

UNRAVELING CULTURAL COMPLEXITY IN DIGITAL TRANSLATION: AN EXPLORATION OF CULTURAL TRANSLATION

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Abstract	Article Information
<p><i>The interconnectedness of the contemporary world necessitates the crucial role of digital translation in bridging communication gaps across linguistic and cultural divides. However, this process is fraught with challenges, particularly the intricate nuances of cultural differences. This article embarks on an investigation of cultural translation within the digital age. The article delves into the multifaceted nature of cultural gaps and their impact on digital translation practices. Through a qualitative descriptive methodology, the article examines the intricacies of cultural nuances with the aim of 1) Complexity of cultural nuances in translation, 2) The Limitations of Machine Translation for Cultural Understanding, 3) Importance of human expertise in translation, 4) Strategies for enhancing cultural sensitivity in translation and 5) Interdisciplinary insights into cultural translation. By illuminating the complexities of cultural translation and providing guidance, this article endeavours to contribute to the advancement of digital translation practices on a global scale. This is achieved through the application of Cultural Translation theory, drawing upon findings in the areas of 1) Complexity of cultural translation, 2) Challenges using machine translation 3) Human expertise in translation, 4) Strategies for cultural sensitivity in translation and 5) Interdisciplinary insights of cultural translation.</i></p> <p>Keywords: <i>Digital translation, Cultural translation, Cultural sensitivity, Digital translation tools, Qualitative descriptive methodology</i></p>	<p><i>Received:</i> 20/03/2024</p> <p><i>Revised:</i> 22/03/2024</p> <p><i>Accepted:</i> 24/03/2024</p>

INTRODUCTION

The process of globalization has fostered a more interconnected world. The rapid acceleration of international interactions and information exchange across diverse disciplines has given rise to digital translation as a critical solution for overcoming language and cultural barriers. The significance of digital translation in bridging these divides cannot be overstated.

By functioning as a bridge, it facilitates meaningful two-way exchanges of ideas, trade, and dialogue between individuals, businesses, and communities from a multitude of linguistic and cultural backgrounds, all while circumventing the limitations imposed by language and culture (Smith, 2019).

As the case of a multinational company negotiating with an Indonesian company illustrates, digital translation is essential to facilitating communication between parties with language and cultural differences. In the absence of digital translation tools, communication would be difficult and prone to miscommunication, which could result in substantial losses. Furthermore, digital translation protects linguistic diversity and fosters inclusivity in the digital sphere, going beyond simple communication facilitation. Digital translation is essential to breaking down linguistic and cultural barriers in today's globalized world. It promotes inclusivity, understanding, and teamwork between people.

The contemporary landscape of global communication, marked by the rapid and unrestricted flow of information across digital platforms, has witnessed a surge in demand for accurate and culturally-sensitive translation services (Jones & Brown, 2020). This phenomenon is driven by several key factors, all highlighting the critical need for translations that not only maintain the core meaning of the source content but also meticulously capture the cultural nuances relevant to both the source and target audiences.

The constant flow of data in today's connected world demands translation services that can keep up with the speed at which information is exchanged. The need for quick and precise translations of business correspondence, academic research, social media posts, and news articles is constantly rising. Inaccurate and culturally insensitive translations can lead to miscommunication, lost opportunities, and even diplomatic or commercial setbacks. In order to effectively bridge linguistic and cultural gaps and foster meaningful connections in our increasingly interconnected global community, there is a pressing need for accurate and culturally-sensitive translation services across a variety of domains, including business, diplomacy, academia, and daily communication.

Expanding on the concept of global communication, Garcia (2018) posits that digital translation serves as a cornerstone, enabling the exchange of ideas, commerce, and cultural understanding across linguistic divides. This encompasses a diverse array of tools and services, ranging from automated machine translation algorithms to human-driven translation solutions, all playing a crucial role in navigating the intricacies of cross-cultural communication.

At the core of digital translation lie automated translation tools, powered by sophisticated algorithms and artificial intelligence (AI). These tools excel at high-volume text translation, offering a rapid and user-friendly solution for basic needs. Platforms like Google Translate and Microsoft Translator exemplify this by providing instant translation of webpages, documents, and conversations, fostering easy access to information and communication across language barriers.

