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Author : Juliana, dkk  
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# Translation Equivalence of Political Satire on Social Media: Linguistic and Cultural Challenges in a Global Context

Juliana<sup>\*1</sup>, Erikson Saragih<sup>2</sup>, Rudy Sofyan<sup>2</sup>

<sup>1</sup>University of Potensi Utama, Medan, 20241, Indonesia

<sup>2</sup>University of Sumatera Utara, Medan, 20155, Indonesia

[juliana.ssmsi@gmail.com](mailto:juliana.ssmsi@gmail.com)

## Abstract

*This research aims to analyse the translation of satire from Indonesian into English, focusing on four key aspects: meaning equivalence, emotional effects, acceptability and clarity, as well as language style and cultural nuances. The research employs a qualitative method with a descriptive approach, where translation data from various sources containing social and political satire are analysed. The findings reveal that dynamic equivalence is more frequently used by translators in translating satire, as it preserves the meaning and cultural relevance without compromising clarity. Emotional effects such as humour, sarcasm, and irony are largely maintained, although some elements of satire may be lost in translation. In terms of acceptability and clarity, translations using metaphors and universal phrases are more easily understood by international audiences. However, certain local references require adjustments to be more comprehensible. The use of sharp and direct language style effectively retains the satirical meaning in the translation. Based on these findings, it is recommended that translators pay closer attention to idiomatic adjustments and cultural references to enhance the acceptability of translated satirical texts.*

*Keywords: translation of satire; dynamic equivalence; emotional effects; language style; acceptability; cultural nuances*

## 1. Introduction

The translation of political satire on social media is a complex linguistic and cultural challenge, especially in maintaining the nuances and original meaning of the satire. Political satire often combines elements of humour, criticism and irony, intended to convey messages critical of power and socio-political issues in an indirect way (Suryanto, 2021). However, cultural differences between the source and target languages often hinder the effectiveness of translation, which in turn can affect the equivalence and reader comprehension of the original message (Nababan et al., 2012). In this context, assessing the equivalence quality of political satire translation becomes even more crucial, given its impact on public perception and social discourse on digital platforms (Abdullatief, 2018); (Kaouthar, 2023); (Nida, 1969); (Nababan & Nuraeni, 2012)

In the era of digital globalization, social media has become the main platform for spreading cross-cultural political satire. As a means of rapid mass communication, social media allows satirical or ironic political messages to spread widely and easily. However, the process of translating for cross-cultural audiences often faces problems in conveying meaning that is appropriate to the original context (Baker & Saldanha, 2019). Several studies have shown that inaccurate translations of political satire can lead to significant misinterpretations, which may alter readers' perceptions of sensitive political issues (González, 2020). Therefore, assessing translation equivalence is an important step in maintaining the integrity of the message in political satire (Awadh, 2020); (Nida, 2003).

Another problem that arises in the translation of political satire is the aspect of subjectivity in translation. Each translator may have a different interpretation of the nuances or implied meanings in a satire. This results in wide variations in translation quality, where some translations can be more accurate in conveying meaning than others (Hatim & Mason, 2017). This subjectivity is influenced by various factors, including the translator's cultural and political background, their understanding of the issue, and their ability to use appropriate translation techniques (Venuti, 2018). In this situation, strict quality assessment standards are required to ensure the consistency and appropriateness of the message in the translation of political satire (Putri, 2017); (Nida, 1991).

As a form of humour that functions as social criticism, political satire often uses metaphors, idioms, and expressions with multiple meanings. At this level, the difficulty of translation increases, as the translator is not only required to understand the cultural context, but also to find language equivalents that can maintain the intended meaning and humorous effect (Hoffman, 2019). In addition, satirical language often contains elements that mock or satirize political figures, an approach that does not always have a direct equivalent in other languages or cultures (Bell, 2019). Thus, a proper assessment of the quality of translation equivalence is necessary to keep the political message in satire accurate and not lose its contextual meaning (Feldman, 2024); (Nida, 1970).

This research is also motivated by the phenomenon of increasing interest among academics and practitioners in the field of translation in the effectiveness and accuracy of translations of political satire on social media. Based on recent studies, there is an increasing need to evaluate translation equivalence in the context of political satire, given its potential influence on public opinion (Steiner, 2020). On the other hand, inappropriate translations can lead to misinterpretations that lead to intercultural conflicts or tensions, especially when the satire messages involve sensitive political issues (Zhou & Kim, 2021). Therefore, this research aims to identify and develop a more effective approach in assessing the equivalence of translations of political satire (Baker, 2018).

In general, the main problem faced in this research is how to determine the quality of equivalence in translations of political satire on social media. Various attempts have been made by researchers to evaluate translations from the aspects of equivalence of meaning, accuracy, and emotional impact intended by the original text (House, 2015). However, existing solutions still have limitations, especially in terms of flexibility and consistency. For example, some studies prioritize the literal aspect of translating satire, while others focus more on relevant cultural adjustments (Newmark, 1988). This situation indicates the need for a comprehensive solution in translation equivalence assessment (House, 2014).

