Analysis of News Translation Strategy on Muhammadiyah University Website: Qualitative Study Based on Bielsa and Bassnett's Theory

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Abstract

Translation plays a crucial role in global communication and education. This research examined the translation strategies used to translate Indonesian news from the official websites of the top three Muhammadiyah universities into English. The objectives of this study were: 1) to identify the translation strategies employed in translating online news from Indonesian to English on the official websites of the top three Muhammadiyah universities, 2) to describe the application of these translation strategies in the Indonesian-to-English online news translations, and 3) to investigate the impact of bilingual or multilingual online news on the websites of the top three Muhammadiyah universities. The researcher employed a qualitative content analysis method. Data were collected from 30 news articles published in Bahasa Indonesia, along with their English translations, with 10 articles sourced from each of the top three Muhammadiyah universities' websites. The analysis and categorization were conducted based on the news translation theory proposed by Bielsa and Bassnett. Additionally, website analysis was used to assess the impact of bilingual news on the universities' websites. The results revealed that the most commonly used translation strategies were elimination (41.25%) and addition (21.88%). Furthermore, having a bilingual university website could attract foreign visitors, as the availability of information in multiple languages or formats positively influences webometrics rankings by increasing the diversity of visitors.

Keywords: news translations, translation strategy, university website

Introduction

The practice of translation has long been a distinct field within language learning. Greek-Roman translations from the third millennium BC served as a conduit for the propagation of Christian principles and instruction based on the Bible (Joshi, 2018). Today, translations continue to be used to disseminate religious teachings,

including those of Islam. Moreover, the rapid transformation brought about by the internet has enabled individuals to share information not only for religious purposes but also for educational purposes and knowledge-sharing worldwide through bilingual or multilingual online platforms, English-language books, journals, newspapers, magazines, digital document databases, and other sources (Maghfiroh et al., 2024; Indriastuti, 2021; Mu'amanah & Yastanti, 2021; Vermaat et al., 2018). Among these information sources, university websites have emerged as platforms for sharing educational content in the form of online news (Abidin et al., 2024).

However, merely providing information is insufficient; the news content on such websites must be comprehensible to both local and global audiences (Lestari et al., 2024). This challenge arises because communication systems often contain flaws or barriers that can prevent messages from reaching their intended recipients (Suwanda et al., 2024). Although English has become a global lingua franca, there are still around 7,000 languages spoken worldwide (Abuarqoub, 2019; Dutta, 2020; Leben, 2018). Thus, translation is necessary to ensure that information can be understood by foreign readers (Asiyah & Maghfiroh., 2021). To achieve this, a relationship of equivalence between the original and translated text must be established through specific translation strategies

(Khudaybergenova, 2021; Setyaningrum et al., 2023). According to Baker (1992), translators can employ a range of strategies to address issues of non-equivalence. In this context, a well-considered translation strategy is essential for accurately translating news while maintaining the integrity of the source language (Mustikawati, 2022).

Several studies have explored translation strategies in online news. Nisa and Basuki (2021) found that elimination was the most frequently used strategy, while domestication and foreignization were also commonly employed in news translation (Mu'amanah & Yastanti, 2021). Paraphrasing using similar words and translating with more generic terms were additional strategies applied by translators (Junining et al., 2020). Putri and Dewi (2021) reported that borrowing strategies were among the most frequently practiced. In English-to-Indonesian news translations, free translation was used, along with omissions, additions, and borrowings (Dewi, 2014; Indriastuti et al., 2023; Ayu et al., 2024). Previous research highlights the diversity of translation strategies in online news, including translations on university websites. This underscores the need for appropriate translation strategies to prevent translation errors that could affect the quality and clarity of news content (Hidayat & Aji, 2022; Adhantoro et a;., 2024).

According to Webometrics 2024, many Indonesian universities, including

Muhammadiyah and Aisyiyah universities, have implemented bilingual or multilingual websites. Among the top-ranked Muhammadiyah universities are Universitas Muhammadiyah Yogyakarta, Universitas Muhammadiyah Malang, and Universitas Muhammadiyah Surakarta (Ki, 2024). Therefore, this research focuses on analyzing the translation strategies used in online news on the official websites of these top three Muhammadiyah universities. The objectives of this study are to (1) identify the Indonesian-to-English translation strategies used in online news on the top three Muhammadiyah universities' official websites; (2) describe the implementation of these translation strategies; and (3) investigate the impact of bilingual or multilingual online news on the websites of these top universities. The theoretical framework for this study is based on the translation theory proposed by Bielsa and Bassnett.