However, the speed and convenience of automation come with limitations. Machine-generated translations often lack the nuance, precision, and cultural sensitivity required for

complex or context-specific content. This underscores the continued importance of human-mediated services for tasks demanding a higher level of linguistic and cultural expertise. Professional translators, armed with linguistic proficiency and cultural competence, remain essential for refining and contextualizing translations to ensure accuracy and clarity.

Johnson (2021) emphasizes a crucial challenge lurking beneath the seemingly straightforward nature of digital translation: the intricate web of cultural disparities. While digital translation tools offer undeniable efficiency and convenience, they face a formidable hurdle – navigating the diverse nuances embedded within various cultures. These cultural subtleties, encompassing customs, traditions, societal values, and norms, pose a significant obstacle to accurately conveying meaning across linguistic and cultural contexts.

At its core, the challenge of cultural differences arises from the inherent complexity of human culture itself. Culture encompasses a broad spectrum of elements – language, behavior, beliefs, and artifacts – that collectively shape how individuals perceive and interact with the world. These cultural nuances are deeply ingrained and often implicit, influencing everything from communication styles and interpersonal relationships to decision-making processes and societal structures.

For instance, consider the culturally relative concept of politeness. Directness and clarity might be prioritized in some cultures, while others value indirect communication and diplomacy. These contrasting communication norms can lead to misunderstandings and misinterpretations when translated into another language. An expression considered polite and respectful in one culture could be perceived as blunt or rude in another, underscoring the critical role of understanding cultural nuances in digital translation.

Chen and Wang (2020) argue that cultural translation presents a considerably more intricate challenge compared to linguistic translation. While linguistic translation focuses primarily on converting words and grammar from one language to another, cultural translation necessitates a deeper exploration. It delves beyond the surface level of language to navigate the diverse landscape of norms, values, and social customs that influence societal structures.

By doing more than just changing words in a text, cultural translators bridge the gap between the source and destination cultures and capture the subtle cultural nuances. They must be proficient in both language and culture in order to appropriately interpret and communicate the implicit meanings woven throughout the text. For example, translators explore the cultural background of the author when translating a literary work, taking historical, social, and ideological aspects into account. To guarantee that the translation reflects the spirit of the original work while catering to the cultural sensitivities of the intended audience, they modify idioms, metaphors, and cultural allusions.

Lee et al. (2019) diverges slightly from prior perspectives, arguing that the inherent complexity of cultural nuances presents a formidable challenge for digital translation tools. Unlike humans, who can interpret subtle cultural cues and contextualize language within their cultural framework, these tools rely on algorithms and computational models. These models may lack the sophistication and nuance required to accurately convey cultural subtleties.

One key factor contributing to this difficulty is the reliance on statistical and rule-based approaches by digital translation tools. These tools function by analyzing massive text corpora to identify patterns and relationships between words and phrases across languages. While effective for basic linguistic translation, this approach struggles to capture the intricacies of cultural context.

Digital translation tools face difficulties in accurately interpreting idiomatic expressions with cultural connotations due to the complexity of cultural nuances. Even though advances in AI have improved translation accuracy, tasks requiring cultural sensitivity still require human translators. In the digital age, it is imperative to acknowledge the limitations of digital tools and strategically utilize human expertise to bridge the gap in language and culture. This article embarks on an in-depth exploration of cultural translation in the digital age. Its primary objective is to elucidate the complexities of cultural difference and their profound impact on digital translation practices. By doing so, it aims to enhance our understanding of the inherent challenges faced in cross-cultural communication (Taylor, 2020).

In order to shed light on how cultural gaps affect translation, the article carefully investigates these gaps, looking at aspects such as language, social norms, values, customs, and historical contexts. By combining cutting-edge technologies like machine learning and natural language processing with ongoing human translator involvement to ensure cultural appropriateness and efficacy, it suggests ways to address cultural differences in digital translation.

By illuminating the intricacies of cultural translation and proposing actionable strategies for improvement, this article seeks to propel the digital translation field forward in our increasingly interconnected world (Jones, 2022). It equips readers with the knowledge and tools to navigate the complexities of cross-cultural communication in the digital age, ultimately fostering greater understanding, empathy, and collaboration across linguistic and cultural divides.

Furthermore, the article bridges the gap between theoretical and practical applications by synthesizing academic research findings with real-world experiences in translation (Brown & Wilson, 2021). Drawing on diverse perspectives and expertise, it strives to provide a comprehensive and actionable guide for professionals and practitioners in the digital translation domain.

