PLURAL NOUN TRANSLATIONS ON FACEBOOK AND TWITTER PROFILE PAGE TEMPLATES

Raden Roro Shinta Felisia
Faculty of Letters and Cultures/English Literature, felisia.shinta@gmail.com, Gunadarma University

ABSTRACT
The growth of access to social media sites such as Facebook and Twitter encourages developers to provide language options, including the Indonesian language as target language or the translation. Both Facebook and Twitter have respective profile page templates managed by users. This study aims to describe plural noun translations on Facebook and Twitter profile page templates. The sources of the study are Facebook and Twitter profile page templates. The result of the study shows that: plural noun translations on the Facebook profile page template are root noun (4), root noun plus the suffix -an (2), English root noun/borrowing (2), and no translation/omission (1); plural noun translations on the Twitter profile page template are root noun (83) and English root noun/borrowing (9). By this study, it is hoped that the public receives a practical contribution in the era of social media growth.

Keywords: Facebook, Twitter, Media Growth.

ABSTRAK
Pertumbuhan akses pada situs media sosial seperti Facebook dan Twitter mendorong pengembang untuk menyediakan pilihan bahasa, termasuk bahasa Indonesia sebagai bahasa target atau terjemahan. Baik Facebook dan Twitter memiliki template halaman profil masing-masing yang dikelola oleh pengguna. Penelitian ini bertujuan untuk mendeskripsikan terjemahan kata benda jamak pada template halaman profil Facebook dan Twitter. Sumber penelitian adalah template halaman profil Facebook dan Twitter. Hasil penelitian menunjukkan bahwa: terjemahan jamak kata benda pada template halaman profil Facebook adalah kata benda dasar (4), kata benda dasar dengan akhiran -an (2), kata benda dasar bahasa Inggris/pinjaman (2), dan tidak ada terjemahan/omission (1); Terjemahan kata benda jamak pada template halaman profil Twitter adalah kata benda dasar (83) dan kata benda dasar bahasa Inggris/pinjaman (9). Melalui penelitian ini, diharapkan masyarakat mendapat kontribusi praktis di era pertumbuhan media sosial.

Kata Kunci: Facebook, Twitter, Pertumbuhan Media Sosial.

1. INTRODUCTION
The necessity to access social media sites is not only to keep its users updated but also to tell information to others. Social media sites also connect people from different places to interact in just a second. People find no more borders such as location among them to communicate on social media. In addition, access to social media sites takes affordable cost. Therefore, access to a social media site is relatively frequent worldwide.

The social media sites that this paper refers to are Facebook and Twitter. Facebook has operated for eighteen (18) years. Two years after Facebook was born, Twitter started to run. These two social media sites reached millions of Indonesian users. At the beginning of 2022, according to the Twitter advertisement section, Twitter Indonesian users were 18.45 million. Meanwhile, Facebook Indonesian users were 129.9 million based on the Meta advertisement section.

Every user on a social media site has a profile page. This profile page consists of information relating to a user, such as a user's biodata, preferences, etc. The profile page also gives a user a persona and even personal branding. Thus, a user maintains their profile page well.
The global growth of Facebook and Twitter encourages their developers to provide facilities such as language options in their settings, respectively. Indeed, language options are a fact that language takes a significant role in social media sites. Facebook and Twitter have a profile page template containing numerous plural nouns. In other words, these plural nouns have translation versions, including in the Indonesian language. Due to such conditions, this paper aims to describe Indonesian translations of plural nouns on Facebook and Twitter's profile page templates.

Several previous studies are related to this study. The first is Quality of Translation for Post in Social Media Facebook by Cahyaningrum in 2021. Both Cahyaningrum and the current research discuss translation on Facebook. However, the focus and purpose are different. Ika discusses the quality of translation. Meanwhile, the current study discusses plural noun translation.

The second study is The Translation of English Noun Phrase into Indonesian by Simanjuntak in 2020. Simanjuntak and this current study describe the form of the translation, such as non-reduplication, which refers to non-plural noun. Although the discussion is similar, the unit levels and source types in these two studies are different. Simanjuntak describes the translation of English noun phrases that are non-single words or more than one word found in the novel. Meanwhile, the current research describes the translation of plural nouns that are single words.

The last study is An English Oblique Translation Analysis of “Twitter” Social Networking Website into Indonesian: An Applied Linguistics Study by Rajagukguk in 2019. Rajagukguk and the current study discuss translation on Twitter. However, the focus and purpose are different. Rajagukguk discussed oblique translation. Meanwhile, the current research is the translation of plural nouns.