In the literature, solutions to improve the equivalence quality of translations of political satire on social media include various approaches. For example, Wierzbicka (2014) developed a linguistic theory that emphasizes the importance of cross-cultural understanding in the translation of satire, where a deep understanding of the original cultural context is a key factor. Another research conducted by Yang (2016) highlights the importance of using relevant idiom equivalents to preserve the satirical meaning in the target language. Meanwhile, Baker (2018) suggests using discourse analysis as a method to identify critical elements in political satire so that it can be translated accurately (Lakoff & Johnson, 1980).

Previous studies have also noted that word choice and language style in political satire should be adapted to the political and cultural context of the target audience. According to Goddard (2017), political satire that successfully translates the nuances of the original requires a high degree of cultural sensitivity, whereby the translator must take into account the current social and political context in the receiving country or community. This is reinforced by the findings of Kramsch (2019), who points out that political satire translated without regard to cultural context often fails to achieve the desired impact on the audience.

Other literature as outlined by Dusi (2020) suggests that creative translation techniques, such as transposition or idiomatic adaptation, can be used to improve the equivalence of translated satire. On the other hand, research by Schäffner (2017) suggests that a pragmatic approach to translation can assist translators in determining the key elements that should be retained in translation to maintain fidelity to the original message. In this case, the use of pragmatic theory gives translators greater flexibility in dealing with double-meaning or ambiguous language (Lakoff et al., 1980).

Based on a review of the existing literature, it is clear that existing approaches to the assessment of the equivalence of translations of political satire still have various limitations, especially in terms of standardization of assessment. While various studies have provided important insights into effective techniques and methods, there is still a research gap in determining assessment criteria that can be applied consistently across different language and cultural contexts (González, 2020). In this regard, this research seeks to address this gap by assessing the quality of translation equivalence that considers not only the literal aspects but also the contextual meaning and emotional effects of political satire (Juliana, 2019).

The purpose of this research is to assess the translation quality of political satire by considering aspects of meaning, accuracy, and cultural context based on linguistic and pragmatic dimensions. This model assesses whether the translated text has accuracy in terms of literal meaning and emotional impact on the audience (House, 1997). This research is expected to contribute to translation theory and satire translation practice, especially in the highly dynamic and culturally nuanced context of social media. The novelty of this research lies in the holistic approach that integrates elements of cultural and political context into the assessment criteria, which enables a more accurate evaluation of the quality of political satire translation (Baker, 2018). The scope of this research covers the analysis of political satire translations on the social media platform Instagram with a focus on political

satire content circulating in the country of Indonesia, with the aim of gaining a better understanding of the factors affecting equivalence in cross-cultural political satire translations (Nida, 1991); (Nababan & Nuraeni, 2012); (House, 2014).

## 2. Methods

### 2.1. Research design and approach

This research uses an analytical descriptive qualitative approach to analyse the translation quality of political satire on social media. This design was chosen because the main objective of the research was to understand the level of equivalence and accuracy of meaning in translations of political satire found on Instagram social media accounts, such as *PinterPolitik* and *Komikluks*. The focus of the analysis is on words, phrases and expressions that contain elements of political satire, as well as how the original meaning can be preserved or adapted in the target language (Creswell, 2013).

The research approach used is the pragmatics in translation approach, which combines the theory of equivalence (Nida, 1969), the Translation Quality Assessment (TQA) model by Juliane House (2014), and the Skopos theory by Hans J. Vermeer. This approach allows researchers to evaluate the equivalence and acceptability of translations based on contextual and pragmatic dimensions, including aspects of emotion and audience response. This theory is relevant because political satire has implicit meanings and requires in-depth analysis to maintain or adjust the effect of satire on the audience.

### 2.2. Data and data sources

The primary data source of this research comes from the uploads of *PinterPolitik* and *Komikluks* Instagram accounts that have political satire contents. These two accounts were chosen because they often publish captions, uploads related to political satire materials presented in the form of comics and short narratives.

This research data in the form of uploads (captions) consisting of words, phrases, idioms, and metaphors containing elements of political satire from selected uploads will be analysed to see the equivalence of meaning and effects in translation.

### 2.3. Data collection technique

Data was collected through documentation techniques with the following steps:

1. Observation: Observing and identifying relevant posts related to political satires from both social media accounts.
2. Satire Data Identification: Collect social media satire texts in the source language (e.g., posts, comments, or tweets) and Translation Results
3. Data Documentation: Save the original text in the source language and its translation into the target language (e.g. translation from Indonesian to English) for further analysis.
4. Data Classification: Classifying the collected data into categories of political satire, such as metaphor, irony, humour, social criticism, and sarcasm, to facilitate the analysis process.