By addressing the challenges of cultural translation, the article essentially seeks to advance digital translation practices in our interconnected world. It offers useful tactics and insights gleaned from scholarly research and real-world experience to help people and organizations navigate cross-cultural communication in the digital era and build a more inclusive and connected world community.

LITERATURE REVIEW

Digital translation, a cornerstone of global communication, has attracted significant scholarly and professional interest. The convergence of technological advancements and a more interconnected world underscores the ever-growing importance of effective translation

across linguistic and cultural divides. This literature review delves into the existing research corpus surrounding the intricacies of cultural translation in the digital era. It explores key concepts, theoretical frameworks, and practical insights that will inform our investigation.

Theoretical Foundations of Cultural Translation

Digital technology has eliminated barriers based on geography and cultures, communication has changed dramatically. The ability to translate digitally effectively is now essential for international communication and cooperation. The difficulties of cross-cultural communication in the digital age have been brought to light by the growing scholarly and practical interest in cultural translation within the digital sphere. As Pym (2012) suggests, researchers are actively engaged in unpacking the complex interplay between language, technology, and culture, aiming to illuminate the intricacies of digital translation and develop effective strategies to address them.

Furthermore, the complexities of cultural translation in the digital age are exemplified by practical challenges and dilemmas. For instance, machine translation tools, while offering unprecedented speed and efficiency, present both opportunities and obstacles for digital translators. These tools often struggle to capture the subtle nuances and cultural meanings embedded within language, as noted by Bassnett & Lefevere (1998). Cultural differences in communication styles, idioms, and socio-cultural norms further compound the issue (Olohan, 2004). A seemingly innocuous phrase in one language, for example, may carry unintended connotations or cause offense when directly translated, highlighting the critical role of cultural sensitivity and contextual understanding in digital translation (Venuti, 2008). Consequently, scholars and practitioners are tasked with navigating these challenges by developing nuanced strategies and frameworks that balance linguistic accuracy with cultural appropriateness in digital translation endeavors (Chang, 2016).

Additionally, the proliferation of user-generated content on social media platforms presents unique challenges for digital translators, as this virtual space teems with everyday expressions, slang, and cultural references (Kelly-Holmes, 2010). Interdisciplinary collaboration among linguists, computer scientists, anthropologists, and sociologists foster innovative approaches to digital translation that account for the multifaceted nature of culture and communication in the digital age.

Strategies For Enhancing Cultural Translation

In response to the challenges posed by cultural translation in digital contexts, scholars have advocated for innovative strategies aimed at enhancing the accuracy and cultural sensitivity of digital translation tools. One such strategy involves the development of hybrid translation systems, which blend automated translation technologies with human intervention and oversight (O'Brien, 2006). These systems generate preliminary translations using machine learning algorithms, which are subsequently refined and validated by human translators. By working together, we can improve translation quality and accuracy while preserving cultural subtleties that automated systems would miss. For example, to improve overall translation effectiveness, Google Translate now includes human reviews to fix errors and cultural differences. These cooperative initiatives improve the capacity of digital translation tools to

accommodate various linguistic and cultural requirements, fostering significant cross-cultural understanding and communication.

Operationalizing Cultural Translation Theory: A Practical Framework

This paper outlines a practical framework for operationalizing the theoretical foundations of cultural translation. The aim is to equip practitioners with a structured approach to applying theoretical insights to real-world translation scenarios.

1. Deciphering Cultural Context

The initial step entails a comprehensive analysis of the cultural contexts surrounding the translation project. This extends beyond linguistic differences to encompass broader cultural nuances, such as social norms, belief systems, and customs. For example, translating a marketing message from English to Japanese necessitates awareness of cultural preferences regarding symbols, colors, and tone. Theoretical frameworks like Edward T. Hall's high-context and low-context cultures can aid in deciphering the implicit cultural cues embedded within the source text (Hall, 1976).

2. Adapting Translation Strategies

Informed by this contextual understanding, translators must adapt their strategies to ensure cultural relevance and fidelity. This may involve employing localization, transcreation, or cultural substitution techniques. Literary translations, for instance, often rely heavily on capturing cultural nuances to convey the author's intended meaning. By drawing upon Lawrence Venuti's concepts of foreignization and domestication, translators can navigate the delicate balance between preserving the source culture and making the text accessible to the target audience (Venuti, 1995).