2. LITERATURE REVIEW

2.1. Translation

The translation is defined as a written change from a source language (SL) to a target language (TL) in order to deliver equal meaning. Catford (1965) stated translation as the replacement of textual material in the other language. According to Nida and Taber (1982), that translation consists in reproducing in the receptor language the closest natural equivalent of the source language message, first in terms of meaning and secondly in terms of style.

In Vinay and Darbelnet’s theory, there are two main parts. These main parts consist of (1) literal or direct translation such as borrowing, calque, and literal translation, and (2) oblique translation such as transposition, modulation, equivalence, and adaptation.

For some conditions, the target language may have no translation. Baker (1992) stated that omission in translation might have three forms: 1- omission in word or expression, 2- omission in idiom, 3- omission in the content of information.

2.2. English Plural Noun

Christine (2008) stated that plural nouns refer to more than one person, place, or idea. Most English plural nouns are defined by their suffixes. According to Sitompul (2007), two types of plural nouns: regular plural form and irregular plural form.

1. Regular Plural Form
   a) To make most plural nouns, add –s
cat, cats
   b) Add –es to nouns ending in –sh, -ch, -ss, and –x.
dish, dishes
church, churches
address, addresses
box, boxes
c) If a noun ends in a consonant + -y, change the y to I and add –es, as in, if -y is preceded by a vowel, add only –s, as in.
country, Countries
city, Cities
2. Irregular Plural Form
   a) If a noun ends in or –f, change the ending to –us.
      (exception: beliefs, chiefs, roofs, cuffs, cliffs.)
knife, knives
shelf, shelves
b) The plural form of nouns ending in –o is –oes or –os depends on the context.
tomato, tomatoes
kangaroo, kangaroos
c) It is necessary to remember an irregular plural form (a vowel change).

   man → men
   woman → women
   tooth → teeth

d) To compound nouns, add –s.

   Looker → Lookers
   Passer-by → Passers-by

e) Some nouns have the same plural and singular forms.

   Sheep → Sheep
   Deer → Deer

f) Some nouns are plural but appear singular.

   Police, people, cattle, salmon, cod, and so on.

g) The names of scientific fields are always in plural form, even though they can be singular.

   Mathematics, Politics, etc.

h) Despite being a means of singularity, the names for fields of science are always in plural form. There are two plural forms.

   Shoes → a pair of shoes
   Sandals → a pair of sandals

2.3. Indonesian Plural Noun

   Based on Tata Bahasa Baku Bahasa Indonesia fourth edition published in 2017 by Badan Pengembangan dan Pembinaan Bahasa Kementerian Pendidikan dan Kebudayaan, the use of reduplication to express the concept of plurality in language Indonesia is also limited to countable nouns, such as rumah-rumah, orang-orang, and kesulitan-kesulitan.

   In addition, the Indonesian language also can apply reduplication plus affixes -an, word para, kaum, and umat to state plurality as same as reduplication as follows:

   a. Reduplication plus affixes -an is to express a collection or diversity of objects that are stated as root nouns.

      Reduplication = batu
      Reduplication plus affixes -an = batu-batu

   b. Nouns that can be initiated by para are limited to nouns that are states a group of people who have specific characteristics, such as job or status. (exception noun initiated with prefix ter-)

      Reduplication = murid-murid
      Para = para murid

   c. Kaum refers to the collective meaning of a large group of people who share a common understanding, status, occupation, or destiny.

      Reduplication = guru-guru
      Kaum = kaum guru

   d. The word umat is used to express the collective meaning of a large group of adherents of a particular religion and the generic meaning of human beings.

      Reduplication = orang-orang
      Umat = umat manusia

3. METHODOLOGY

3.1. Research Method

   In analyzing the data, this study applies the qualitative method. This method aims to describe the data from social media profile page templates. Bogdan and Biklen (2007) stated that qualitative research is descriptive, meaning the data collected are in the form of words or pictures rather than numbers.

3.2. Procedure of the Research

   The steps conducted in this study are as follows:

   1. The researcher collected English (source language) plural nouns from Facebook and Twitter Profile Page Templates, respectively.
   2. The researcher collected Indonesian (target language) plural nouns or the translation from Facebook and Twitter Profile Page Templates, respectively.
   3. The researcher analyzed the collected data.
4. The researcher described the translation.
5. The researcher provided a conclusion and suggestions.