### 2.4. Data analysis technique

The data were analysed using a critical discourse analysis approach that was adjusted to the equivalence theory and pragmatics theory. The data analysis process includes:

1. Contextual Meaning Analysis: Evaluating the appropriateness of the translation's meaning to the political and cultural context of the target audience. This is done by comparing the explicit and implicit meanings in the source text with the target text.
2. Emotional and Humorous Equivalence Assessment: Assesses whether the translated text is able to maintain the desired emotional effects, such as humour, ridicule, or social criticism, as present in the original text.
3. Language Style Evaluation: Determines whether the language style in the translation is appropriate to the cultural nuances and socio-political context relevant to the target audience.

### 2.5. Research Stages or Procedures

Research Stages or Procedures are in the following:

1. Data Collection from social media: Identifying and selecting relevant upload content from the *PinterPolitik* and *KomikLuks* accounts within a certain time span, for example over the past six months.

2. Critical Discourse Analysis: Critically analysing the sarcastic words and phrases found, identifying the translation techniques or strategies used, and assessing their effectiveness in maintaining the original meaning.
3. Translation Quality Evaluation: Using the TQA House model to assess the aspects of literal equivalence, emotional impact, readability, and acceptability. This model will be applied to assess whether the translation has met the desired quality standards, such as accuracy and clarity.
4. Verification of Results: Reviewing the analysis results with experts in the field of translation and political satire to ensure the validity of the research results.

### 2.6. Evaluation Tools and Criteria for Assessment of Translation Quality

This research used an assessment rubric based on Nida's equivalence theory, the TQA House model, and Skopos. The evaluation criteria include:

1. Meaning Equivalence: Accuracy of literal meaning in the target cultural context.
2. Emotional Effect: Appropriateness of the emotional impact, such as humour or sarcasm, on the target audience.
3. Acceptability and Clarity: The readability and acceptability of the text in the target culture.
4. Language Style and Cultural Nuances: Appropriate use of idioms, metaphors and language styles.

These criteria can be used to assess the extent to which translations of political satire on social media are able to maintain the original meaning and emotional impact as intended by the original communication.

## 3. Result and Discussion

This research used an assessment rubric based on Nida's equivalence theory, the TQA House model, and Skopos. Evaluation criteria include (Nida, 1970); (House, 2014):

1. Meaningfulness: Accuracy of literal meaning in the target cultural context.
2. Emotional Effect: Appropriateness of the emotional impact, such as humour or sarcasm, on the target audience.
3. Acceptability and Clarity: The readability and acceptability of the text in the target culture.
4. Language Style and Cultural Nuances: The use of idioms, metaphors, and appropriate language styles.

The findings and data analysis of this research used an assessment rubric based on Nida's equivalence theory, House's TQA model, and Skopos theory on political satire translation data obtained from social media accounts such as *PinterPolitik* and *KomikLuks*. The focus of the evaluation includes four main criteria: (a) Meaningfulness, (b). Emotional Effect, (c). Acceptability and Clarity, (d), Language Style and Cultural Nuances (Nida, 2003); (House, 2014)

### 3.1. Result

From the results of observation and documentation analysis, the following are 17 data findings of political satire with equivalence strategies used in translation:

#### Data 1

Satire (Indonesian): *"Politisi tidak pernah percaya atas ucapannya sendiri, mereka justru terkejut bila rakyat mempercayainya..."*

Satire (English): "Politicians never believe in their own words; they are just surprised when the people believe them..."

Equivalence Strategy: Dynamic Equivalence

The translation of satire using dynamic equivalence keeps the original meaning and irony in the translation. The phrase "Politicians never believe in their own words" maintains the criticism of politicians' insincerity, while the satirical tone remains consistent through the use of phrases like "just surprised when the people believe them." Translation This satire effectively exposes the empty rhetoric in politics, is globally relevant and easily understood across cultures thanks to its simple structure and universal themes. It delivers a sharp critique of politicians' honesty, making it communicative and impactful for an international audience.

The phrase implies that politicians are insincere by nature, as they don't even believe their own promises or statements. The irony reaches its peak when the public puts faith in these words, thus "shocking" the politicians. Translation Choice: The use of the word "believe" is crucial in conveying the satire here, emphasizing the insincerity of the politicians while maintaining a neutral tone. The dynamic equivalence strategy helps maintain the ironic and cynical tone of the original, implying that political statements are mere rhetoric.

## Data 2

Satire (Indonesian): *"Diam ketika menjabat, berisik ketika tanpa jabatan - tipikal pejabat di negeri..."*

Satire (English): "Silent when in office, noisy when without a position - typical government officials in this country..."

Equivalence Strategy: Formal Equivalence

This translation of satire uses formal equivalence which preserves the original structure and meaning, keeping the message clear and direct in both languages. The phrase "Silent when in office, noisy when without a position" replicates the "silent-noisy" contrast without losing its emotional impact. The satire is effective in criticizing the inconsistency of officials, who are passive when in power but vocal once out of office. The satirical tone remains consistent and easily understood by an international audience through the use of simple phrases and universal metaphors such as "silent" and "noisy." The critique also has social and political relevance, highlighting issues of transparency and accountability that are common across government systems, making the message communicative and impactful globally.

