

The Effect of Translation Techniques on the Quality Assessment of TikTok Account Captions @IqraaMedia

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Abstract

This study investigates the impact of translation techniques on the quality of automatic Arabic-Indonesian translations in TikTok captions from the account @IqraaMedia. The objectives of this research are to identify the translation techniques employed and to evaluate translation quality in terms of accuracy, acceptability, and readability. This study adopts a descriptive qualitative approach using text analysis. The data consist of 25 Arabic TikTok captions containing Islamic preaching content, along with their automatically generated Indonesian translations. The data were purposively selected based on the relevance and completeness of the translations and collected through documentation, observation, and recording captions from the TikTok platform. Data analysis was conducted in three stages: identifying structural and semantic shifts between source and target texts; classifying translation techniques using Molina and Albir's framework; and assessing translation quality using Nababan et al.'s model, rated on a 3-point scale (1-3) by three expert raters. The findings reveal seven translation techniques, with transposition as the most frequently used (32.39%), followed by established equivalence and literal translation (23.94% each). Translation quality assessment yielded average scores of 2.12 for accuracy, 1.84 for acceptability, and 1.80 for readability, indicating moderate overall quality. The results suggest that automatic translations generally convey the main message but often lack naturalness, cultural appropriateness, and clarity, particularly in translating religious terms. This study concludes that while automatic translation facilitates access to Arabic Islamic content on social media, improvements are required to enhance translation quality for effective multilingual religious communication.

Keywords

Translation techniques, Translation quality, TikTok translation.



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INTRODUCTION

The development of information technology has fundamentally transformed the global communication landscape (Rahmah et al., 2024). Social media has now become an integral digital infrastructure of daily life, facilitating the exchange of information and interaction among individuals across geographic boundaries (Alfazri & Syahputra, 2024; Hase et al., 2023; Jamila et al., 2025; Kang & Lou, 2022). Recent data indicate that, in 2025, there are approximately 5.66 billion social media user identities worldwide, indicating that more than two-thirds of the global population use social media monthly (Wearesocial, 2025). This phenomenon suggests that social media has become the primary medium for communication, connecting billions of individuals within the global information network (Cahyono, 2016; I. Putri et al., 2022).

TikTok has established itself as a rapidly growing platform in this ecosystem, boasting 1.59 billion users and an average daily time spent of 95 minutes, making it one of the most visited services online (Buffer, 2025). Since its launch in September 2016, it has changed content consumption through features such as “auto-captions,” which use Neural Machine Translation (NMT) to translate media into 36 languages (Serinastity et al., 2025; Simpson et al., 2023).

The variety of languages on social media creates complex communication challenges in cross-cultural information sharing (Bozzola et al., 2022). Automatic translation tools still struggle to preserve accuracy, semantic meaning, and cultural relevance, particularly in languages with intricate structures such as Arabic (Adlina, 2024; Istiqomah et al., 2024). These issues become especially important when dealing with religious content, where precise meaning is essential to prevent theological misunderstandings (Mukminin et al., 2024; Pratiwi et al., 2021). For example, TikTok’s translation of *بر الوالدين* which should mean ‘being dutiful to parents, is often rendered as ‘the truth of parents.’ This literal translation changes the religious and cultural significance and can lead to misunderstandings. It indicates that TikTok’s automatic translation system continues to struggle to interpret religious terms in the target language accurately (Montag et al., 2021). @Iqraamedia is a media platform that shares Islamic teachings across social media, including TikTok, with about 1.2 million followers. It features sermons by sheikhs and Quranic recitations to promote Islamic values digitally (Iqraamedia, 2025).

Translating captions in religious content is vital to accurately conveying spiritual messages and values to audiences unfamiliar with Arabic. As (Nida & T (er, 2024) state, high-quality translation aims to produce the closest natural equivalent of the original message, taking into

account both meaning and style. Achieving this requires appropriate translation techniques (Molina & Albir, 2002) List eighteen techniques that impact the translation at the word, phrase, or sentence level. When assessing translation quality, three key factors are considered: accuracy (faithfulness to the source text), readability (clarity and ease of understanding), and acceptability (conformity to target-language norms) (Nababan et al., 2012).

Previous research shows that translation techniques affect social media translation quality, with varying foci. (Mas & Anis, 2024) studied Arabic–Indonesian news captions, TikTok’s@aljazeera, finding 463 technique instances. Established equivalence was the most common, at 71.71%, followed by reduction, at 12.74%. High use of established equivalence was associated with higher quality, with an average score of 2.59. Excessive reduction risks losing important information and accuracy. This research linked techniques to quality but focused only on news content and did not address sensitive Islamic preaching material that requires higher semantic accuracy, as discussed here.

(Shafira & Nugroho, 2023) Analyzed 15 TikTok English-Indonesian translation errors. Missing words were the most common, accounting for 33.4%, followed by incorrect and unknown words, which accounted for 26.7%. Word order and punctuation errors were less frequent at 6.6%. The study shows TikTok’s system struggles with message completeness and semantics. It focused on error types rather than how translation methods impact quality or how errors relate to accuracy, acceptability, or readability.

