

Analysis of Arabic *Subtitle* Translation Techniques to Indonesian on Short Films Instagram Account arabiyahtalks

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Abstract: *In today's digital era, audiovisual content on social media is increasingly used to convey cross-cultural and linguistic messages. This research is motivated by the widespread use of subtitles as a communication bridge between languages, especially in religious and motivational content on social media. This study analyzed the subtitle translation technique from Arabic to Indonesian used in short films on arabiyahtalks's Instagram account. This study uses a descriptive qualitative method with a case study approach. Data were obtained through video content documentation accompanied by Arabic-Indonesian subtitles, which were then analyzed to identify the translation techniques applied. The techniques found include reduction, amplification, transposition, and modulation. The results show that these techniques effectively bridge the linguistic and cultural differences between Arabic and Indonesian. Translators can convey spiritual and emotional messages in their entirety without losing their original nuances, thus creating translations that are easy to understand and relevant to Indonesian audiences. The conclusion of this study emphasizes the importance of applying appropriate translation techniques in the digital context to ensure the message's accuracy while maintaining language flexibility. The main contribution of this research lies in expanding the study of social media translation and providing practical guidance for digital content translators to be more sensitive to the cultural and emotional context of the target audience.*

Keywords: *Translation Techniques, Subtitles, Arabic, Instagram.*

Abstrak : Dalam era digital saat ini, konten audiovisual di media sosial semakin banyak digunakan sebagai sarana penyampaian pesan lintas budaya dan bahasa. Penelitian ini dilatarbelakangi oleh fenomena maraknya penggunaan subtitle sebagai jembatan komunikasi antarbahasa, khususnya dalam konten keagamaan dan motivasional di media sosial. Tujuan dari penelitian ini adalah untuk menganalisis teknik penerjemahan subtitle dari bahasa Arab ke bahasa Indonesia yang digunakan dalam film pendek di akun Instagram arabiyahtalks. Penelitian ini menggunakan metode kualitatif deskriptif dengan pendekatan studi kasus. Data diperoleh melalui dokumentasi konten video yang disertai subtitle Arab-Indonesia, yang kemudian dianalisis untuk mengidentifikasi teknik-teknik penerjemahan yang diterapkan. Teknik yang ditemukan meliputi reduksi, amplifikasi, transposisi, dan modulasi. Hasil penelitian menunjukkan bahwa teknik-teknik tersebut digunakan secara efektif untuk menjembatani perbedaan linguistik dan kultural antara bahasa Arab dan bahasa Indonesia. Penerjemah mampu menyampaikan pesan spiritual dan emosional secara utuh tanpa menghilangkan nuansa aslinya, sehingga menciptakan terjemahan yang mudah dipahami dan relevan bagi audiens Indonesia. Kesimpulan dari penelitian ini menekankan pentingnya penerapan teknik penerjemahan yang tepat dalam konteks digital, guna memastikan keakuratan pesan sekaligus menjaga keluwesan bahasa. Kontribusi utama dari penelitian ini terletak pada perluasan kajian penerjemahan media sosial, serta



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memberikan panduan praktis bagi penerjemah konten digital untuk lebih peka terhadap konteks budaya dan emosional audiens target.

Kata Kunci : Teknik Penerjemahan, Subtitle, Bahasa Arab, Instagram.

INTRODUCTION

Language serves as a means of communication that connects individuals or groups in conveying ideas, goals, and thoughts [1], [2], [3]. As an arbitrary system of sound symbols, language is determined by general agreement derived from customs and customs. In everyday life, language serves to express thoughts and feelings and becomes the most frequently used means of communication by humans.[4], [5], [6] Every sound in a language contains a specific meaning and concept, so each speech has a specific meaning. Without language, humans will face difficulties in communicating and cooperating well with others [7], [8], [9].

Along with the development of technology, language translation has advanced rapidly and greatly impacted various aspects of life. Today, translation is no longer limited to documents or books but includes media such as songs and movies. Among these forms of translation, film is the most potent medium for conveying messages because it combines audio and visual elements at the same time. Due to its engaging and interactive presentation, this makes it easier for the audience to understand and remember information without feeling bored.