Cross-Disciplinary Perspectives On Cultural Translation

Effective cultural translation necessitates a multidisciplinary approach that draws upon insights from various fields to ensure sensitivity and accuracy.

Firstly, anthropology plays a critical role. Anthropological studies, as exemplified by Geertz (1973), illuminate the profound impact of culture on shaping human perception, behavior, and communication patterns. Understanding these cultural contexts is paramount for translators to bridge the gap between languages and cultures. Concepts like cultural relativism and ethnographic research methods equip translators with tools to navigate the intricacies of cultural differences, enabling them to effectively navigate complex cultural landscapes in their translation endeavors.

By integrating these anthropological and psychological perspectives into translation processes, practitioners can enhance the accuracy and cultural sensitivity of their work. This ultimately fosters more effective cross-cultural communication and understanding.

Challenges in Digital Translation

The complexities of cultural differences pose significant challenges for digital translation. To address these effectively, a multifaceted approach that acknowledges both the limitations of technology and the importance of human expertise is necessary.

On the technological front, advancements are crucial. Olohan (2004) highlights the need for more sophisticated algorithms within translation systems, capable of capturing cultural nuances with greater accuracy. This may involve integrating machine learning with cultural data repositories, allowing for a richer understanding of cultural context and its influence on language. Additionally, Baker (2011) emphasizes the role of specialized translation tools. Bilingual dictionaries and glossaries curated by cultural experts can provide invaluable insights into the contextual meanings of culturally loaded terms. Equipping translation systems with access to such resources can significantly improve the accuracy and cultural sensitivity of digital translations.

In essence, overcoming the challenges of digital translation necessitates a multi-pronged approach that tackles both technological limitations and the need for human expertise in navigating cultural complexities.

RESEARCH METHODOLOGY

This research employs a multifaceted methodology to investigate cultural translation in the digital age. The foundation is laid through a thorough literature review, examining key concepts, frameworks, and findings from cultural translation, digital translation, and cross-cultural communication (Bassnett & Lefevere, 1998; Bassnett, 2013).

Next, the study delves into the real world of translation practices through qualitative analysis. The case studies provide insights into the experiences, strategies, and challenges faced by translators (Olohan, 2004; Baker, 2011). This qualitative approach helps uncover the nuanced cultural dynamics at play in translation and informs the development of effective strategies for the digital age.

Finally, the research incorporates a quantitative analysis of translation technologies. The results of machine translation and experiments assess how well machine translation handles cultural nuances and conveys meaning across cultures (O'Brien, 2006; Dragsted, 2010). By quantifying these capabilities, the analysis provides evidence to guide the development of more robust and culturally sensitive translation tools. The research methodology culminates in a cross-disciplinary synthesis, drawing insights from translation studies, cultural studies, and other relevant fields (Geertz, 1973; Tirkkonen-Condit, 2005). This synthesis fosters collaboration across disciplines and bridges the gap between theory and practice. Ultimately, the aim is to develop interdisciplinary approaches that enhance the cultural sensitivity and accuracy of digital translation.

FINDINGS

The findings of this study shed light on the complexities of cultural translation, The Limitations of Machine Translation for Cultural Understanding, human expertise in translation, strategies for cultural sensitivity in translation, and Interdisciplinary insights of cultural translation.

Complexity of Cultural Nuances in Translation

This research underscores the critical role of cultural nuances in digital translation. These nuances encompass a vast spectrum, from linguistic variations to deeply ingrained social norms, values, and historical contexts (Bassnett & Lefevere, 1998). All these elements significantly impact how meaning is understood and conveyed across cultures. In the digital realm, these multifaceted cultural dimensions pose a significant challenge for translation tools, which often struggle to accurately capture these subtleties. The inherent complexity of cultural translation frequently manifests in mistranslations, misinterpretations, and cultural miscommunications. This highlights the urgent need for nuanced approaches to address these obstacles.

Furthermore, the widespread use of machine translation exacerbates the complexities of cultural translation. While machine translation algorithms in tools like Google Translate or DeepL have achieved impressive improvements in accuracy and efficiency, they often struggle to capture the subtle cultural nuances embedded within languages (O'Brien, 2011). These tools have difficulty discerning context-specific meanings, idiomatic expressions, and culturally bound references, leading to inaccuracies in the translated output. Consequently, relying solely on machine translation for cultural purposes risks perpetuating cultural misunderstandings and undermining the integrity of cross-cultural communication.