In contrast (Amestia 2023) examined Arabic–Indonesian TikTok captions and identified 125 translation techniques, with transposition being the most common. This indicates a preference for modifying grammatical structures to conform to Indonesian linguistic standards and to improve readability. However, the study focused on human translation rather than automated translation and did not evaluate translation quality using Nababan’s model.

Research shows similar patterns (Serinastity et al., 2025) Foundational(27.27%) was the primary method for Arabic–Indonesian Instagram captions from @alarabiya, indicating a preference for direct translation. The quality score was 2.43 (moderate), with readability at 2.24, acceptability at 2.84, and accuracy at 2.50. Challenges included Arabic syntax, cultural nuances, and the translation of terms. The study only examined Instagram captions, excluding TikTok’s shorter, context-rich captions and Islamic preaching content (Similarly, rant (Ubar 20 23) study translation via Twitter’s auto-tan accuracy, finding low accuracy due to poor lexical structure and failure to connect). The

study noted limitations but didn't quantify how techniques affected quality or use an integrated model for evaluating accuracy, acceptability, and readability.

Research on social media translation is scattered across platforms, language pairs, and methods. Most focus on news or general information, target platforms other than TikTok, or explore translation techniques without systematically linking them to quality. Empirical studies on the translation of Arabic-Indonesian religious content face linguistic and theological complexities. This study fills this gap by analyzing Arabic-Indonesian machine-translated TikTok captions from @IqraaMedia. It combines Molina and Albir's framework with Nababan's model of translation, taking account of accuracy, acceptability, and readability. Using empirical data, this study shows how translation techniques affect the quality of religious content on social media.

METHOD

This study employs a descriptive qualitative research design with a text analysis approach (Guetterman et al., 2018; Nurrisa & Hermina, 2025). This research focuses on Arabic captions on IqraaMedia's TikTok and their Indonesian translations, examining translation techniques and quality. It uses 25 captions related to Islamic preaching with complete automated translations. Data collection involved observing and recording Arabic captions and Indonesian translations from TikTok, then organizing and classifying the data for analysis. The analysis included examining shifts in structure and meaning between the source (Arabic) and target (Indonesian), followed by identifying and categorizing translation techniques using a specific framework (Molina & Albir, 2002). Third, translation quality was evaluated using the method described by Nababan et al. (2012). The translation quality assessment model evaluates accuracy, acceptability, and readability. It was conducted via a questionnaire with three undergraduate Arabic Language Studies students who have adequate knowledge of Arabic-Indonesian translation and quality assessment (Yulianita, 2017). Each respondent rated each data unit's translation quality on a 3-point scale: 1 = low, 2 = moderate, 3 = high (Sofie, 2023).

FINDINGS AND DISCUSSION

Findings

Translation Techniques Used on the TikTok Account @iqraamedia

The analysis of captions on the TikTok account @IqraaMedia reveals the use of seven translation techniques, namely transposition, established equivalence, literal translation, amplification, reduction, borrowing, and generalization. These findings are presented in an analytical table to clarify the range of translation techniques used in Arabic–Indonesian caption translations (Panessai et al., 2021).

Table 1. Results of the Analysis of Translation Techniques in TikTok Captions on the @IqraaMedia Account

No	Translation Techniques	Total	Percentage
1	Transposition	23	32.39
2	Established Equivalence	17	23.94
3	Literal Translation	17	23.94
4	Amplification	6	8.45
5	Reduction	5	7.04
6	Borrowing	2	2.82
7	Generalization	1	1.41
Total		71	100

This study finds 71 instances of machine-translated captions on @Iqraamedia's TikTok. The most common technique is transposition, in 23 cases (32.39%), involving grammatical changes without altering meaning. The equivalence and literal translation techniques each appear 17 times (23.94%), aiming to maintain meaning through accepted expressions or direct translation. Amplification occurs in 6 data points (8.45%), reduction in 5 (7.04%), borrowing twice in 2 (2.82%), and generalization once in 1 (1.41%). These results indicate the diverse translation methods employed to translate Arabic da'wah captions into Indonesian on TikTok.

Transposition Technique

The transposition technique is a translation technique in which the translator changes grammatical categories (Molina & Albir, 2002). This technique is equivalent to shifts in category, structure, and unit, such as changing a word into a phrase.

Table 2. Analysis of the Tiktok Caption Transposition Techniques on the @Iqraamedia Account

Source Language (BSu)	Target Language (BSa)
يُعْرِفُ الْحَسَدُ بِأَنَّهُ شُعُورٌ بِرَغْبَةِ زَوَالِ نِعَمِ اللَّهِ عَلَى عِبَادِهِ	Iri hati didefinisikan sebagai perasaan keinginan untuk matinya nikmat Allah pada hamba-hambanya

The data shows the transposition technique in *يُعْرِفُ الْحَسَدُ بِأَنَّهُ*, where Arabic uses the passive *يُعْرِفُ* at the start, but Indonesian shifts to “Iri hati didefinisikan sebagai,” with “iri hati” as the subject. This change from a verb-based to a subject-based structure reflects grammatical differences.

Established Equivalence Technique

The established equivalence technique uses terms or expressions that are conventional in the target language, based on dictionary references or habitual usage (Molina & Albir, 2002). This technique is similar to literal translation in that it preserves well-known and widely accepted form-meaning correspondences.