This data criticizes officials for their lack of transparency and accountability while in power, becoming vocal critics only after leaving office. This structure is retained in English to emphasize the direct "silence-noise" contrast. Translation Options: Formal equivalence here allows the message to remain as clear in English as it is in Indonesian, maintaining the integrity of the original structure to enhance the satirical impact.

## Data 3

Satire (Indonesian): *"Selamat Indonesia sekarang punya presiden baru ya.. apakah jadi terang benderang atau malah makin gelap gulita? kita lihat aja.."*

Satire (English): "Congratulations, Indonesia now has a new president. Will it become brighter or even darker? Let's just see."

Equivalence Strategy: Dynamic equivalence

The translation of this satire uses dynamic equivalence that preserves the meaning of metaphors, such as "brighter or even darker" to "brighter or even darker," so that they are relevant and easily understood across cultures. The satire conveys the duality of hope and scepticism towards the new administration with a consistent sceptical tone, as "let's just see" translates to "Let's just see." The universal metaphor keeps the message communicative and critical for an international audience, while maintaining sensitivity to the socio-political context. The translation manages to maintain meaning, irony and relevance, making the message effective in conveying veiled criticism.

The phrase bright or pitch dark symbolizes the anticipated hopes and fears associated with the reign of a new leader. Here, brighter or darker captures this metaphor in English, offering an easy-to-understand comparison for the audience. Translation Options: The use of dynamic equivalence keeps the metaphor accessible while conveying the scepticism contained in the original Indonesian expression.

## Data 4

Satire (Indonesian): *"Wih, dapat dukungan dana dari Uncle Xi Jinping. Bakal kayak gimana ya programnya nanti?"*

Satire (English): "Wow, got fund support from Uncle Xi Jinping. Wonder how the program will look like?"

Equivalence Strategy: Dynamic equivalence

The translation of this satire uses dynamic equivalence to preserve the original meaning and context, especially the irony of the reliance on foreign support from China. The use of the term "Uncle Xi Jinping" is retained in the translation to reflect the cultural and political associations, so that the humour and scepticism remain. This approach ensures the satire remains communicative, relevant and critical in both Indonesian and English.

The satire reflects the irony of dependence on foreign support, especially from China. In the translation, Uncle Xi Jinping is used to maintain the connotation, showing skepticism about the independence of government programs. Translation Choice: The use of dynamic equivalence maintains the humour and irony, emphasizing the aspect of dependence on outsiders with a critical tone.

## Data 5

Satire (Indonesian): *"Tuntutlah kepentingan bangsa hingga ke negeri China (?)"*

Satire (English): "Claim the national interest all the way to China (?)"

Equivalence Strategy: Dynamic Equivalence

The translation of this satire uses dynamic equivalence which maintains the criticism of the expansion of nationalism and dependence on external relations, especially with China. The phrase “all the way to China” successfully illustrates the satire of a policy that is considered too ambitious.

It criticizes policies that are overly dependent on outside influences, especially the Chinese economy, with a consistent satirical tone. The question mark “(?)” adds an element of irony. The translation remains relevant in the social and political context, both in Indonesia and internationally, and is easily understood by a cross-cultural audience. The translation is effective in conveying a sharp critique of perceived overreach in external relations, while maintaining the essence and relevance of the message.

The satire points out the perceived over-expansion of nationalism. The use of all the way to China helps to maintain the satire of economic relations going too far. Translation Choice: Dynamic equivalence maintains the criticism of policies that are considered too ambitious and tied to external relations.

#### Data 6

Satire (Indonesian): *"1 hari 1 kelakuan keren dari pemerintah yg baru..."*

Satire (English): “One cool action per day from the new government...”

Equivalence Strategy: Dynamic Equivalence

The translation maintains the meaning and tone of the satire, with the ironic phrase “cool action” to satirize the government's actions as excessive and performative. The satire criticizes the government for focusing more on image than substance, with “one cool action per day” emphasizing the sense of exaggeration and irrelevance. The use of the double-meaning word “cool” maintains the cynical tone, while “per day” describes the frequency of actions that are considered too many. The simple and direct phrasing makes the satire easily understood by an international audience, given that the issue of government performativity is universal. The satire is relevant in the modern political context, where governments often prioritize performance over substantial results. The translation is effective because it maintains meaning, tone and socio-political relevance, and is easily understood by cross-cultural readers.

The expression satirizes the new government's actions, which are perceived as excessive or performative. The translation retains the term cool action to describe the subtle insinuation that the actions taken are too “interesting” in a negative sense. Translation choice: Dynamic equivalence ensures that the satirical tone of the government's everyday actions remains in English.

#### Data 7

Satire (Indonesian): *"Sudahkah anda kembali menentukan pilihan untuk menertawai hidup lima tahun ke depan?"*

Satire (English): “Have you re-determined the choice to laugh at life for the next five years?”

