

SIMULTANEOUS INTERPRETING STRATEGIES FOR TRANSLATING FACEBOOK CEO'S INTERVIEW ON HBO'S AXIOS FROM ENGLISH TO INDONESIAN

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Abstract

This study analyzes simultaneous translation strategies in Facebook CEO Mark Zuckerberg's interview on Axios HBO from English to Indonesian. Using a descriptive qualitative approach, this study identifies various strategies applied by the interpreter, including paraphrasing, transposition, explication, adaptation, and modulation. Data collection methods include literature study, note-taking, reading, and observation, while data analysis utilizes Gile's Simultaneous Interpretation theory and Kopczynski's strategies. The results show that the success of simultaneous translation depends not only on linguistic ability but also on the understanding of technology and contemporary social issues, as well as the ability to manage technical terms and political nuances. This research contributes to the field of simultaneous translation studies in the context of technology and media. This research provides insights into practical approaches for interpreters in media settings, with broader implications for simultaneous interpretation in technology-related contexts.

Keywords: *interpreting, simultaneous, strategies, technological, interviews*

Introduction

In the ever-evolving digital age, simultaneous interpreting is becoming increasingly important, especially in the context of global media and technology. The ability to translate interviews with key tech industry figures in real-time, such as Facebook (now Meta) CEO Mark Zuckerberg, on major media platforms such as HBO's Axios, is a challenge for interpreters. This research focuses on an in-depth analysis of the simultaneous interpreting strategy applied in translating the Facebook CEO interview from English to Indonesian on HBO's Axios platform, a program known for its in-depth interview style and critical questions on complex technological and social issues.

Setton and Dawrant (2020) define simultaneous interpreting as interpreting while the speaker is still speaking, with minimal time lag. This technique requires a high concentration level, exceptional multitasking skills, and a deep understanding of the topic. Chernov (2021) emphasizes the importance of anticipation skills in simultaneous interpreting. According to him, the success of a simultaneous interpreter depends not only on the speed of interpreting but also on the ability to predict the direction of the conversation and understand the broader context.

In interpreting from English to Indonesian, Sari and Putri (2022) have emphasized the difficulty in translating technology words into Indonesian. They noted several approaches, such as domestication and word foreignization, applied by Indonesian translators to deal with technological terms that have no direct equivalent in Indonesian. Therefore, translators not only need to master the material but also understand the dynamics of the program, interview style, and audience expectations. This perspective is crucial in evaluating how the translator dealt with HBO's Axios interview format, known for its direct and sharp questions.

This research identifies two main problems. First, how does simultaneous strategy interpreting apply to translating Mark Zuckerberg's explanation of Facebook's plan to counter misinformation related to election results from English to Indonesian? Second, what obstacles do translators face in translating technical terms and concepts associated with the security of social media platforms in the context of interviews? To explore these issues, the research will utilize Gile's (1995) Simultaneous Interpretation theory, which focuses on the Effort Model. This theory will help us understand how interpreters consider important aspects when translating complex topics simultaneously. This study is intended to thoroughly analyze the simultaneous interpreting strategies used in the context of Mark Zuckerberg's interview on HBO's Axios, focusing on the translation from English to Indonesian. Using theoretical frameworks developed by experts, this research will explore how the translators overcame the challenges of interpreting a complex discussion about Facebook's strategy in combating misinformation around the election.

In this research, relevant research studies provide an overview of previous research conducted and aim to determine the originality of the study to be carried out. Previous research findings regarding similarities and differences in research and the results of previous studies will be used as relevant considerations. The following are the results of the research. The research entitled "Developing website for teaching simultaneous and consecutive interpreting" by Wulansari and Arvianti (2023) aims to develop and validate the website design and its materials.

The Research and Development method was used to review the findings using simultaneous and consecutive research. The similarity between previous research and current research is that both use simultaneous as a research study. The difference from the prior study is that it uses simultaneous and consecutive to show that the website should be developed based on the needs of students by stating the validation results that the website is suitable for use with forty-six students in the translation class who are respondents in this study. However, in this study, the researcher uses the Facebook CEO interview (Mark Zuckerberg), which discusses how the Facebook platform combats misinformation around election results as the Object of research.

Method

The method used in conducting research has a very important role in scientific writing because it will affect the validity of the research results themselves. This method is also intended to provide an overview of how to conduct research in this writing, which includes determining data sources, data collection, and data analysis. Library research methods and field research methods are used in this research. The description of the method can be seen in the following explanation.