Table 3. Analysis of the Tiktok Caption Revealed the Use of Equivalence Techniques Employed by the @Iqraamedia Account.

Source Language (BSu)	Target Language (BSa)
إِسْتِغْلَالُ الْوَقْتِ وَإِدْرَاكُ أَهْمِيَّتِهِ يُعَدُّ مِنْ أَهَمِّ الْمَعَايِيرِ وَالْعَوَامِلِ الْفَارِقَةِ فِي الْمُجْتَمَعَاتِ	Menggunakan waktu dan menyadari pentingnya adalah salah satu kriteria terpenting dan faktor pembeda dalam masyarakat.

In this data, the established equivalence technique is evident in the expressions “kriteria terpenting” as the equivalent of *أَهَمِّ الْمَعَايِيرِ* and “faktor pembeda” as the equivalent of *وَالْعَوَامِلِ الْفَارِقَةِ*. Both expressions are well established and commonly used in Indonesian, particularly in academic and social contexts, and are consistent with dictionary definitions.

Literal Translation Technique

Literal translation is a technique in which lexical elements are translated directly from the source language into the target language, word-for-word, without regard for the text's overall context (Molina & Albir, 2002).

Table 4. Analysis of the TikTok Caption Literal Translation Techniques on the @Iqraamedia Account

Source Language (BSu)	Target Language (BSa)
أَصْبَحَ بِرُّ الْوَالِدَيْنِ مِنَ التَّحَدِّيَاتِ الَّتِي تُوَجِّهُ الشَّبَابَ الْيَوْمَ	Kebenaran orang tua telah menjadi salah satu tantangan yang dihadapi kaum muda saat ini

The use of literal translation is evident in rendering بِرُّ الْوَالِدَيْنِ as “kebenaran orang tua,” a word-for-word translation that ignores context. بِر and الْوَالِدَيْنِ are translated directly as “truth” and “parents,” preserving the source structure and lexical choices.

Amplification Technique

Amplification is a translation technique that makes implicit information in the source language more explicit in the target language, either through additional explanation or paraphrasing (Molina & Albir, 2002). This technique is equivalent to explicitation, addition, and explanatory paraphrase, and it can also take the form of footnotes.

Table 5. Analysis of the Tiktok Caption Amplification Techniques on the @Iqraamedia Account

Source Language (BSu)	Target Language (BSa)
مِنْ رَحْمَةِ النَّبِيِّ ﷺ بِكِبَارِ السِّنِّ تَوْفِيرُهُمْ وَاللُّطْفِ بِهِمْ وَمُرَاعَاةَ أَوْضَاعِهِمْ	Dari belas kasihan Nabi (saw) sampai orang tua, rasa hormat dan kebaikan kepada mereka dan dengan mempertimbangkan kondisi mereka.

The amplification technique is shown in translating وَمُرَاعَاةَ أَوْضَاعِهِمْ as “dengan mempertimbangkan kondisi mereka.” The original text employs a concise, implicit phrase, whereas the Indonesian version clarifies the meaning by adding “dengan” and “kondisi,” making the meaning more straightforward. This exemplifies the amplification technique.

Reduction Technique

Reduction is a translation technique that involves omitting certain aspects of the source text when they are considered not to affect the primary meaning (Molina & Albir, 2002). Through this technique, explicit information in the source language becomes implicit in the target language. Reduction is the opposite of amplification.

Table 6. Analysis of the Tiktok Caption Reduction Techniques on the @Iqraamedia Account

Source Language (BSu)	Target Language (BSa)
يُعَرَّفُ الْخَوْفُ بِأَنَّهُ الْحَشْيَةُ مِنَ اللَّهِ فِي السِّرِّ وَالْعَلَانِيَةِ	Ketakutan didefinisikan sebagai ketakutan akan Allah secara pribadi dan di depan umum

The application of the reduction technique in this data is evident in the translation of the phrase *فِي السِّرِّ وَالْعَلَانِيَةِ* as “privately and in public,” which does not fully preserve its original linguistic nuance. In the source text, the phrase explicitly emphasizes two contrasting states, hidden and open, within a religious context.

Borrowing Technique

Borrowing is a translation technique that involves adopting a word or expression from the source language into the target language (Molina & Albir, 2002). It can be pure (without changes) or naturalized, with spelling or pronunciation adjustments.

Table 7. Analysis of the Tiktok Caption Borrowing Techniques on the @Iqraamedia Account

Source Language (BSu)	Target Language (BSa)
إِنَّ تَعْيِيرَ خَلْقَةِ اللَّهِ تَعَالَى بِعَرَضِ التَّجْمِيلِ هُوَ أَمْرٌ مُحَرَّمٌ شَرْعًا مَا لَمْ يَكُنْ لِحُضْرَةِ وَالْعَلَاةِ	Mengubah ciptaan Allah dengan tujuan kecantikan dilarang oleh Syariah kecuali jika diperlukan dan diobati.

The borrowing technique is evident in this data through the translation of the term *شَرْعًا* as “Syariah.” The word “Syariah” is directly borrowed from Arabic (*الشريعة*) and is widely used in Indonesian without being translated into another lexical equivalent.