4. RESULT AND DISCUSSION

4.1. PLURAL NOUN TRANSLATIONS ON FACEBOOK PROFILE PAGE TEMPLATE

The Facebook profile page template has forty-five (45) English plural nouns. Forty (40) or 88.9% of English plural nouns on the Facebook profile page template are translated into Indonesian as forty-four (41) Indonesian root nouns. Two (2) or 4.4% of English plural nouns on the Facebook profile page template are translated into Indonesian as two (2) Indonesian root nouns plus suffixes -an. Two (2) or 4.4% of English plural nouns on the Facebook profile page template are translated into two (2) borrowing root nouns. One (1) or 2.3% of an English plural noun on the Facebook profile page template is not translated into Indonesian. No plurality concept is found in Indonesian translation, such as reduplication, reduplication plus affixes -an, word para, kaum, and umat.

<table>
<thead>
<tr>
<th>English Root Noun/Borrowing</th>
<th>Root Noun plus Suffix -an</th>
<th>No Translation/Omission</th>
</tr>
</thead>
<tbody>
<tr>
<td>4.4%</td>
<td>4.4%</td>
<td>2.3%</td>
</tr>
</tbody>
</table>

Chart 1. Plural Noun Translations on Facebook Profile Page Template

4.1.1. Root Noun

There are forty (40) English plural nouns on the Facebook profile page template translated into Indonesian as root nouns. The discussion is as follows.

Data 1
ST : Films
TT : Film
According to the date above, an English plural noun Films is translated into Film in Indonesian. The noun Film is a root noun.

Data 2
ST : TV programmes
TT : Acara TV
According to the date above, an English plural noun programmes is translated into acara in Indonesian. The noun acara is a root noun.

Data 3
ST : Books
TT : Buku
According to the date above, an English plural noun books is translated into buku in Indonesian. The noun buku is a root noun.

Data 4
ST : Likes
TT : Suka
According to the date above, an English plural noun likes is translated into suka in Indonesian. The noun suka is a root noun.
According to the date above, an English plural noun **questions** is translated into **pertanyaan** in Indonesian. The noun **pertanyaan** is a root noun.

According to the date above, an English plural noun **friends** is translated into **teman** in Indonesian. The noun **teman** is a root noun.

According to the date above, an English plural noun **hobbies** is translated into **hobi** in Indonesian. The noun **hobi** is a root noun.

According to the date above, an English plural noun **photos** is translated into **foto** in Indonesian. The noun **foto** is a root noun.

According to the date above, an English plural noun **notifications** is translated into **notifikasi** in Indonesian. The noun **notifikasi** is a root noun.

According to the date above, an English plural noun **albums** is translated into **album** in Indonesian. The noun **album** is a root noun.

### 4.1.2. Root Noun plus suffix -an

There are two (2) English plural nouns on the Facebook profile page template translated into Indonesian as root noun plus suffix -an. The discussion is as follows.

According to the date above, an English plural noun **Posts** is translated into **Postingan** in Indonesian. The noun **Postingan** is a root noun posting plus a suffix -an.

According to the date above, an English plural noun **posts** is translated into **postingan** in Indonesian. The noun **postingan** is a root noun posting plus a suffix -an.

### 4.1.3. English Root Noun

There are two (2) English plural nouns on the Facebook profile page template translated into English root noun/borrowing. The discussion is as follows.

According to the date above, an English plural noun **App and Games** is translated into **App dan Games** in Indonesian. The noun **App dan Games** is a root noun app plus a suffix -an.
According to the date above, an English plural noun Games is translated into Game in Indonesian. The noun Game is a borrowing or taken from the source language (English) and also a root noun.

According to the date above, an English plural noun Cookies is translated into Cookie in Indonesian. The noun cookie is a borrowing or taken from the source language (English) and also a root noun.

4.2. PLURAL NOUN TRANSLATIONS ON TWITTER PROFILE PAGE TEMPLATE
The Twitter profile page template has ninety-two (92) English plural nouns. Eighty-three (83) or 90.2% of English plural nouns on the Twitter profile page template are translated into Indonesian as eighty-three (83) Indonesian root nouns. Nine (9) or 9.8% of English plural nouns on the Twitter profile page template are translated into nine (9) English root nouns/borrowing. No plurality concept is found in Indonesian translation, such as reduplication, reduplication plus affixes -an, word para, kaum, and umat.

4.2.1. Root Noun
There are eighty-three (83) English plural nouns on the Twitter profile page template translated into Indonesian as root nouns. The discussion is as follows.

According to the date above, an English plural noun Lists is translated into Daftar in Indonesian. The noun Daftar is a root noun.
According to the date above, an English plural noun topics is translated into topik in Indonesian. The noun topik is a root noun.

Data 3
ST : Moments
TT : Momen

According to the date above, an English plural noun moments is translated into momen in Indonesian. The noun momen is a root noun.

Data 4
ST : Messages
TT : Pesan

According to the date above, an English plural noun messages is translated into pesan in Indonesian. The noun pesan is a root noun.