The data source used in this research is a video recording of an interview with the CEO of Facebook (Mark Zuckerberg) on the Axios HBO Platform. This interview meeting will

discuss how the Facebook platform plans to combat misinformation around election results on the Axios HBO Platform. This video was chosen because it is related to the topic of the study and the interview delivered by Mark Zuckerberg to discuss how the application of simultaneous interpreting strategies in translating Mark Zuckerberg's explanation of Facebook's plan to fight misinformation related to election results from English to Indonesian.

The method used in this research is a literature study. Meanwhile, the research technique involves note-taking, reading, and observation. The data collection consists of analyzing the video recording of Mark Zuckerberg's interview on HBO's Axios. The interview transcript will be converted into text for deeper analysis. The steps include translating the transcript and observing the interpreter's performance in real-time situations. After that, the interview will be converted into text that can be analyzed. The next step is to read the text, understand the entire content of the video interview, and translate it. By reading the text, the researcher can see the differences between the original language and the target language to ensure that the message conveyed in the original language has been communicated correctly in the target language. Furthermore, the video will be played to see how the translator performs his/her task in an actual situation. Watching the video is very important as it provides information on how the translator performs his/her duties in an actual situation.

The collected data will be analyzed using a qualitative descriptive approach. In the analysis, the data will be evaluated qualitatively and compared with each other. Qualitative data analysis refers to the descriptive techniques used to analyze the data. The interpreters in the video interviews will be analyzed descriptively concerning the strategies proposed by Kopczynski's Theory. The research will evaluate the problem using the theory, focusing on strategies to improve the quality of interpretation and effective interpreters. The analysis will include the approach applied by the interpreter and the reasons why these strategies are considered appropriate for the interpreter.

Result and Discussion

This study presents the simultaneous interpreting strategies interpreters practice in translating the Facebook CEO interview on the Axios HBO Platform from English to Indonesian. The data collected is then analyzed and interpreted to identify the various simultaneous interpreting strategies used by the interpreters. Among them are the following:

Data 01

Source Language

We're trying to do everything we can to ensure our platform isn't used to spread misinformation, especially regarding something as critical as election results.

Target Language

Kami berusaha melakukan segala upaya untuk memastikan platform kami tidak digunakan untuk menyebarkan informasi yang menyesatkan, terutama menyangkut hal penting hasil pemilu.

In this example, the interpreting uses the paraphrasing strategy to translate “spread misinformation” into “menyebarkan informasi yang menyesatkan.” This strategy helps to clarify the meaning in the target language. The translator also performs transposition by changing the sentence structure from passive to active, “We’re trying” is translated into “Kami berusaha,” which is more natural in Indonesian. In addition, the word “spending” is added to emphasize the importance of the election results, demonstrating an exploitation strategy to improve the clarity of the message.

Data 02

Source Language

We’ve implemented several new policies and tools. For instance, we’re partnering with authoritative sources to provide real-time election results.

Target Language

Kami telah menerapkan sejumlah kebijakan dan alat baru. Misalnya, kami bermitra dengan sumber-sumber terpercaya untuk menyediakan hasil pemilu secara real-time.

The interpreter applies a literal translation strategy in this example, maintaining the original sentence structure. This demonstrates the interpreter’s attempt to ensure accuracy and faithfulness to the source language. However, there is an adaptation to the phrase “real-time election results,” which is translated as “hasil pemilu secara real-time,” where the term “real-time” is retained because it is commonly used in Indonesia. This strategy balances translation accuracy and reasonableness in the target language.

Data 03

Source Language

We’re also prepared to label posts from candidates and campaigns if they try to declare victory before the official results are in.

Target Language

Kami juga siap memberi label pada postingan dari kandidat dan tim kampanye jika mereka mencoba mengklaim kemenangan sebelum hasil resmi diumumkan.

In this example, the interpreting uses a modulation strategy by changing the point of view from “declare victory” to “mengklaim kemenangan.” This strategy makes the translation more natural in Indonesian. The translator also transports by changing “before official results are in” to “sebelum hasil resmi diumumkan,” a more standard structure in the target language. These strategies help maintain the message’s clarity while ensuring the translation’s fluency.

Data 04

Source Language

Additionally, we’ve expanded our fact-checking program and removed false claims about polling conditions that might suppress voting. We take a multifaceted approach because we recognize the complexity of this issue.