Equivalence Strategy: Formal Equivalence

The translation of this satire uses Formal Equivalence. The sentence structure is retained in the translation, showing repetition and despair at the political cycle that repeats itself every five years. The satire criticizes the five-year political cycle as not bringing significant change, with the phrase “laugh at life” portraying pessimism towards the political future. The translation maintains the tone of frustration and despair regarding the recurring political cycle, with the use of the word “re-determined” reflecting the unchanging cycle. The satire is easily understood by cross-cultural audiences, as it illustrates the theme of helplessness towards the recurring political cycles. The satire is relevant in a global context, as the phenomenon of political cycles that bring no real change occurs in many countries. The translation of the satire is effective because it maintains the structure and meaning of the satire, as well as its socio-political relevance, making the critique of recurring political cycles clear and comprehensible to an international audience.

It is a satire on the five-year political cycle in Indonesia that often does not result in significant change. The formal structure is maintained to show the hopelessness of repeating the same cycle. Translation Options: The original structure is kept, and the translation conveys the satire of political repetition without change.

#### Data 8

Satire (Indonesian): *"Hadeh, jadinya DPR bisa punya posisi superior nggak sih di hadapan eksekutif?"*

Satire (English): “So, will the DPR have a superior position over the executive?”

Equivalence Strategy: Dynamic equivalence

This translation uses Dynamic equivalence: Maintain the essence of the satire about skepticism towards the relationship between the DPR and the executive, by retaining the meaning of “superior position” which illustrates doubts about the DPR's less independent position. The criticism of the imbalance of power between the DPR and the executive remains clear, expressing doubt as to whether the DPR can be more influential. The use of rhetorical questions in English maintains doubt and distrust of Indonesia's political dynamics. The phrase “superior position over the executive” is easily understood by an international audience familiar with the separate political systems of the legislature and the executive. The satire is relevant both in the Indonesian context and globally, as tensions between the legislature and the executive are common in many countries. The translation is effective because the dynamic equivalence strategy manages to retain the meaning, skeptical tone and socio-political relevance in the translation, making it easily understood by an international audience.

The satire reflects the public's scepticism towards the balance of power between the Parliament and the executive. The translation maintains the question structure to convey the irony that the DPR's position is often perceived as not very independent or influential. Translation choice: Dynamic equivalence preserves meaning and maintains the tone of satire about power relations between state institutions.

#### Data 9

Satire (Indonesian): *"Lama-lama presiden pun nggak mau kalah, minta perpanjangan masa jabatan juga."*

Satire (English): “Eventually the president does not want to lose, asking for extension of his term too.”

Equivalence Strategy: Dynamic equivalence

The translation of this satire uses Dynamic equivalence: Maintaining the irony in the satire, the translation “does not want to lose” portrays the president's ambition to retain his power with an appropriately cynical tone. The satire criticizes the potential extension of the president's term, a relevant issue in many countries that question term limits. The phrase “does not want to lose” retains the sarcastic tone of ambition for unlimited power, adding a satirical element. The phrase “ask for extension of his term” is easy to understand in the context of global politics, relevant in countries with term limits. The criticism of abuse of power and political ambition remains internationally relevant. The translation is effective because the dynamic equivalence strategy manages to retain the meaning of the satire and the socio-political relevance, making it easy to understand and still sharp.

The satire highlights the president's possible ambition to prolong power, something that is often a sensitive topic in politics. In translation, does not want to lose maintains the cynical tone towards power ambitions. Translation choice: Dynamic equivalence was chosen to keep the implied irony of wanting to extend the term, which remains easy to understand in English.

#### Data 10

Satire (Indonesian): *"Hmm, dari rakyat, untuk rakyat, tapi kenapa berakhir untuk pejabat?"*

Satire (English): “From the people, by the people, but why does it end up for the officials?”

Equivalence Strategy: Dynamic Equivalence

The translation of this satire using the dynamic equivalence strategy successfully maintains the meaning and tone of the satire. The phrase “From the people, by the people” used in democratic principles is transformed into a criticism of officials who abuse power for personal gain, while “end up for the officials” maintains the satire of injustice in the political system. This satire highlights the power imbalance between democratic ideals and the reality that policies or resources that should be for the people often end up in the hands of officials, conveying a sharp criticism of the abuse of power. The satirical tone is maintained through the phrase “but why does it end up for the officials?”, which expresses distrust of a political system that should favour the people, but often does not. This satire is easily understood by an international audience, as the phrase “from the people, by the people” is widely recognized, especially in countries with democratic systems. The translation remains relevant because criticism of the abuse of power is a global problem faced by many countries with similar government structures. The translation manages to maintain meaning, socio-political relevance and effective communication. The satire is easy to understand, maintains a satirical tone, and still criticizes injustices in the government system

The satire makes use of the expression democracy, which is transformed into a criticism of officials who use power for their own benefit. In translation, the structure of end up for the officials maintains a satirical tone regarding the difference between democratic ideals and political reality. Translation Choice: Dynamic equivalence preserves the main meaning and effectively conveys the implicit criticism in the target language.