Data 5
ST : Allow message requests from everyone
TT : Izinkan permintaan pesan dari semua orang

According to the date above, an English plural noun requests is translated into permintaan in Indonesian. The noun permintaan is a root noun.

Data 6
ST : Show read receipts
TT : Tampilkan laporan baca

According to the date above, an English plural noun receipts is translated into laporan in Indonesian. The noun laporan is a root noun.

Data 7
ST : Data sharing with business partners
TT : Berbagi data dengan mitra bisnis

According to the date above, an English plural noun partners is translated into mitra in Indonesian. The noun mitra is a root noun.

Data 8
ST : Filters
TT : Filter

According to the date above, an English plural noun Filters is translated into filter in Indonesian. The noun filter is a root noun.

Data 9
ST : Preferences
TT : Preferensi

According to the date above, an English plural noun Preferences is translated into Preferensi in Indonesian. The noun Preferensi is a root noun.

Data 10
ST : Languages
TT : Bahasa

According to the date above, an English plural noun Languages is translated into Bahasa in Indonesian. The noun Bahasa is a root noun.

4.2.2. English Root Noun/Borrowing

There are nine (9) English plural nouns on the Facebook profile page template translated into English root nouns/borrowing. The discussion is as follows.

Data 1
ST : Tweets
TT : Tweet
According to the date above, an English plural noun 'Tweets' is translated into 'Tweet' in Indonesian. The noun 'Tweet' is a borrowing or taken from the source language (English) and also a root noun.

Data 2
ST : Tweets & Replies
TT : Tweet & Balasan

According to the date above, an English plural noun 'Tweets' is translated into 'Tweet' in Indonesian. The noun 'Tweet' is a borrowing or taken from the source language (English) and also a root noun.

Data 3
ST : Latest Tweets
TT : Tweet terbaru

According to the date above, an English plural noun 'Tweets' is translated into 'Tweet' in Indonesian. The noun 'Tweet' is a borrowing or taken from the source language (English) and also a root noun.

Data 4
ST : From likes to Retweets and a whole lot more, this is where all the action happens.
TT : Mulai dari suka hingga Retweet dan banyak lagi, di sini tempatnya semua interaksi

According to the date above, an English plural noun 'Retweets' is translated into 'Retweet' in Indonesian. The noun 'Retweet' is a borrowing or taken from the source language (English) and also a root noun.

Data 5
ST : Don’t let the good ones fly away! Bookmark Tweets to easily find them again in the future.
TT : Jangan lewatkan Tweet yang bagus! Markahi Tweet agar dapat ditemukan dengan mudah nantinya

According to the date above, an English plural noun 'Tweets' is translated into 'Tweet' in Indonesian. The noun 'Tweet' is a borrowing or taken from the source language (English) and also a root noun.

Data 6
ST : Your Tweets
TT : Tweets Anda

According to the date above, an English plural noun 'Tweets' is translated into 'Tweet' in Indonesian. The noun 'Tweet' is a borrowing or taken from the source language (English) and also a root noun.

Data 7
ST : Manage the information associated with your Tweets
TT : Kelola informasi yang berkaitan dengan Tweet Anda

According to the date above, an English plural noun 'Tweets' is translated into 'Tweet' in Indonesian. The noun 'Tweet' is a borrowing or taken from the source language (English) and also a root noun.

Data 8
ST : Save Tweets for later
TT : Simpan Tweet untuk dibaca nanti

According to the date above, an English plural noun 'Tweets' is translated into 'Tweet' in Indonesian. The noun 'Tweet' is a borrowing or taken from the source language (English) and also a root noun.

Data 9
ST : Direct Messages
TT : Direct Message

According to the date above, an English plural noun 'Messages' is translated into 'Message' in Indonesian. The noun 'Message' is a borrowing or taken from the source language (English) and also a root noun.

5. CONCLUSION AND SUGGESTION

The conclusion of this study is that (1) plural noun translations on the Facebook profile page template consisting of root nouns, root nouns plus suffix -an, English root nouns/borrowing, and no translation/omission on the Facebook profile page template, (2) plural noun translations on the Twitter profile
page template are translated into root nouns, and English root nouns (borrowing) on the Twitter profile page template. Therefore, no Indonesian plurality concept is found in the plural noun translations on Facebook and Twitter profile page templates.

From the discussion above, the public can find that a root noun is frequently applied as a plural noun translation on social media sites such as Facebook and Twitter. Meanwhile, no translation/omission in the target language is rarely applied as a plural noun translation on social media sites such as Facebook and Twitter.

Regarding the growth of social media users, the researcher hopes that the future study will analyze other sites. The future study can also use other approaches and even observe sites from year to year.

REFERENCE