Movies are a means of entertainment, an effective educational medium, and an important cross-cultural communication tool. The audience can understand different languages and cultural contexts through the film, including norms and customs. One of the commonly used forms of translation in the film is subtitling, which is the translation in the form of text that helps the audience understand the content of the film [12], [13], [14].

Translation is essential in the context of global language diversity. This process aims to convey the message from the source language (BSu) to the target language (BSa) accurately, taking into account the equivalence and fairness between languages [7], [15], [16]. In this case, translation is about changing the form of language and appropriately conveying meaning and information. The translation techniques applied are the main strategies of translators in dealing with language and cultural constraints during the translation process [17], [18], [19].

Several previous studies have discussed translation techniques in films, such as those conducted by Sihotang and Friends (2020) in *The Help* and *Hidden Figures*, emphasising that culture and translation are two aspects that cannot be separated.[20] Similarly, Sofyan and Adryani Nasution (2021) examined the film *How Long Will I Love You* and highlighted the

importance of language skills in dealing with differences in language systems.[21] Wibisono and Ed (2020), in their analysis of the film Detective Chinatown 2[22], as well as the research of Ather (2022) and Wiguna and friends (2022), also emphasized the importance of proper techniques to produce accurate translations by the cultural context.[23]

However, studies on translating subtitles from Arabic to Indonesian in short films, especially those used as learning media on digital platforms such as Instagram, are still minimal. In recent years, educational short video content has grown rapidly and has become an integral part of language learning methods that are more dynamic and accessible to the digital generation. Accounts such as @arabiyahtalks, for example, utilize a combination of audiovisual and Arabic-based content to deliver teaching materials with a lightweight, interactive, and contextual approach.

This gap shows that little research has focused on Arabic translation in the context of social media-based educational short films. The translation techniques used in this format greatly determine how much the message and learning objectives can be conveyed to a diverse audience.

To fill this gap, this study analysed the technique of translating subtitles from Arabic to Indonesian in a short film on the Instagram account @arabiyahtalks. The choice of this object was motivated by the increasing popularity of social media as a flexible and interesting means of learning language. Analysis of translation techniques in this context is important so that the message transfer process is not only linguistically correct but also effective in conveying the cultural values contained in it.

This research is important to identify how translation techniques can bridge language and cultural differences in an educational context. In addition, this research can contribute to developing subtitle translation practices in the digital era, especially in learning Arabic through interactive visual media. The research shows that translation techniques such as adaptation and transposition are likely more predominantly used in these educational short videos due to their communicative nature and ability to adapt to the target cultural context. Thus, this study aims to identify and analyze the translation techniques used in @arabiyahtalks' short video subtitles and to evaluate the suitability of these techniques in Arabic learning for Indonesian speakers.

METHODS

This research uses a descriptive qualitative method, which aims to deeply understand social and cultural phenomena through a comprehensive data visualization.[24] This approach was used to examine the translation techniques that appear in short video subtitles as part of

Arabic learning media. With this approach, the researcher can explore the process, context, and translation results in the visual content of 'arabiyahtalks' Instagram account. The primary data in this study was obtained through a documentation method, namely by collecting short videos from 'arabiyahtalks' Instagram accounts that contain Arabic subtitles and translations into Indonesian. Every relevant video is stored and analyzed systematically. In addition, supporting data is collected from the literature in journals, research articles, and other relevant references to strengthen the analysis.

The population in this study included all short educational videos published by 'arabiyahtalks' Instagram accounts that contained Arabic subtitles and Indonesian translations. The research sample was selected by purposive sampling, a deliberate selection of samples based on specific criteria. These videos display the form of Arabic text with translations that translation techniques can analyze. The main instruments in this study are observation sheets and documentation, which are used to record and classify the translation techniques found in subtitled texts. This instrument is designed to assist in systematically recording translation techniques based on predetermined theories, such as those of Molina and Albir. In addition, digital devices such as computers, internet access, and supporting applications facilitate data collection and processing. [25], [26], [27], [28]