Generalization Technique

Generalization is a translation technique that uses a more general term in the target language to render a more specific term in the source language (Molina & Albir, 2002). This technique is applied when the target language lacks an equally specific equivalent, resulting in a broader meaning.

Table 8. Analysis of the Tiktok Caption Generalization Techniques on the @Iqraamedia Account

Source Language (BSu)	Target Language (BSa)
<p>مِنَ الْأَهْدَافِ الَّتِي يُحَقِّقُهَا الْقُرْآنُ الْكَرِيمُ بِنَاءِ الْإِنْسَانِ الصَّالِحِ</p>	<p>Salah satu tujuan yang dicapai oleh Al-Qur 'an adalah membangun pribadi yang baik</p>

The use of the generalization technique in this data is evident in the translation of the phrase *الإنسان الصالح* as “pribadi yang baik” (“a good person”). In the source text, the term *الإنسان الصالح* has a more specific meaning within an Islamic context, denoting a righteous person who is faithful and morally upright. However, in Indonesian, it is rendered as the more general “pribadi yang baik,” which does not explicitly convey the religious dimension present in the source language.

The Quality of TikTok Caption Translations on the @iqraamedia Account

Table 9. Average Score of Translation Quality for TikTok Captions on the @Iqraamedia Account

No	Aspects	Average Value	Weighting	Total
1	Accuracy	2,12	3	6,36
2	Acceptability	1,84	2	3,68
3	Readability	1,80	1	1,80

Table 10. Average Results of Translation Quality of Instagram Captions on the @Iqraamedia Account

No	Aspects	Average Value	Weighting	Total
1	Accuracy	2,12	3	6,36
2	Acceptability	1,84	2	3,68
3	Readability	1,80	1	1,80
Average x multiplication of aspect weightings				11,84 : 6 = 1,97

According to Table 14, the automatic translation of TikTok captions from the @iqraamedia account achieved an average score of 1.97, placing it in the moderate category. This result indicates that translation quality is not yet optimal, as several parts of the translation still exhibit inaccuracies in meaning, limited readability, and acceptability that is not entirely appropriate for readers. The results of the assessment are explained as follows:

Accuracy Aspect

Translation accuracy refers to the equivalence of meaning between the source and target texts, achieved by proportionally applying omission and addition techniques to maintain precision and clarity without distorting information (Nababan et al., 2012). Accuracy is a crucial factor in determining translation quality. In this regard, the extent to which a translation preserves the content and meaning of the source text can be measured by how accurately its essential elements are conveyed in the target text (Ariyanti, M. L., & Tanjung, 2019)

Table 11. Translation Accuracy Assessment Instrument

Translation Category	Score	Qualitative Parameters
Accurate	3	The translation accurately conveys words, technical terms, phrases, clauses, and sentences without semantic distortion.
Less Accurate	2	The translation mostly conveys the intended meaning but contains some distortions, ambiguities, or omissions that slightly affect the message.
Inaccurate	1	The translation fails to accurately convey words, terms, phrases, clauses, and sentences, with several elements omitted.

Translation accuracy was rated on a 3-point scale (1–3), with higher scores indicating better accuracy. Respondents evaluated TikTok caption translations from @iqraamedia using established guidelines.

Table 12. The Accuracy Value of TikTok Caption Translations on the @Iqraamedia Account

No.	Accuracy Parameter	Total	Percentage
1	Accurate	14	56
2	Less Accurate	10	40
3	Inaccurate	1	4
Total		25	100

Table 12 shows that 56% (14 of 25) of the translation data were accurate, indicating translations on @irelativelyprettye were pretty accurate, with source meanings preserved without distortion.

Accurate

According to (Nababan eAccording12), a translation is considered accurate when the meanings of words and technical terms, as well as the source text, are conveyed correctly without

altering the original message, with a maximum score of three. (Rongcai et al., 2016). Example: a high-accuracy translation of TikTok captions from the @iqraamedia account.

Table 13. Examples of Accurate Tiktok Captions on the @Iqraamedia Account

Source Language (BSu)	Target Language (BSa)
<p>مِنَ الْأَهْدَافِ الَّتِي يُحَقِّقُهَا الْقُرْآنُ الْكَرِيمُ بِنَاءِ الْإِنْسَانِ بِدَوْرِهِ الَّذِي يَسْتَطِيعُ الْإِزْتِمَاءَ نَحْوَ مُجْتَمَعِ مُتَمَسِكِ ذِي مَبَادِيٍّ وَقِيَمٍ أَخْلَاقِيَّةٍ</p>	<p>Salah satu tujuan yang dicapai oleh Al-Qur'an adalah membangun pribadi yang baik, yang pada gilirannya dapat bangkit menuju masyarakat yang kohesif dengan prinsip dan nilai moral.</p>

Table 13 confirms the translation's accuracy, covering the Arabic source without distortion, omission, or addition. The Arabic *مِنَ الْأَهْدَافِ الَّتِي يُحَقِّقُهَا الْقُرْآنُ الْكَرِيمُ بِنَاءِ الْإِنْسَانِ الصَّالِحِ* is accurately translated as "Salah satu tujuan yang dicapai oleh Al-Qur'an adalah membangun pribadi yang baik," preserving the original's core meaning. The phrase *الَّذِي يَسْتَطِيعُ الْإِزْتِمَاءَ نَحْوَ مُجْتَمَعِ* is also precisely rendered into Indonesian.