Translating cultural nuances from English to Bahasa Indonesia presents several complexities. Here are some key challenges:

1. Translating Slang Expressions

The rise of digital communication platforms and social media has led to the widespread use of abbreviations and informal language, posing a significant challenge for cultural translation. These expressions often carry nuanced meanings and emotional undertones that are difficult to render accurately across cultures.

No	Acronyms and Initialisms	Informal Expressions	Emotions with Emotional Weight	Trendy Expressions and Neologisms	Vulgarity and Offensive Language
1	BRB (Be Right Back)	OMG (Oh My God)	ROFL (Rolling On the Floor Laughing)	OOTD (Outfit Of The Day)	WTF (What The F*ck)
2	TTYL (Talk To You Later)	IDK (I Don't Know)	LMAO (Laughing My Ass Off)	FOMO (Fear Of Missing Out)	STFU (Shut The F*ck Up)
3	BTW (By The Way)	SMH (Shaking My Head)	LOL (Laugh Out Loud)		AF (As F*ck)
4	FYI (For Your Information)	ICYMI (In Case You Missed It)			
5	IMHO (In My Humble Opinion)	TBH (To Be Honest)			
6	AFK (Away From Keyboard)	YOLO (You Only Live Once)			
7	NSFW (Not Safe For Work)	HMLU (Hit Me Up)			
8	AMA (Ask Me Anything)	IMO (In My Opinion)			
9	TIL (Today I Learned)	WYD (What You Doing)			
10	NBD (No Big Deal)	OMW (On My Way)			
No	Acronyms and Initialisms	Informal Expressions	Emotions with Emotional Weight	Trendy Expressions and Neologisms	Vulgarity and Offensive Language
1	Segea Kembali	Ya Tuhan	Berguling-guling di Lantai Sambil Tertawa	Pakaian Hari Ini	Apa-apa ini
2	Bicara Dengan Anda Namu	Saya Tidak Tahu	Tertawa	Takut Ketaggalan	Tutup mulutmu
3	Omong-omong	Menggolongkan Kepalaku	Tertawa terbahak-bahak		Sebagai F*ck
4	Untuk Informasi Anda	Jika Anda Melewatkannya			
5	Memurut Pendapat Saya yang Sederhana	Jujur			
6	Jauh Dari Keyboard	Kamu Hanya Hidup Sekali			
7	Tidak Aman Untuk Bekeja	Pukul Aku			
8	Tanya Aku Apa Saja	menurut saya			
9	Hari ini Saya Belajar	Apa yang Anda Lakukan			
10	Bukan Masalah Besar	Dalam Perjalanan			

a. Acronyms and Initialisms

Acronyms like "LOL" and "BRB" might be universally understood within online communities, but their literal translation in formal contexts or unfamiliar cultures can sound awkward. Translators may need to adapt them to full expressions or explain them within the text. The writer suggests they are translated “Ketawa ngakak” and “Sebentar balik lagi” to meet the teenagers colloquial language.

b. Informal Expressions

Informal language like "OMG" or "SMH" can be culturally specific. "OMG" might be a casual expression of surprise in some cultures, while in others, it might be offensive due to religious connotations. Similarly, "SMH" can signify disappointment, but its exact meaning depends on the context. Translators need to consider cultural appropriateness and formality when translating such expressions. The writer suggests they should be translated as “Ya Ampuun” or “Aje Gile” (Betawi expression) for “OMG: and “Ckckckck...terlalu” for “SMH”

c. Trendy Expressions and Neologisms

Online slang like "FOMO" or "OOTD" constantly evolves and can be culturally specific. Translators may struggle to find equivalent expressions, especially if the concept is not widely understood. They might need to explain the concept within the translation or find a more general paraphrase. These expressions are better to be translated as “Nggak mau kehilangan momen” or “Nggak mau ketinggalan” for “FOMO” and for “OOTD” is better translated literally “Pakaian hari ini”

d. Vulgarity and Offensive Language

Translating vulgar expressions like "WTF" or "STFU" requires particular sensitivity. These expressions are culturally bound and can be highly offensive. Translators may need to

omit them entirely or replace them with milder alternatives depending on the target audience and the overall tone of the text. For these expressions, the writer suggests “Apa-apaan ini/itu” to meet the contextual use of the expressions since the use “WTF” is used to express astonishment, shock, incredulity, or disbelief and “STFU” is translated into Bahasa Indonesia as “Tutup mulutmu” or “Diam, bangsat”

Abbreviations and informal language present a complex challenge for cultural translation. Translators must navigate cultural understanding, emotional connotations, and formality to ensure the translated text accurately conveys the intended meaning and avoids unintended offense.