Method

1. Research Design

This study employed a qualitative approach and produced descriptive data to investigate the object. Instead of measuring the data numerically, qualitative research analyzes the data through descriptive explanations of the results (Creswell & Creswell, 2018). To analyze the written online news, this study applies the content analysis method. The data are presented in tables, with analysis conducted according to each translation strategy used, based on the theory of translation strategy proposed by Bielsa and Bassnett (2009).

2. Research Setting and Subject

This research was conducted by analyzing online news on the following university websites:

a. Universitas Muhammadiyah Yogyakarta (www.umy.ac.id)

b. Universitas Muhammadiyah Malang (www.umm.ac.id)

c. Universitas Muhammadiyah Surakarta (www.ums.ac.id)

The subject of this research was the online news articles from each university's official website. The articles analyzed were 10 news articles published between January and March 2024 in both Indonesian (Source Language) and their English translations (Target Language).

3. Data Collection

The main instrument for collecting, analyzing, and interpreting data in content analysis is the researcher. In this study, the researcher used two documentation techniques to collect the data, which are:

a. Online news documentation as the analysis material to identify the translation strategies used in the online news.

b. Website analytic documentation to determine website traffic by country, traffic demographics (including gender and age distribution), and the website's target audience. The data were

obtained from a website analysis tool, *similarweb.com*.

4. Data Analysis

Adopting the translation strategies in global news proposed by Bielsa and Bassnett (2009), the researcher analyzed the data using descriptive and qualitative analysis as stated by Miles and Huberman (1994), which includes data reduction, data display, and conclusion drawing or verification.

Result and Discussion

The researcher discovered findings obtained from data collection, which included online news documentation and website analytic documentation.

1. Online News Documentation

A total of 224 instances of translation strategies were identified from 30 news articles translated from Indonesian into English. The most frequently used strategy was the elimination of unnecessary information, which occurred 93 times (41.52%). This was followed by the addition of important background information, which occurred 49 times (21.88%); the reordering of paragraphs, which occurred 45 times (20.09%); the modification of titles and leads, which occurred 20 times (8.93%); and the summarizing of information, which occurred 17 times (7.59%). A summary is presented in Table 1 below.

Table 1. Translation Strategies of Online News

Translation Strategy	Token			Total	%
	UMY	UMM	UMS		
Change of title and lead	3	2	15	20	8.93
Elimination of unnecessary information	35	26	32	93	41.52
Addition of important background information	13	11	25	49	21.88
Change in the order of paragraph	7	9	29	45	20.09
Summarizing information	1	5	11	17	7.59
Total	**59**	**53**	**112**	**224**	**100**

a. Change of Title and Lead

To effectively convey the news in the target language or attract the intended audience, the title, or headline, may be altered. Below is an example of the analysis of the title change strategy in online news translation:

Context: The Abdul Malik Fadjar University of Muhammadiyah Malang's Intelligent Reading House Institute organized a short video competition titled *Andai Aku Menjadi Menteri Pendidikan* (If I Were the Minister of Education) over the course of three months. More than 30 participants from high schools and vocational schools across Indonesia took part, expressing their ideas and hopes regarding the ideal role of a Minister of Education (UMM/NII/1).

Source Language (SL): *Andai Aku Menteri Pendidikan jadi Tema Lomba Video*

Pendek RBC UMM

Target Language (TL): "If I Were the Minister of Education" – Theme of the RBC UMM Short Video Competition

In the title above, the sentence presenting the event's theme was altered by placing it in quotation marks. Quotation marks are used to enclose the title or theme of something within a sentence. In this case, the writer aimed to inform the reader about the theme of the short video competition.

b.   Elimination   of   Unnecessary Information

Occasionally, cultural differences between the source language (SL) and target language (TL) allow the translator to omit, eliminate, or modify words without altering the meaning. An example is provided below:

Context: The Bantul General Election Commission (KPU) aims for 85–100% participation of voters with disabilities in the 2024 elections, as emphasized by Wuri Rahmawati, Head of the Social Division of Political Education and Human Resources. The KPU is committed to improving facilities and infrastructure for people with disabilities. (UMY/NV/3).

SL: Kegiatan ini dilaksanakan bekerjasama dengan Pusat Studi Gender, Anak, Lanjut Usia (Lansia) dan Disabilitas Lembaga Riset dan Inovasi (LRI)…

TL: This activity was carried out in collaboration with the Center for Gender, Children, Elderly, and Disability Studies, Research, and Innovation Institute (LRI)…

In the translation of the sentence above, the SL includes the phrase "lanjut usia" followed by the abbreviation "lansia" in parentheses. This was deemed unnecessary in the TL, so the word "lansia" was omitted, and the meaning of "lanjut usia" was directly translated as "elderly."

c.   Addition   of   Important Background Information

The logic, conversational style, and speech of the target language could be conveyed while preserving a more accurate representation of the original text's context by adding extra words, short phrases, or even full sentences in the translated text. The following is an example of the addition strategy:

Context: The Student Executive Board (BEM) of FISIPOL UMY 2023/2024 initiated a Ramadan *ngabuburit* program by conducting social services at an orphanage. They donated food, *takjil* for iftar, and game prizes, aiming to share kindness. The event included BEM FISIPOL staff and 10 FISIPOL student volunteers. (UMY/NIX/2).