Less Accurate

Most of the meaning in the original text has been accurately translated. However, distortions, ambiguities, and omissions prevent the message from being fully conveyed. Consequently, this translation received a score of 2, indicating low accuracy, based on the criteria (Nababan et al., 2012). This issue can be seen in the automatic translation data example for TikTok caption @iqraamedia.

Table 14. Examples of Less Accurate Tiktok Captions on the @Iqraamedia Account

Source Language (BSu)	Target Language (BSa)
<p>يُعَدُّ الْإِحْسَانَ وَالرِّفْقَ بِالْأَخَوَاتِ مِنْ أَسْبَابِ دُخُولِ الْجَنَّةِ، وَيَجِبُ عَلَى الْإِخْوَةِ الْإِهْتِمَامَ بِهِنَّ وَالرِّفْقَ بِهِنَّ كَمَا أَوْصَى النَّبِيُّ ﷺ</p>	<p>Amal dan kebaikan kepada para suster adalah salah satu alasan untuk memasuki surga, dan saudara-saudara harus menjaga mereka dan bersikap baik kepada mereka seperti yang direkomendasikan Nabi (saw).</p>

Table 14 shows that the translation is less accurate due to semantic and lexical inaccuracies. The source term *بِالْأَخَوَاتِ*, meaning "female siblings" or "women," is translated as "para suster," which in Indonesian often denotes nurses or nuns, thereby narrowing the original meaning. Also,

الإِحْسَانُ وَالرِّفْقُ, meaning “doing good and showing gentleness,” is translated as “amal dan kebaikan,” which obscures the nuance of gentleness.

Inaccurate

Translations are considered inaccurate if the source text’s meaning is incorrectly translated or lost, resulting in a score of 1 under the criteria (Nababan et al., 2012). An example can be seen in the automatic translation data of TikTok caption @iqraamedia.

Table 15. Examples of Inaccurate Tiktok Captions on the @Iqraamedia Account

Source Language (BSu)	Target Language (BSa)
يُعَدُّ التَّائِبِي عَلَى اللَّهِ مِنْ مُحِيطَاتِ الْعَمَلِ؛ لِمَا فِيهِ مِنْ تَجَرُّؤٍ عَلَى عِلْمِ اللَّهِ وَقُدْرَتِهِ وَرَحْمَتِهِ	Pendewaan Allah adalah salah satu frustrasi pekerjaan; Karena keberanian pengetahuan, kemampuan, dan belas kasihan Allah.

Table 15 rates this translation as inaccurate due to serious errors in understanding and translating key terms, causing deviations from the original meaning. The phrase التَّائِبِي عَلَى اللَّهِ, meaning swearing by Allah or claiming knowledge of Allah’s decree, is mistranslated as “Pendewaan Allah,” which misrepresents the meaning and is irrelevant in theology, مُحِيطَاتِ الْعَمَلِ, meaning acts that nullify good deeds, is mistranslated as “frustrasi pekerjaan” (work frustration), which is incorrect linguistically and conceptually. The explanation لِمَا فِيهِ مِنْ تَجَرُّؤٍ عَلَى عِلْمِ اللَّهِ وَقُدْرَتِهِ وَرَحْمَتِهِ is mistranslated as “because of the courage of Allah’s knowledge, power, and mercy,” obscuring the causal relationship and misrepresenting human audacity towards Allah’s attributes .

Acceptability Aspect

Acceptability refers to the extent to which a translation aligns with the target audience’s language and cultural norms (Iswanto, 2025). It focuses on correct grammar, style, and natural terminology to boost readability and acceptance (Nababan et al., 2012). Translators must adhere to linguistic rules and cultural expectations, adjusting terminology, language register, and cultural references to ensure naturalness (N. S. Putri, 2017). The guide below outlines the criteria for assessing acceptability.

Table 16. Translation Acceptability Assessment Instrument

Translation Category	Score	Qualitative Parameters
Thankful	3	The translation reads naturally and fluently, using recognized technical terms, phrases, clauses, and sentence structures that conform to Indonesian grammar.
Less Acceptable	2	The translation is generally natural and understandable, but has inaccuracies in technical terms and grammar.
Unacceptable	1	The translation sounds unnatural due to unfamiliar technical terms, phrases, clauses, and sentence structures that don't follow Indonesian conventions.

The acceptance assessment instrument measures the extent to which the translation is accepted, using a 1–3 scale. It relies on respondents' reactions to the automatic translation of the TikTok caption @iqraamedia.

Table 17. The Acceptability Value of TikTok Caption Translations on the @Iqraamedia Account

No.	Acceptability Parameter	Total	Percentage
1	Thankfull	6	24
2	Less Acceptable	9	36
3	Unacceptable	10	40
Total		25	100

According to Table 21, 40% of the translation data are labeled as unacceptable, 36% as less acceptable, and 24% as acceptable. This suggests that automatic translation of the TikTok caption @iqraamedia generally yields low acceptance, likely due to variations in language rules, norms, and target culture.

