translator uses this strategy to translate it into what are you guys doing because it has a similar meaning to *ngapain tuh*.

The next strategy is translation by paraphrase using unrelated words. It is one of the strategies in overcoming non-equivalence by using words or phrases that have no relation to the words or phrases in the source language but can convey the same meaning or message. This strategy is used when literal translation or the use of related words is not enough to convey the desired meaning or nuance in the target language. Out of 274 data, there are 114 data using this strategy, which means that this strategy is the most used among the eight strategies. One of the examples can be seen below.

(6)   SL   : *Maafin mas nggak nego dulu sama adek.*
        TL   : I'm so sorry for buying this car without talking about it with you.

This sentence appears when the character Adelia was very angry when Adimas came home with a surprise by bringing a new car. Adelia then locked the door and let Adimas keep knocking on the door and apologized for his actions. *Nggak nego dulu* is a slang expression that means making a decision by not negotiating first or not discussing or conferring first. The translator uses without talking about it in the target language, although it is not directly related to the word *nego* in the source language, it is enough to convey the meaning intended by the author.

The last strategy used is translation by omission. It is one of the strategies in overcoming non-equivalence when certain elements of the original text are deemed irrelevant or unimportant to the target language reader. This strategy involves the deletion of words, phrases, and even sentences that do not have exact equivalents or may not be necessary for understanding the meaning of the whole text. There are 27 data using this strategy, one of the examples is as follows.

(7) SL   : *Cieee Rani mulai ganjen ya! Sudah mau cari jodoh dia.*
     TL   : Ayy Rani, you're already hunting for a soulmate, huh!

This sentence appears when Rani was delivering food to the leader of neighborhood association's house when she asked about a new neighbor, whom she found very interesting, but did not know the name or background of. The leader then teased her because she was still only 21 years old but had already acted like a grown up. *Ganjen* is a slang term meaning flirtatious or seeking attention to the opposite sex. The translator eliminates the term and simplifies the translation while maintaining the core meaning of the sentence.

Translation Accuracy

There are 118 data in the accurate category. As it should be, this category is the most to appear in the data. All data in this classification is considered accurate, meaning that the fan translator translated the Indonesian slang that has no direct English equivalent correctly based on the context in the original text. One of the examples are as follows.

(8)   SL   : "*Orang-orang tua itu haus akan keunyuan seorang cucu"*

TL   : "The old ones long for the cuteness of a grandchildren so bad"

The sentence appears when Adelia's in-laws looked happy when holding Adelia's nephew. The sentence was then by Adelia's brother, implying that it was time for Adelia to bring a grandchild to her in-laws. In slang, the term *keunyuan* comes from the word *unyu* which means funny, cute, or adorable. Thus, the translator uses the cuteness which means the state of being adorable, which is an appropriate equivalent to convey the message in the source language and does not cause distortion of meaning.

As for less accurate, there are 68 data which are less accurate of a translation, meaning that the fan translator translated Indonesian slang that has no direct equivalent in English less accurately based on the context in the original text. One of them is as follows:

(9)   SL: *Nggak boleh begini! Nanti Adelia jadi janda kembang*
TL: This won't do! I cannot let Adelia become a pretty widow

This sentence appears when the character Adimas was thinking about what would happen to Adelia when he died. He could not bear thinking about it as he was not willing to let Adelia become a *janda kembang*. The term *janda kembang* refers to a young, physically attractive widow with the implication that she still has appeal or charm, while pretty widow simply means a widow who is pretty widow without any implication about the youth and charm. This translation does not fully capture the additional nuance that *janda kembang* often refers to the attractiveness or charm of a young widow. The translation is less accurate as there is a slight distortion of meaning, but it does not change the overall message or information in the source language. Beautiful young widow can be an alternative to translate the context to be more accurate.

Lastly, there are also data who fall into inaccurate category, meaning that the fan translator translated Indonesian slang that has no direct equivalent in English inaccurately based on the context in the original text. One of the data is as follows:

(10)   SL: "*Istrinya gaje!*"
       TL: "She's tough!"

The context of this sentence is when the characters Adelia and Adimas were eating at a cafe and Adimas immediately became the center of attention of women around there because of his good looks. Adelia, who realized this, immediately put on a fierce face and asked Adimas to leave, and then she became the subject of ridicule from the women. The term *gaje* is short for *enggak jelas* which refers to something strange or incomprehensible (Kusyairi et al., 2024) and is often used to comment on someone's attitude. By using tough, which means strong, the translation creates a significant distortion of meaning and is inaccurate because they have different meanings. In this context, weird would be more appropriate as translation for *gaje*.

Finally, in the end, this research found that fan translators used 7 of 8 strategies from Mona Baker (2018), with paraphrasing using unrelated words as the most common. This strategy allows flexible meaning transfer, preserving the nuance of the original slang. The "illustration" strategy was unused, likely due to webtoons' visual context.

Accuracy assessments (Nababan et al., 2012) show fan translations are fairly accurate, though translating Indonesian slang to English presents challenges, especially with cultural nuances and idioms. Translators need varied strategies and cultural insight to convey humor or irony effectively. This study also highlights that fan translations by non-professionals can achieve respectable accuracy. Future research might explore readability and acceptability in fan translations.

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