This research was carried out through several systematic stages: Preparation of tools and resources, including documentation tools, Instagram accounts, and theoretical references. Compiling a bibliography by collecting journals, articles, and other reading materials relevant to translation techniques. Preparation of research schedules so that the research process takes place in a structured and efficient manner. The main data collection is in the form of videos from 'arabiyahtalks' accounts that meet the criteria. Reading and recording data, namely watching videos recording the original text and its translation. Identify translation techniques, namely by marking certain sentences that contain specific techniques. Data can be classified based on the category of translation techniques. Interpretation and inference of results by analyzing the meaning and reasons for specific techniques. [29], [30], [31], [32]

The analysis technique used in this study is content analysis with a qualitative descriptive approach. The data from the documentation is analyzed through three stages: Identification of translation techniques in each subtitle sentence and classification of techniques based on the theories used (e.g. Molina and Albir). Interpretation of the use of these techniques considers the suitability of the context, communication objectives, and the effectiveness of conveying meaning in the target language. [33] This analysis aims to describe

how translation techniques are used in subtitles from Arabic to Indonesian and assess their quality and suitability in the context of language learning.[34]

RESULTS AND DISCUSSION

Result

This study found that in translating subtitles from Arabic to Indonesian on short video content on *arabiyahtalks*'s Instagram account, translators used various translation techniques to convey meaning accurately and according to the target cultural context. These techniques are used not only to maintain the integrity of the message of the source text but also to adjust the language structure and communication style commonly used in Indonesia. Literal techniques, reduction, amplification, transposition, and modulation were the most dominant techniques.

Based on the analysis of the translated sentences from Arabic to Indonesian in the short video, this study found that the selection of translation techniques was contextual and varied. Amplification techniques are used to clarify hidden meanings in the source text, modulation is applied to adjust the way of view, transposition is done to harmonize grammatical structures, literals are chosen when the language structure of the two languages is compatible, and reduction is done to simplify sentences without losing their core meaning.

These techniques show that translators are sensitive to maintaining a balance between the accuracy of meaning and the readability of the text, especially in the context of conveying emotional and religious messages. The following is a tabulation of the results of translation techniques in *arabiyahtalks* video content:

Table 1. Content Findings

Translation Techniques	Translation	Source Sentence (Arabic)
Reduction	Akan datang sebuah masa	ستأتي عليك فترة
Amplification + Transposition	Yang terasa lebih berat dari gunung	أثقل من الجبال
Literal	Bukan untuk membuatmu terpuruk	ليس لتكتئب
The act	Tapi untuk mengajarkanmu bersujud dan mendekat kepada Allah	بل لتسجد وتقرب
Modulasi	Kemudian Allah akan menggantinya dengan kebaikan dan kepuasan hati	ثم سيعوضك وسيرافيك

Modulasi	Dan Allah akan mengobati luka hatimu	وسيجبر بخاطرك
Transposition	Allah yang akan mengatur semuanya	سيدبرها الله
Literal	Jangan khawatir	لا تقلق

Discussion

The results of this study fill the gap in translation studies, especially in the realm of social media, which is Arabic and aimed at the Indonesian audience. So far, most research has focused on translating formal texts such as academic documents, news, or books. However, with its dynamic, concise, and emotionally charged character, social media has its own challenges that have not been worked on by many researchers. Content such as the one displayed by the *arabiyahtalks* account presents spiritual and religious messages in a very short format but is full of meaning.

This research shows that in such a context, translators function as conveyors of the meaning of language and as a bridge of culture and emotions. The translation techniques used are determined not only by the structure of the language but also by how the message can be subtly received and touch the heart of the target reader.

This study uses the theoretical framework of Molina and Albir to analyze translation techniques. With a descriptive-qualitative approach, each sentence piece is analyzed to understand the technique used and the reason behind its selection.