2. Translating Business and Trading Expressions

The globalization of business has led to an increased demand for the translation of financial documents, contracts, and marketing materials. However, business and trading terms often carry culturally specific meanings and connotations, posing a challenge for accurate translation. This paper explores the complexities involved in translating these terms and provides guidance for translators to ensure clear and effective communication across cultures.

The classification of business and trading expressions commonly translated using Machine translation as follow:

No	Acronym and Jargon	Legal and Regulatory Nuance	Cultural Perceptions of Business Practices	Financial Instruments and Markets	No	Acronym and Jargon	Legal and Regulatory Nuance	Cultural Perceptions of Business Practices	Financial Instruments and Markets
1	ROI (Return On Investment)	M&A (Mergers and Acquisitions)	Hedge Fund (might have negative connotations in some cultures)	ETF (Exchange-Traded Fund)	1	Pengembalian Investasi	Merger dan Akuisisi	Hedge Fund	Data yang Dipertukarkan di Bursa
2	B2B (Business-To-Business)	DPO (Initial Public Offering)		NASDAQ (National Association of Securities Dealers Automated Quotations)	2	Bisnis ke-Bisnis	Penawaran Saham Perdana		Ekspose Keuangan: Account Debit / Saldo Kas Nasional
3	SOX (Sarban Oxley Act)	GDPR (General Data Protection Regulation)		NYSE (New York Stock Exchange)	3	UKM (Usaha Kecil dan Menengah)	Peraturan Perdagangan Data Umum		Bursa Saham New York
4	P&L (Profit and Loss)	SWIFT (Society for Worldwide Interbank Financial Telecommunication)			4	Utang dan Dagang	Masyarakat umum Telekomunikasi Keuangan Antar Bank Internasional		
5	B2C (Business-To-Consumer)	FCIM (Federal Open Market Committee)			5	Bisnis ke-Konsumen	Komite Pasar Terbuka Federal		
6	B2G (Business-To-Government)	Underwriting			6	Bisnis ke-Pemerintah	Underwriting		
7	SaaS (Software as a Service)	Derivatives			7	Perangkat Lunak sebagai Layanan	Derivatif		
8	EBITDA (Earnings Before Interest, Taxes, Depreciation, and Amortization)	Insolvency			8	Laba Sebelum Bunga, Pajak, Depresiasi, dan Amortisasi	Kelangsungan		
9	LBO (Leveraged Buyout)				9	Pembelian dengan Leverage			
10	Cash Flow				10	Arus Kas			

a. Acronyms and Jargon

Acronyms such as "ROI" (Return on Investment - Pengembalian Investasi) or "CEO" (Chief Executive Officer - Direktur Utama) may be widely understood in the financial world, but translating them literally in non-business contexts or cultures unfamiliar with these terms can lead to confusion. Translators may need to provide explanations or full-word equivalents.

b. Legal and Regulatory Nuances

Terms like "M&A" (Mergers and Acquisitions - Merger dan Akuisisi) or "IPO" (Initial Public Offering - Penawaran Saham Perdana) have legal and regulatory implications that vary by jurisdiction. Translators must ensure the translated text accurately reflects the legal concepts within the target culture's framework.

c. Cultural Perceptions of Business Practices

Concepts like "SWOT Analysis" (Strengths, Weaknesses, Opportunities, Threats Analysis - Analisis SWOT atau analisis Kekuatan, Kelemahan, Peluang dan Ancaman) or "Hedge Fund - Dana Lindung Nilai" (translated literal In Indonesia it is more common called "Dana Investasi Alternatif (DIA)" since hedge fund falls into this category) might have negative connotations in certain cultures. Translators need to consider alternative phrasing or explanations that resonate better with the target audience.

d. Formal vs. Informal Register

Translating business documents requires striking a balance between accuracy and formality. Terms like "P&L" (Profit and Loss - Laba Rugi) might be appropriate in a financial report but sound awkward in marketing materials. Translators need to adjust the register based on the specific context and target audience.

Translating business and trading terms demands a nuanced understanding of both financial terminology and cultural contexts. Navigating these complexities is essential for ensuring clear and accurate communication across borders. Translators should carefully consider the factors discussed in this paper to produce high-quality translations that meet the needs of their clients.