#### Data 11

Satire (Indonesian): *"Janji adalah hutang, tapi kok utangnya nggak pernah dilunasi?"*



Satire (English): “Promises are debts, but why are these debts never paid off?”

Equivalence Strategy: Dynamic Equivalence

The translation of this satire uses Dynamic equivalence: The translation “debts never paid off” correctly retains the meaning of the satire about political promises not being kept, maintaining the disappointment of politicians who break their promises. The satire still criticizes unfulfilled political promises, by changing “promises are debts” to “promises are debts” which still conveys the meaning that politicians' promises are obligations that should be fulfilled. The rhetorical question “why are these debts never paid off?” maintains the cynical tone and distrust of unfulfilled promises. The phrase “debts never paid off” is easily understood across cultures, making this satire effective even when delivered to an international audience. It is highly relevant in criticizing politicians who do not keep their promises, a common phenomenon in many countries, and remains communicative in a global socio-political context. The translation manages to maintain the meaning, tone and relevance of the satire against politicians' inability to keep promises, making it effective in a global political context.

The sentence criticizes political promises that are never kept, likening promises to debts that are never paid. In English, debts never paid off retains the satirical meaning without changing the main structure, making the criticism still easy to understand. Translation Choice: Dynamic equivalence was chosen to convey the implicit meaning of disappointment with unrealized political promises.

#### Data 12

Satire (Indonesian): *"Bicara tentang perubahan, tapi kok yang berubah cuma fasilitas pribadinya?"*

Satire (English): “Talking about change, but the only thing changing is private facilities.”

Equivalence Strategy: Dynamic Equivalence

The translation of this satire uses Dynamic Equivalence: The translation retains the meaning and tone of the satire regarding the promise of change that only benefits officials, with the phrase “the only thing changing is private facilities.” This satire depicts social and political injustice, where changes only occur in the personal facilities of officials, not for the people. The tone of criticism towards officials who only prioritize personal interests remains consistent in the translation. The phrase “private facilities” is easily understood by international audiences, making this satire relevant across cultures. The critique of the disparity between the promise of change and reality is globally relevant, given that this issue occurs in many countries. The dynamic equivalence strategy is effective in maintaining the meaning of the satire and its socio-political relevance, making the critique easy to understand and applicable across different cultural contexts.

The satire highlights the discrepancy between the promise of change for the people and the fact that only officials' personal facilities have changed. The translation maintains the sentence structure so that the critical tone towards the officials is still well conveyed. Translation Choice: By using dynamic equivalence, the satire related to changes only for personal facilities can be understood by the English audience.

#### Data 13

Satire (Indonesian): *"Setiap debat, berdebat tentang rakyat, tapi kenyataannya yang dipikirkan diri sendiri."*

Satire (English): “Every debate is about the people, but in reality, they only think about themselves.”

Equivalence Strategy: Formal Equivalence

This translation uses Formal Equivalence: The sentence structure is maintained, so the insinuation about the dishonesty of officials is easily understood in English. The translation rightly criticizes the selfish behavior of politicians who speak for the people, but are more concerned about their personal interests. The sharp tone of the satire is maintained, using simple and direct sentences to describe the selfish behavior of politicians. The translation is easily understood by an international audience, thanks to the simple and universal phrasing. The criticism remains relevant in many countries, where politicians often act in their own self-interest despite speaking for the people. The formal equivalence effectively preserves the meaning and tone of the satire, as well as the socio-political relevance, making it easy to understand and globally relevant.

The satire criticizes officials or politicians who in debates often speak on behalf of the people's interests, but are actually only fighting for personal interests. In translation, the formal structure maintains the critical tone and irony, reflecting that the officials' selfishness is easily understood in the target language context. Translation Choice: Formal equivalence is chosen to ensure that the structure and message of the satire remain the same in English, so that the criticism of the officials' behaviour is clearly conveyed.

#### Data 14

Satire (Indonesian): "*Rakyat lapar, pejabat pesta pora.*"

Satire (English): "The people are hungry, officials are feasting."

Equivalence Strategy: Dynamic Equivalence

The translation of this satire uses Dynamic Equivalence: Retaining the metaphors of "hungry" and "feasting" that describe the social inequality between the poor and the rich officials, despite cultural differences. This satire clearly criticizes social and economic inequality, depicting the contradiction between hungry people and officials living in luxury. This metaphor reveals a sharp contrast, emphasizing social injustice and unequal wealth. The phrases "hungry" and "feasting" are easily understood by an international audience, making the satire globally relevant. This critique of social inequality is relevant in many countries with problems of economic and social inequality. The dynamic equivalence strategy successfully maintains the meaning and relevance of the satire, making it easy to understand and effective in conveying the critique of social inequality that prevails in many countries.