Thankful

Translations are deemed good if they sound natural, employ standard terms, and adhere to proper Indonesian language rules, which results in the highest score of 3 (Nababan et al., 2012). An example of this is the automatic translation data for TikTok caption @iqraamedia.

Table 18. Example of a Thankful Tiktok Caption on the @Iqraamedia Account

Source Language (BSu)	Target Language (BSa)
<p>إِنَّ إِذْرَاكَ قِيَمَةَ الْوَقْتِ وَاسْتِثْمَارَهُ فِي التَّقَرُّبِ مِنَ اللَّهِ وَالْتَقَدُّمِ نَحْوِ الْأَفْضَلِ مِنْ أَهَمِّ الْمَبَادِي الَّتِي يُبْنَى عَلَيْهَا الْمُجْتَمَعُ الْمُسْلِمُ.</p>	<p>Memahami nilai waktu dan menginvestasikannya untuk lebih dekat dengan Allah dan maju ke arah yang lebih baik adalah salah satu prinsip terpenting di mana masyarakat</p>

Muslim dibangun.

The translation scored 3 for acceptability because it expresses the target text in Indonesian naturally and appropriately, adhering to linguistic norms and cultural conventions while remaining faithful to the Arabic original. The sentence *قِيَمَةُ الْوَقْتِ وَاسْتِثْمَارُهُ فِي التَّقَرُّبِ مِنَ اللَّهِ وَالتَّقَدُّمِ إِنَّ إِذْرَاكَ* was translated as “Memahami nilai waktu dan menginvestasikannya untuk lebih dekat dengan Allah dan maju ke arah yang lebih baik,” sounding familiar and acceptable to Indonesian readers. The phrase *مِنْ أَهَمِّ الْمَبَادِيِ الَّتِي يُبْنَى عَلَيْهَا الْمُجْتَمَاعُ الْمُسْلِمُ* was rendered clearly and culturally appropriately.

Less Acceptable

The translation is considered low quality because, although it sounds pretty natural, it contains minor technical and grammatical errors. Consequently, it received a score of 2 under the criteria (Nababan et al., 2012). An example can be found in the automatic translation data of TikTok caption @iqraamedia.

Table 19. Example of a Less Acceptable Tiktok Caption on the @Iqraamedia Account

Source Language (BSu)	Target Language (BSa)
مِنْ مَعَانِي الرَّجُولَةِ الشَّجَاعَةِ، وَالشَّهَامَةِ، وَالْوُقُوفُ إِلَى جَانِبِ الْحَقِّ، وَابْتِغَاءَ مَرْضَاةِ اللَّهِ فِي الْقَوْلِ وَالْفِعْلِ	Di antara makna kedewasaan adalah keberanian, kemurahan hati, berdiri dengan kebenaran, dan mencari kepuasan Allah dalam firman dan perbuatan.

The translation received a score of 2 (less acceptable) because, although the overall meaning of the Arabic text remains understandable, several word choices and structures appear less natural in Indonesian. The phrase *مِنْ مَعَانِي الرَّجُولَةِ* was translated as “Among the meanings of masculinity is.” In contrast, in context, *الرَّجُولَةِ* is closer in meaning to masculinity or chivalry, so the chosen equivalent may alter the nuance. Additionally, the phrase *وَالْوُقُوفُ إِلَى جَانِبِ الْحَقِّ* was translated as “standing with the truth,” which is less common in Indonesian; a more natural rendering would be “taking sides with the truth.” The phrase “Allah’s satisfaction in words and deeds” also sounds less idiomatic

Unacceptable

Translations are deemed inappropriate if they sound unnatural, use uncommon foreign terms, or break proper Indonesian language rules. Consequently, such translations receive a score of 1 based on the criteria (Nababan et al., 2012). An example can be seen in the automatic translation data of TikTok caption @iqraamedia.

Table 20. Example of an Unacceptable TikTok Caption on the @Iqraamedia Account

Source Language (BSu)	Target Language (BSa)
فَنَّ الْوَقْفَةَ مَعَ النَّفْسِ وَمُرَاجَعَتَهَا مِنْ أَمِّمْ فُنُونِ الْحَيَاةِ الَّتِي يَجِبُ عَلَى الْإِنْسَانِ تَعَلُّمُهَا وَإِتْقَانُهَا	Seni berdiri dengan jiwa dan meninjaunya adalah salah satu seni hidup terpenting yang harus dipelajari dan dikuasai seseorang.

The translation received a score of 1 (unacceptable) due to its unnaturalness and deviation from Indonesian norms. The phrase *الْوَقْفَةَ مَعَ النَّفْسِ* was overly literal as “berdiri dengan jiwa,” which is confusing and unfamiliar in Indonesian. *وَمُرَاجَعَتَهَا*, meant to imply self-reflection, was translated as “meninjaunya,” a rigid, technical term unsuitable for inner reflection.

Readability Aspect

Readability, initially associated with Reading, is now used in translation studies given the two languages involved (Kholida, 2025). While debates over metrics continue, understanding them helps translators improve quality (Nababan et al., 2012). By understanding readability, translators can create texts that are accessible to target audiences without sacrificing meaning. The following guidelines are used to evaluate translation readability (Ri & Mmi, 2016).