3. Translating Legal Terminologies

The legal field presents a vast terminology landscape that poses a unique challenge in the translation process. Cultural nuances and differing legal systems between countries can lead to inaccuracies or misunderstandings if translated literally. Here's a breakdown of some key considerations:

No	Legal System and General Terms	Rights and Freedoms	Business and Commercial Law	Terms in Legal Proceedings	Actions in Legal Proceedings
1	Criminal Law	Freedom of Speech	Antitrust Law	Legal Proceeding	Defendant
2	Civil Law	Right to Privacy	Consumer Protection	Legal Evidence	Plaintiff
3	Constitution	Intellectual Property	Data Protection	Court of Law	Witness
4	Human	Copyright	Compliance	Legal Proceedings	Testimony
5	Regulation	Trademark	Indefiniteness	Judgment	Evidence
6	Case Law	Patent	Trade Secret	Final Court	Case examination
7	Legal System	Trade Secret		Appellate Court	Subpoena
8	Judiciary			Central Case	Prayer
9	Final			Civil Case	
10	Vendor			Lawyer	

Machine Output Translation - Hasil Terjemahan Otomatis (English to Indonesian)					
No	Legal System and General Terms	Rights and Freedoms	Business and Commercial Law	Terms in Legal Proceedings	Actions in Legal Proceedings
1	Hukum pidana	Kebebasan Berbicara	Hukum Antitrust	Prosedur Hukum	Terdakwa
2	Hukum perdata	Hak atas Privasi	Perlindungan Konsumen	Cara Hukum	Pengadu
3	Undang-undang	Hak Kekayaan Intelektual	Kepatuhan	Proses Hukum	Saksi
4	Undang-undang	Hak cipta	Kepatuhan	Proses Hukum	Kerugian
5	Salah Sengaja	Pemenuhan	Hukuman	Saksi	
6	Hukum Acara	Patent		Proses Hukum	Pemeriksaan ulang
7	Sistem Hukum	Trade Secret		Proses Hukum	Pengadilan peradilan
8	Peradilan			Kasus Pidana	Sumpah pidana
9	Peradilan			Kasus Perdata	Sumpah perdata
10	Hukum			Proses	

Translating legal terms from English to Indonesian requires not only understanding the legal systems but also appreciating the cultural nuances that shape them

a. Legal System and General terms

Legal concepts and terminology often lack direct equivalents due to inherent differences in legal systems between the two cultures. This can make it difficult to convey precise legal meanings without careful consideration of the nuances of each language's legal framework.

Criminal Law- Hukum Pidana: This translates directly, but the concept of crime and punishment might differ culturally. In Indonesia, restorative justice practices might be emphasized alongside punishment for certain offenses while **Civil Law - Hukum Perdata:** it is a direct translation. However, Indonesian culture often prioritizes mediation and informal conflict resolution before resorting to formal civil litigation.

The other terms are translated as direct translation: Constitution – Konstitusi, Statute – Statuta or Undang-Undang, Regulation – Peraturan, Legal System - Sistem Hukum, Judiciary - Badan Peradilan, Trial - Sidang Pengadilan, and Verdict – Putusan while Case Law is translated *Yurisprudensi* even though this term might be less familiar to the public. "Putusan Hakim yang Mengikat" (binding judicial decisions) emphasizes the precedent-setting role of court decisions in Indonesia.

By understanding these cultural nuances, translators can ensure their work is not only accurate but also resonates with the target audience in the Indonesian context.

b. Rights and Freedoms

Translating terms related to rights and freedoms requires considering how these concepts are understood and implemented within different cultural contexts. Here's a breakdown of some key terms, highlighting the cultural nuances for the English-to-Indonesian translation:

These terms are translated by using a direct translation method: Freedom of Speech - Kebebasan Berpendapat, Right to Privacy- Hak Privasi, Intellectual Property - Hak Kekayaan Intelektual, Copyright - Hak Cipta, Trademark - Merek Dagang, Patent – Paten, and Trade Secret - Rahasia Dagang. The use of a direct translation for those terms are essentially to keep accuracy of original meaning. These nuances highlight the importance of understanding the social and cultural context when translating legal terms related to rights and freedoms. A good translation should not only be accurate but also capture the essence of the concept within the target culture.