The phrase conveys a sharp criticism of the wealth gap between ordinary people and officials. The translation keeps the structure and metaphor of hungry and feasting to highlight the inequality. Translation choice: Dynamic equivalence maintains the cultural metaphors that denote inequality, ensuring the meaning of satire remains strong in English.

Data 15

Satire (Indonesian): "*Perubahan besar katanya, tapi kita tetap pada titik yang sama.*"

Satire (English): "Big change, they say, but we are still in the same place."

Equivalence Strategy: Dynamic Equivalence

The translation of this satire uses Dynamic Equivalence: The phrase "Big change, they say, but we are still in the same place" maintains the contrast between the claim of big change and the reality of stagnation, effectively conveying a sense of disappointment at the inability of real change. It criticizes the unrealized promise of change, and reveals the inability of leaders to bring about real change that leads to improvement. The phrase "we are still in the same place" illustrates the disappointment of empty promises, emphasizing that despite many claims of change, the reality is that people are not feeling any improvement. The satire is easily understood by international audiences as it describes a globally relevant phenomenon of stagnation. It remains relevant in the global socio-political context, where promises of change often go unrealized, a common problem in many countries. The translation is effective because the dynamic equivalence strategy maintains the satire's strong message and socio-political relevance, and is easily understood by international audiences.

The satire is about promises of change that do not actually change the conditions of society. In the translation, the structure retains the contrast between "big change" and "still in the same place," which reinforces the sense of disappointment with stagnation. Translation Choice: Dynamic equivalence is chosen so that the irony of big change being just words without action is well understood.

Data 16

Satire (Indonesian): "*Mengatasnamakan pembangunan, tapi siapa yang merasakan?*"

Satire (English): "In the name of development, but who really benefits?"

Equivalence Strategy: Dynamic Equivalence

The translation of this satire uses Dynamic Equivalence: The translation "who really benefits" successfully maintains the meaning of the satire about the inequality of development benefits, criticizing that development often only benefits a small group, even though it is claimed to be for the people. The satire effectively criticizes the inequality of development that favors the elite, by questioning who really benefits from the projects. The translation maintains a critical tone towards social injustice in development, by questioning the benefits received by the wider community. The phrase "who really benefits" is easily understood by international audiences as it reflects the phenomenon of inequality that often occurs in many countries. This critique is particularly relevant in many countries, where development projects often benefit the elite and neglect the people, so this satire has global appeal. The translation is effective because it manages to maintain the critique of development inequality, is easily understood internationally, and remains relevant in the socio-political context.

The satire questions who really benefits from the development projects that are often launched by the government. In translation, who really benefits maintains the essence of criticism of development projects that only benefit a few people. Translation Choice: Dynamic equivalence helps to convey the criticism of the inequality of development benefits with language that remains straightforward and understandable to the English audience.

## Data 17

Satire (Indonesian): *"Kritik diterima, tapi kok yang kena sanksi malah yang mengkritik?"*

Satire (English): "Criticism is accepted, but why is it the critic who gets punished?"

Equivalence Strategy: Dynamic Equivalence

The translation of this satire uses Dynamic Equivalence: The translation "In the name of development, but who really benefits?" manages to maintain the irony of the satire that describes the injustice in the distribution of development benefits, which often only benefits the elite. The satire effectively criticizes the inequality in development projects that claim to be for the people, but only benefit certain groups. The phrase "who really benefits" clearly voices criticism of social injustice. The satire maintains a sharp tone with the rhetorical question "but who really benefits?", which emphasizes the injustice behind the development claims. This phrase is easily understood by an international audience, as the issue of unequal benefits of development is a global phenomenon that is relevant in many countries. The critique of inequality in development is relevant in many countries, reflecting the same socio-political realities both locally and internationally. The translation of this satire is effective because the dynamic equivalence strategy manages to maintain a sharp critique of development inequality that is relevant and easily understood by an international audience.

The satire criticizes freedom of speech that is only a formality, as it is often the critic who is sanctioned. In translation, the phrase the critic who gets punished highlights the irony and maintains the satirical tone. Translation Options: With dynamic equivalence, this translation effectively conveys the irony of the injustice of free speech being suppressed. As such, all the satire from entries 1 to 17 has been analysed in detail, focusing on the selection of equivalence strategies and how each translation maintains or adjusts the original meaning according to the cultural context and tone of the satire.