Table 21. Translation Readability Assessment Instrument

Translation Category	Score	Qualitative Parameters
High Readability	3	The translation is precise due to the well-organized arrangement of words, terms, phrases, clauses, and structures.
Medium Readability	2	The translation is understandable, but some passages need rereading for clarity.
Low Readability	1	The translation is hard to understand due to unclear wording and sentence structure.

Table 22. The Readability Value of TikTok Caption Translations on the @Iqraamedia Account

No.	Readability Parameter	Total	Percentage
1	High Readability	4	16
2	Medium Readability	13	52
3	Low Readability	8	32
Total		25	100

Table 26 shows that 52% of translated data have moderate readability, 32% low, and 16% high. This indicates that TikTok caption @iqraamedia translations are mostly mild and could benefit from better sentence structure and word choice to improve clarity.

High Readability

A high readability score indicates that the translated words, technical terms, phrases, clauses, sentences, or the entire text are easily understood by readers, earning a maximum score of 3 (Nababan et al., 2012). Example of a translation with excellent readability.

Table 23. Example of a High-Readability Tiktok Caption on the @Iqraamedia Account

Source Language (BSu)	Target Language (BSa)
تَزِيدُ الرَّاحَةَ مِنْ إِنْتِاجِيَّةِ الْإِنْسَانِ؛ مِنْ خِلَالِ تَحْسِينِ التَّرْكِيزِ وَتَقْلِيلِ الْإِزْهَاقِ وَالتَّوَثُّرِ	Istirahat meningkatkan produktivitas manusia; dengan meningkatkan fokus dan mengurangi kelelahan dan stres.

The translation received a score of 3 for clarity, natural flow, and adherence to Indonesian conventions, while preserving the Arabic source's structure and meaning. The Arabic *تَزِيدُ الرَّاحَةَ مِنْ إِنْتِاجِيَّةِ الْإِنْسَانِ* was effectively translated as "Istirahat meningkatkan produktivitas manusia," avoiding ambiguity. The phrase *مِنْ خِلَالِ تَحْسِينِ التَّرْكِيزِ وَتَقْلِيلِ الْإِزْهَاقِ وَالتَّوَثُّرِ* was correctly rendered with appropriate vocabulary, clearly illustrating cause and effect with familiar terms like fokus, kelelahan, and stres.

Medium Readability

A moderate readability level indicates that the translation is generally understandable, although some sections may require rereading to comprehend the intended message fully.

Translations in this category receive a score of 2 (Nababan et al., 2012), indicating moderate readability.

Table 24. Example of Medium Readability Tiktok Caption on the @Iqraamedia Account

Source Language (BSu)	Target Language (BSa)
<p>مِنْ صُورِ حُسْنِ الظَّنِّ بِالْآخِرِينَ التِّمَّاسُ لَهُمُ الْأَعْدَارُ، حِرْصًا عَلَى سَلَامَةِ الْقُلُوبِ مِنَ الْبَغْضَاءِ</p>	<p>Salah satu gambaran kepercayaan yang baik pada orang lain adalah mencari alasan untuk mereka, karena khawatir akan keselamatan hati dari kebencian.</p>

The translation scored 2 because, while the Arabic text's main idea is understandable, the Indonesian version lacks natural flow. The Arabic phrase *مِنْ صُورِ حُسْنِ الظَّنِّ بِالْآخِرِينَ التِّمَّاسُ لَهُمُ الْأَعْدَارُ* was translated as “Salah satu gambaran kepercayaan yang baik pada orang lain adalah mencari alasan untuk mereka,” which sounds literal and less idiomatic. Also, “karena khawatir akan keselamatan hati dari kebencian” seems awkward and unclear

Low Readability

A low readability score suggests that readers struggle to comprehend the translation, whether at the level of words, phrases, clauses, or sentences. Translations in this category receive a score of 1 (Nababan et al., 2012). The following data exemplifies a translation with low readability.

Table 25. Example of a Low-Readability Tiktok Caption on the @Iqraamedia Account

Source Language (BSu)	Target Language (BSa)
<p>تَكُونُ السِّيَاحَةُ سَفَرًا طَاعَةً؛ حِينَ تَهْدِفُ إِلَى طَلَبِ الْعِلْمِ، أَوْ الدَّهَابِ لِلْحَجِّ، وَالْجِهَادِ وَالِدَّعْوَةِ فِي سَبِيلِ اللَّهِ</p>	<p>Pariwisata adalah perjalanan ketaatan; Ketika bertujuan untuk mencari ilmu, atau pergi haji, berjihad dan memanggil demi Allah.</p>

The translation received one point for readability because it is difficult to understand and sounds unnatural in Indonesian. The phrase *تَكُونُ السِّيَاحَةُ سَفَرًا طَاعَةً* was translated as “Pariwisata adalah perjalanan ketaatan,” which is too literal and not common in Indonesian. The phrase *الدَّعْوَةُ* was rendered as “memanggil demi Allah,” misleading and inaccurate. Better translations are “berdakwah di jalan Allah”. The sentence structure is fragmented and incoherent.