Target Language

Kami juga siap memberi label pada postingan dari kandidat dan tim kampanye jika mereka mencoba mengklaim kemenangan sebelum hasil resmi diumumkan.

In the last example, the interpreting uses several strategies. There is linguistic compression in the phrase “false claims about polling conditions,” translated as “claim palsu tentang kondisi Pembangunan suara, “simplifying the structure while maintaining the meaning. The translator also uses an exploitation strategy by translating “suppress voting” into “mean partisipasi pemilih, “adding the word “participation” to clarify the meaning. Finally, there is an adaptation in the phrase “multi-faceted approach,” which is translated into “pendekatan multi-aspek, “using a more familiar term in Indonesian.

Conclusion

Overcoming problems in interpreting is essential, such as delivering the message and knowledge of the information to the listener, thus using interpreting strategies. This study concluded that the interpreter applied an interpreting strategy for the bilateral meeting between Mr. Joko Widodo and Barack Obama. The most frequent technique applied in the bilateral meeting video is reduction strategies, which means the interpreter applied meaning-based strategy the most, in speculation of the short period and the difficulty of the speech; however, the interpreter still conveyed the same message from the SL beside the obstacles, thus the strategies used by the interpreted deemed effective, and also prove that interpreter has to apply interpreting strategies in interpretation to deliver or conveying the message of the speech in excellent quality for the listener from TL to understand the meaning of speech easily. As a suggestion, the next researcher who wants to study strategies of interpreting can analyze more data to find out the strategy used in consecutive interpreting based on the quality of the message conveyed by the interpreter.

Interpreting strategies are crucial in ensuring effective communication between speakers of different languages. The study highlighted the significance of these strategies in the context of a bilateral meeting between Mr. Joko Widodo and Barack Obama. The interpreter employed reduction strategies, which involve capturing the essence and meaning of the speech within a limited timeframe and dealing with complex language structures. This approach was likely adopted due to the constraints of the situation, such as time constraints and the difficulty of the speeches. Despite these challenges, the interpreter successfully conveyed the intended message from the source language (SL) to the target language (TL), demonstrating the effectiveness of the interpreting strategies. The interpreter’s ability to overcome these obstacles and ensure accurate message transmission underscores the importance of using appropriate strategies in interpretation. The findings of this study emphasize that interpreters need to employ various techniques to deliver high-quality interpretations that enable TL listeners to comprehend the meaning of the speech easily.

For future researchers interested in studying interpreting strategies, it is recommended that they analyze a larger dataset to gain a more comprehensive understanding of the strategies used in consecutive interpreting. By examining a wider range of data, researchers can evaluate the quality of the messages conveyed by interpreters and gain insights into the effectiveness of different interpreting strategies. This would contribute to advancing the field of interpreting and enhancing our

knowledge of how interpreters can optimize their communication skills to facilitate accurate and meaningful cross-linguistic exchanges.

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This Research examines the simultaneous interpreting strategies used in translating Facebook CEO Mark Zuckerberg's interview on HBO's Axios platform from English to Indonesian. Using a descriptive qualitative approach and data obtained from the video recording of the interview, this study successfully identifies and analyzes the various strategies applied by the interpreter in the simultaneous interpreting process. The data collection method involved desk study, note-taking, reading, and observation, which enabled the researcher to understand the complexity of verbal interaction in high-tech interviews. A careful data analysis process, based on Gile's Simultaneous Interpretation theory and the strategies proposed by Kopczynski, enabled the researcher to classify the

simultaneous translation strategies used, including paraphrasing, transposition, explicitness, adaptation, and modulation.

Data collection methods involved desk research, note-taking, reading, and observation, which enabled an in-depth understanding of the complexity of verbal interaction in the context of a high-tech interview. Data analysis based on Gile's Simultaneous Interpretation theory and Kopczynski's strategies enabled the classification of the simultaneous interpreting strategies used. The results provide valuable insights into professional simultaneous interpreting practices in the context of complex technology and media interviews. The findings show that successful simultaneous interpreting depends on linguistic ability, a deep understanding of technology and contemporary social issues, and the ability to manage technical terms and political nuances. This research is expected to contribute significantly to the field of simultaneous interpreting studies, especially in the context of technology and media, and serve as a reference for practitioners and students interested in this field.

In conclusion, this study highlights the importance of applying appropriate simultaneous interpreting strategies when translating complex and technical content, such as interviews with leading figures in the tech industry. This research contributes to understanding how interpreters can handle technical language and adapt to real-time pressures in media settings.

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