SL: BEM FISIPOL UMY memberikan sumbangan ke panti asuhan berupa makanan berat, *takjil* berbuka, hingga hadiah games.

TL: BEM FISIPOL UMY provides donations to orphanages in the form of food items, *takjil* (light snacks) for breaking the fast, and even game prizes.

In Indonesia, the word *takjil* is familiar to the people. *Takjil* is a snack commonly eaten when breaking the fast. This term is not found in other countries, so it is necessary to add an explanation of the word to ensure that readers of the target language understand the context of the news. In this translation, the translator used the addition strategy by including "(light snacks)" to clarify the meaning of *takjil*.

d.   Change in the Order of Paragraph

Context: Students of the Industrial Engineering Study Program at the University of Muhammadiyah Malang developed an eco-cassette solar panel capable of producing 300 watts of electricity. This panel converts DC current into stable AC power for household needs, making it suitable for charging smartphones. The power output is influenced by the number of turns of the copper wire on the cassette. (UMM/NIV/1).

SL: Segudang inovasi tak ada hentinya dihasilkan sivitas akademika Universitas Muhammadiyah Malang (UMM).

TL: The academic community of the University of Muhammadiyah Malang (UMM) has continuously produced numerous innovations.

In the example above, the sentence structure was adjusted by using the sentence order strategy. This can be seen in the change from passive voice to active voice, resulting in the appropriate sentence structure.

e.   Summarizing Information

A summary translation, written in the target language, condenses the main ideas of a text. Specifically, a qualified translator reviews the details of the original document.

Context: Five students from FKIP UMM participated in the Real Work Course program of Muhammadiyah Universities (MU) in Malaysia, which aimed to educate children with unclear identities due to a lack of legal status. The program included activities such as introducing Indonesian culture, Wednesday Literacy, and English vocabulary, with an emphasis on reading and writing as literacy skills. The event concluded with an art performance showcasing Indonesian culture (UMM/NV/5).

SL: Adapun program yang dilakukannya menjadi alternatif yang bisa dipilih oleh anak-anak akan menjadi alternatif mendapatkan pendidikan meski memang tidak melalui sekolah formal.

TL: This program offers children an alternative way to receive education, even though it is not through formal schooling.

In this case, the sentences in the source language (SL) were too long and would become convoluted if translated directly into the target language (TL). Therefore, certain words and phrases were omitted to make the sentences shorter and more efficient, without

losing the original meaning, which remains clear and understandable.

TL Example: The academic community of the University of Muhammadiyah Malang (UMM) has introduced several innovations.

In the above example, the *order of sentence* strategy was applied. The passive sentence was changed to an active one, modifying the sentence structure to align with proper grammatical conventions.

2. Website Analytic Documentation

The second documentation was conducted to analyze website traffic by country, demographics including gender and age distribution, and the website's target audience.
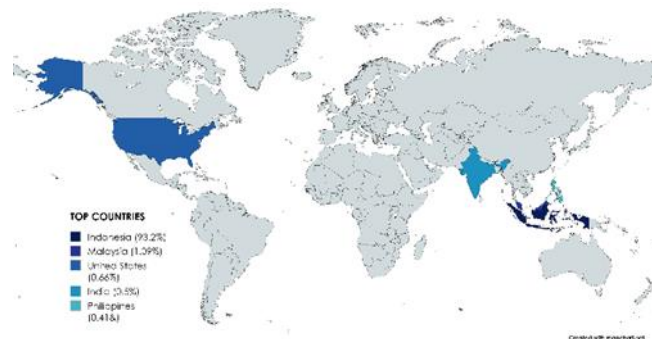
a. Website Traffic by Country

Figure 1. Universitas Muhammadiyah Yogyakarta's Web Traffic Country

On the official website of Universitas Muhammadiyah Yogyakarta, it can be observed that the highest percentage of visitor countries, aside from Indonesia (93.2%), are Malaysia (1.09%), the United States (0.66%), India (0.5%), the Philippines (0.41%), and other countries (4.14%).

Figure 2. Universitas Muhammadiyah Malang's Web Traffic Country

The second website is the official site of Universitas Muhammadiyah Malang. As shown in Figure 4.2 above, the highest percentage of website visitors are from Indonesia (87.34%), followed by the Philippines (2.22%), Malaysia (1.96%), Australia (1.24%), India (0.84%), and other countries (6.41%).