Discussion

This study evaluates Arabic–Indonesian captions on @IqraaMedia using (Molina & AlAlbir’s (2002) translation techniques framework and translation model to examine how TikTok’s Neural Machine Translation (NMT) handles religious discourse. The findings reveal a moderate overall quality (1.97), with accuracy (2.12) outperforming acceptability (1.84) and readability (1.80), suggesting that transferring meaning does not guarantee effective communication, especially in culturally and theologically sensitive content. The multidimensional assessment reveals a critical hierarchy in translation quality, with accuracy (2.12) significantly outperforming acceptability (1.84) and readability (1.80). This pattern confirms a translation quality. It confirms translations ‘confirm translations valence alone, but must also integrate linguistic naturalness and cultural appropriateness. (Nida & Taber, 2024) The principle of “closest natural equivalent” provides a theoretical lens for understanding this gap. While TikTok’s NMT successfully transfers propositional content (accuracy), it fails to achieve dynamic equivalence, evoking a similar response in target readers.

This aligns with a study on Arabic–Indonesian Instagram captions, which found moderate quality (2.43) and acceptability (2.84) than accuracy (50ingpth2.50), indicating constraints are linear. Our lower acceptability score (1.84 vs. 2.84) suggests TikTok’s shorter captions and religious discourse are more challenging than Instagram’s news content. (House, 2014) Overt and covert translation differ: religious preaching needs covert translation, while TikTok’s literal approach creates overt “foreign” texts, reducing engagement.

The dominance of transposition (32.39%) reflects the NMT system’s awareness of fundamental typological differences between Arabic’s VSO (Verb-Subject-Object) and Indonesian’s SVO structure. (Molina & Albir, 2002) Conceptualize transposition as a surface-level technique that modifies grammatical categories without altering semantic content, positioning it as a necessary but insufficient condition for quality translation. (Catford, 1965) The taxonomy of translation shifts distinguishes between “level shifts” and “category shifts,” indicating TikTok’s transposition handles structural mismatches but ignores more profound textual and pragmatic shifts needed for natural language. Our findings support (support. (2023) in showing that transposition is the most common technique in Arabic–Indonesian TikTok captions, confirming its central role. However, our moderate readability score (1.80) contrasts with their higher score, underscoring that transposition

alone cannot address the rigidity inherent in literal translation. This difference may be due to discourse type: Pramesti et al. analyzed general content, whereas our religious discourse employs theological terms and culturally bound concepts that resist grammatical solutions. (Baker, 2018) describes 'equivalence at different levels,' noting grammatical equivalence via transposition does not ensure textual or pragmatic equivalence in ideologically dense texts.

Established equivalence and literal translation were used with equal frequency (23.94%). While established equivalence generally promotes idiomatic and culturally acceptable expressions, the frequent use of literal translation has led to significant quality issues, particularly in the rendering of religious terminology. The translation of *بُرُّ الْوَالِدَيْنِ* as "kebenaran orang tua" exemplifies how literal rendering distorts cultural and theological meaning. Similar problems have been documented by (Adlina, 2024), (Istiqomah et al., 2024), and (Umbr et al., 2023), who note that literal translation in Arabic-Indonesian machine translation often fails to capture culturally embedded and doctrinally nuanced concepts. This reinforces that literal translation is especially problematic in religious discourse, where meaning extends beyond lexical correspondence.

Amplification (8.45%) and reduction (7.04%) were selectively observed. However, the reduction of risk weakens the emphasis on spirituality in religious discourse, as evidenced by the translation of *فِي السِّرِّ وَالْعَلَانِيَةِ* as "secara pribadi dan di depan umum." This aligns with (Sudarto (2023), who warns against oversimplification in ideologically dense content.

While the accuracy achieved a relatively high score (56%), it was still relatively low. However, errors like translating *بِالْأَخَوَاتِ* as "para suster" and *التَّائِبِي عَلَى اللَّهِ* as "Pendewaan Allah" show that lexical accuracy does not ensure theological correctness. Acceptability and readability were the weakest aspects (Hafalignment0). Conversely, all alignment children's translations (Mahbub et al., 2025) indicate that discourse complexity affects machine translation.

By combining the (Molina & Albir, 2002) framework with the (Nababan et al., 2012) model, this study highlights that while transposition aids structural adaptation, relying on literal translation reduces acceptability and readability in culturally nuanced content. Thus, TikTok's automatic translation provides access to Arabic Islamic content but falls short in supporting effective religious communications (Nda & Tabe, 2024) str. Stressheiving the closest natural eq Strengtheningespecithe ally in digital Islamic da'wah, where accuracy and credibility are crucial (Palupi et al., 2021).

CONCLUSION

This article examines how automatic translation handles Arabic Islamic content for Indonesian social media users, focusing on techniques, impact, and role in digital communication, religious messaging, and cross-language transfer. It highlights the importance of linguistic accuracy and conveying meaning in translating religious texts. Translation acts as a key instrument for accessibility. The accessibility shows automatic translation offers initial access to Arabic Islamic content, but effectiveness depends on aligning strategies with goals. Clarity, appropriateness, and naturalness are vital to preserve message integrity. As social media grows in religious dissemination, careful translation is essential for cross-cultural communication.

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