Here is a discussion of each sentence in the data: ستأتي عليك فترة In this sentence, the reduction technique is used to simplify the sentence structure. The phrase "عليك" which means "over you" is omitted in the translated version "There will come a time." This is not an arbitrary omission—but rather an attempt to align the message to make it more natural in Indonesian. In an emotional and narrative context like this, the reader does not need Arabic grammatical details to grasp the point. Most importantly, the essence that difficult times will come still reaches readers' hearts.[35], [36]

أثقل من الجبال Two techniques are used here: amplification and transposition. The word "the felt" is added (amplification) to emphasize the period's psychological burden—something very contextual for Indonesian readers. Meanwhile, the plural form "mountains" is changed to "Gunung" (transposition) because in Indonesian language and culture, the word "mountain" alone is enough to describe something weighty. It shows how translation techniques are used empathically to reinforce messages.[33], [37], [38]

ليس لتكتئب This sentence translates to "Not to make you down." Since the Arabic and Indonesian structures are quite parallel, the translator can retain the original form without

additional information. This shows that simplicity is power sometimes, especially when the message is already meaningfully strong and does not require further cultural adjustments.[39], [40], [41]

بل لتسجد وتقرب In this section, amplification is used by adding the phrase "to teach you" so that it becomes "But to teach you to prostrate and draw near to Allah." This addition is important to clarify the spiritual function of the previously mentioned difficulties. In a very religious Indonesian culture, adding context like this makes the message clearer and more touching. This technique reflects the translator's sensitivity in bringing reflective values into the text.[42], [43]

ثم سيعوضك وسيرافيك The modulation technique is used here, where "سيرافيك", which means "satisfies you", translates to "satisfaction." This is not just a matter of words but of nuances of meaning. The term "contentment" is more emotionally relevant in Indonesian culture, emphasising inner peace. This shows that the translator understands the difference in the sense of language, not just the structure.[44], [45]

وسيجبر بخاطرك Modulation is also present here. The word "بخاطرك", which means "your heart", translates to "the wound of your heart." Adding the word "wound" makes it clear that it means emotional healing, not just ordinary attention. In the context of a spiritual message, this change makes the sentence move more to the reader's heart. Translators consciously choose diction to connect the message and the reader emotionally.[46], [47]

سيدبرها الله The technique of transposition is applied by rearranging the structure from "Allah will govern" to "Allah will govern everything." In Indonesia, this structure flows more naturally and still powerfully conveys the message of divinity and faith. This emphasizes the importance of understanding the logic of the target language so that the translation does not feel stiff or strange.[48], [49]

لا تقلق This sentence translates to "Do not worry." Its simplicity strengthens the message. Since this sentence structure is directly compatible between languages, using literals is the best option. In the context of emotional narratives, sometimes simple words like these can be the most potent form of spiritual reinforcement.[39], [50]

Overall, techniques such as reduction and transposition are used to adjust structure and grammar, while amplification and modulation help translate emotional and cultural nuances. Literals are chosen when there are no structural constraints between languages. These findings show that translating on social media is not just about translating word for word but about conveying feelings, emotions, and spiritual messages. In other words, the translator becomes a connector of taste—not just a connector of words.

CONCLUSION

The study results show that the translation techniques have been applied appropriately and effectively in bridging the differences in language structure and cultural nuances between Arabic and Indonesian. Translators can retain the source text's spiritual and emotional messages while ensuring readability and acceptance by the target reader. This answers the main problem in the research, namely how translation techniques are used functionally and communicatively in social media with a short duration but full of meaning. The main contribution of this research is to add insight into the translation of social media content in Arabic, which has rarely been used as an object of in-depth research. This research also shows that the translation process in platforms such as Instagram is linguistic, emotional, and cultural, thus enriching contemporary translation studies. This opens up new horizons for formal non-text translation, especially in the context of digital da'wah and spiritual content.

These findings are important for translation practices, especially in the digital age, where brief but deeply nuanced messages must be effectively communicated to cross-cultural audiences. This research emphasizes the need for sensitivity to culture and emotional context in translation, especially in public and fast consumption of social media. The success of the techniques used in this study suggests that translation could play an important role in strengthening the global delivery of moral, spiritual, and educational messages. This study recommends that translators of digital content—especially those of a religious and cultural nature—not only master the structure of language but also understand the social and emotional context of the target audience. Theoretically, this research supports the importance of a functional approach in translation, where meaning and impact take centre stage rather than just the equivalence of words. In practical terms, the study suggests the application of flexible and adaptive translation techniques and the need for training translators to deal with social media's dynamic and nuanced characteristics.

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