Figure 3. Universitas Muhammadiyah Surakarta's Web Traffic Country

The third website analyzed was Universitas Muhammadiyah Surakarta's official site. The data showed that Indonesia (92.91%) had the highest percentage of website visitors, followed by the United States (0.97%), Malaysia (0.69%), the Philippines (0.36%), and other countries (4.77%).
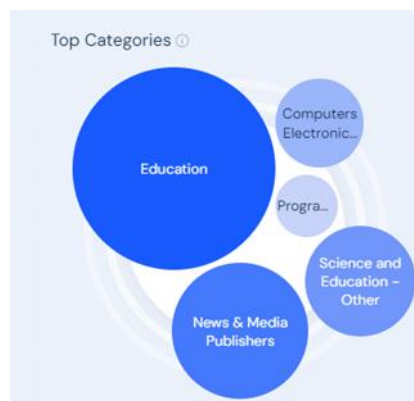
b.   Website Audience's Interest

Figure 4. Universitas Muhammadiyah Yogyakarta Audience's Interest

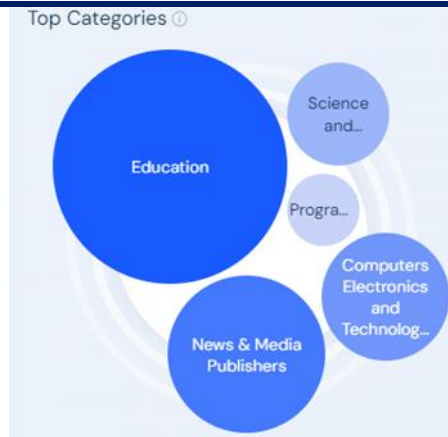**Figure 5. Universitas Muhammadiyah Malang Audience's Interest**

Figure 6. Universitas Muhammadiyah Surakarta Audience's Interest

It can be seen from Figures 4, 5, and 6 that the audiences of the top three Muhammadiyah university websites have an interest in education, followed by news and media publishers, science, computers and technology, social media networks, and programming and developer software.

c.   Website Traffic Demographics

The following figures present the results of the analysis of each university's website based on traffic demographics.
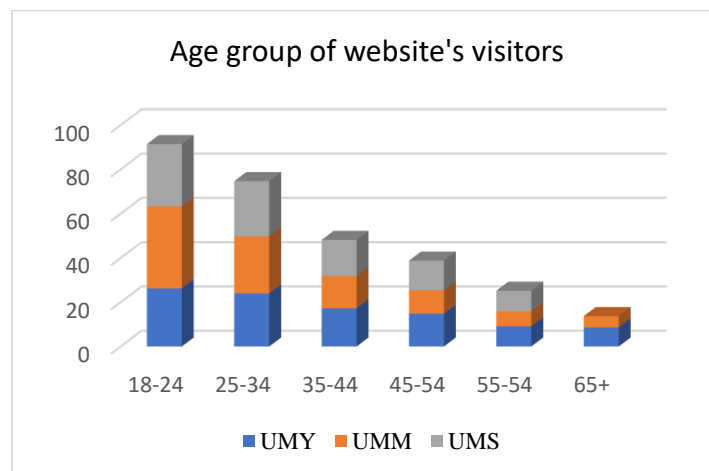

Figure 7. Website Traffic Demographics

Figure 7 shows that the websites of the top three Muhammadiyah universities attract visitors from various age groups, with the largest age group being 18–24 years old (a demographic that frequently visits university websites for information related to study programs and academic activities) and the smallest age group being 65+ years old.

The diversity of visitors to university websites is influenced by the availability of information in various languages or formats, which can impact webometrics scores (Mustikawati & Indriastuti, 2023). Webometrics is a

method used to assess the quality and quantity of a university website's performance. Key criteria for webometric assessment include indicators of visibility, influence, strength, performance, and accessibility. Factors such as the visitors' country, age distribution, and content variety can contribute to improving a university's rating.

In summary, bilingual websites and online news provide an overview of a university's digital presence on a global scale and help increase the visibility, influence, and accessibility of their information through online platforms. This, in turn, can positively impact their webometric ranking and overall quality.

Conclusion

This research examines the translation strategies applied in the translation of Indonesian news published on the official websites of the top three Muhammadiyah universities into English. The study reveals that the most common strategy used by these websites is the elimination of unnecessary information (41.52%), followed by the addition of important background information (21.88%). The least frequently used strategy is summarizing information (17.59%). The elimination strategy involves removing unnecessary elements such as abbreviations or repetitions, while the addition strategy includes providing additional context or explanations. Bilingual university websites attract

foreign visitors, particularly those aged 18-24, who seek information on study programs, academic activities, campus life, and supporting facilities, and they impact the universities' webometric ranking.

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