### 3.2. Discussion

#### 3.2.1. Meaning Equivalence: Accuracy of Literal Meaning in the Target Cultural Context

Meaning equivalence focuses on the extent to which the literal meaning and the original cultural context are preserved in translation. It is important to keep the original intention and message unchanged in translation. From the results of this research, Dynamic equivalence is the more frequently used Strategy. Many translations use dynamic equivalence, which adjusts the meaning to keep it relevant and understandable to an international audience. For example, in satire: *"From the people, by the people, but why does it end up for the officials?"* the translation manages to maintain a critique of the inequality of power and questions the misuse of public resources, which is easily understood by international readers, especially in democracies. Dynamic equivalence is also used in the sentence *"Silent when in office, noisy when without a position,"* which describes the inconsistent behaviour of officials. In this case, the contrast of "silent" and "noisy" can still be translated well into English without losing meaning or emotional impact. In contrast, Formal Equivalence (Less used): For example, *"Every debate is about the people, but in reality, they only think about themselves."* Here, the sentence structure in Indonesian is retained, reflecting the formal argumentation structure used in politics. Using formal equivalence helps maintain readability and seriousness in the criticism of politicians' behaviour.

#### 3.2.2. Emotional Effect: Emotional Impact Appropriateness (Humour, Sarcasm)

The translation of satire relies heavily on emotional effects, such as humour, sarcasm, or irony. The aim is to ensure that the translation evokes the same reaction from the target language audience. Satire containing Humour or Sarcasm: for example, the translation *"Promises are debts, but why are these debts never paid off?"* maintains a cynical and sceptical tone, criticizing political promises that are not kept. This rhetorical question maintains a sense of disillusionment towards the distrust of politicians. "Criticism is accepted, but why is it the critic who gets punished?" conveys a sharp satire on the hypocrisy of free speech. The translation manages to express the irony well.

The humour or satire effect is sometimes missing: In the sentence *"One cool action per day from the new government,"* the use of the word "cool," which in the Indonesian context can mean over-performance or insubstantiality (highlighting actions that are merely imagery), may sound neutral or not as strong as the intended satire effect. In this case, a replacement with a term that better describes vain performance or image may be more appropriate.

#### 3.2.3. Acceptability and Clarity: Readability and Acceptability of the Text in the Target Culture

Acceptability and clarity are essential for the text to be understood and accepted by the target language speaking audience. Clarity in Translation: Translations such as "In the name of development, but who really benefits?" remain clear, describing a critique of the injustice in the distribution of development benefits that often benefit only a few. The term "who really benefits" has global appeal as this phenomenon can be found in many countries, making it easy to understand. The phrase "The people are

hungry, officials are feasting” uses a very clear metaphor in describing social inequality. The use of the words “hungry” and “feasting” remains effective outside of the Indonesian cultural context. Acceptability Issues in Translation: Sometimes, translations that use certain local references, such as “Uncle Xi Jinping,” can be difficult to accept for international audiences who are not familiar with the character. However, it is retained in some translations to maintain the political and cultural nuances.

### 3.2.4. Language Style and Cultural Nuances: Appropriate Use of Idioms, Metaphors, and Stylistics

Language style in translation should reflect the nuances and cultural context present in the original text, such as the use of idioms or metaphors that may not have direct equivalents in the target language. Appropriate Use of Idioms and Metaphors: For example, in the translation “Big change, they say, but we are still in the same place,” the contrast between the claim of big change and the reality of stagnation is well maintained, showing disappointment at the inability of change to occur. This metaphor is universal and relevant in many global political contexts.

## 4. Conclusion

Based on the analysis of the research on the translation of satire from Indonesian to English, it can be concluded that the translation strategies used have a significant influence on the meaning equivalence, emotional effect, acceptability, clarity, as well as stylistic and cultural nuances in the translated text. This research provides a comprehensive insight into the translation of satire which is highly dependent on the cultural context, emotions, and socio-political structure reflected in the source language.

1. **Meaning Equivalence:** This research shows that the use of dynamic equivalence is more frequently used than formal equivalence, as it can adjust the meaning to remain relevant and comprehensible to international readers. Allusions aimed at criticizing social and political inequality, such as “Silent when in office, noisy when without a position,” successfully retain meaning and emotional impact in translation despite cultural differences between the source and target.
2. **Emotional Effects:** Emotional effects including humour, sarcasm and irony are very important aspects in the translation of satire. Translations such as “Promises are debts, but why are these debts never paid off?” successfully maintain a cynical and sceptical tone criticizing political powerlessness. However, some translations such as “One cool action per day from the new government” show a potential loss of satirical effect, as the use of the word “cool” in English may not carry the same nuance as in Indonesian.
3. **Acceptability and Clarity:** Acceptability and clarity rely heavily on the translation's ability to overcome cultural differences and make the satire universally understandable. Translations such as “In the name of development, but who really benefits?” manage to maintain their critical meaning clearly and are widely accepted, while certain local references, such as “Uncle Xi Jinping,” are sometimes difficult for international audiences to understand. This shows the importance of proper word choice and contextualization.
4. **Language Style and Cultural Nuances:** The use of idioms and metaphors in translation should be adapted to the target culture to ensure the cultural nuances contained in the original text are maintained. Metaphors such as “Big change, they say, but we are still in the same place” were well preserved, portraying the disillusionment with meaningless change. However, differences in sharp or formal language styles may require adjustments to remain effective in the target culture.

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