c. Business and Commercial Law

The realm of business and commercial law presents a unique challenge in translation due to the ever-evolving nature of global commerce and the influence of local customs. Here's a breakdown of some key terms, highlighting the cultural considerations for the English-to-Indonesian translation:

These terms are translated directly to keep the original and accuracy of the meaning, they are: Antitrust Law - Hukum Antimonopoli, Compliance - Kepatuhan, Enforcement - Penegakan Hukum while Consumer Protection - Perlindungan Konsumen a direct translation exists, consumer protection laws in Indonesia might be relatively new compared to developed economies. Building trust and awareness among consumers about their rights is crucial and Data Protection - Perlindungan Data is relatively new concept in Indonesia. Translating it directly is appropriate, but explaining the importance of data privacy and security in the digital age might be necessary for a broader understanding.

d. Terms in Legal Proceedings

Translating terms related to legal proceedings requires an understanding of the different dispute resolution mechanisms and cultural expectations within a legal system. Here's a breakdown of some key terms, highlighting the cultural considerations for the English-to-Indonesia translation:

These terms in legal proceedings are translated directly or using direct translation method for the accuracy and to keep the original meaning, they are: Legal Remedies - Pemulihan Hukum, Court of Law – Pengadilan, Legal Proceedings - Proses Pengadilan, Judgment – Putusan, Appellate Court - Pengadilan Banding, Criminal Case - Kasus Pidana, Civil Case - Gugatan Perdata, and Lawsuit - Gugatan Hukum while Legal Precedent - Preseden Hukum a direct translation exists, the concept of precedent in Indonesia might have less weight compared to common law systems. Judges might have more discretion in interpreting laws and the last is Trial Court - Pengadilan Tingkat Pertama, the role of judges in Indonesian trial courts might be more inquisitorial, actively gathering evidence, compared to common law systems where lawyers play a more prominent role.

These cultural nuances highlight the importance of understanding the specific features of the Indonesian legal system when translating terms related to legal proceedings. A good translation should not only be accurate but also capture the nuances of dispute resolution within the target culture.

The Limitations of Machine Translation For Cultural Understanding

This research highlights the limitations of machine translation systems in handling cultural nuances. While efficient for basic linguistic translation, automated translation algorithms often lack the necessary depth and cultural sensitivity for accurate cultural translation (Olohan, 2004). These systems may struggle to interpret the subtleties of idiomatic expressions, metaphors, and culturally specific references. Consequently, the resulting translations may fail to capture the intended meaning or the cultural context of the source text. Machine translation (MT) systems offer undeniable convenience and efficiency, but their limitations in handling cultural nuances pose significant challenges. This paper finds the limitation of Machine Translation (MT) in Capturing Cultural nuances:

1. Loss of Context

MT algorithms often struggle to capture the subtle interplay between meaning and context within a language. This can lead to a loss of context in translated texts, particularly in specialized fields like finance and business where precise terminology and cultural understanding are crucial. Nuances in word choice, for instance, might be misinterpreted, potentially leading to inaccuracies and misinterpretations.

2. Inability to Interpret Idioms and Abbreviations

Machine translation tools frequently falter when encountering idiomatic expressions and abbreviations. These elements, often specific to a particular language or culture, can be misinterpreted or mistranslated by MT systems. This becomes especially problematic in legal or technical documents where idiomatic expressions and abbreviations are commonplace – misunderstandings or misinterpretations of key concepts can have serious consequences.

3. Cultural Sensitivity Issues

MT currently lacks the cultural sensitivity and contextual understanding necessary for truly accurate translations. This is particularly true in fields like finance and business, where cultural nuances significantly influence communication. As a result, translated texts might not

fully convey the intended meaning or even offend or confuse readers due to cultural disparities.

4. Lack of Domain-specific Knowledge

MT systems often lack the specialized knowledge and expertise required for accurate translation in specific domains. This is particularly problematic in fields like finance and business, where precise terminology and industry-specific jargon are prevalent. MT's inability to understand these nuances can lead to significant errors in translation, hindering clear communication.

5. Risk of Miscommunication

The limitations discussed above contribute to a heightened risk of miscommunication, especially in sensitive contexts such as financial transactions or legal agreements. Errors in translation can have serious repercussions, including financial losses or legal disputes. This underlines the importance of human expertise in ensuring accurate and culturally sensitive translations.

In short, while MT offers valuable efficiency gains, its limitations in handling cultural nuances necessitate a more nuanced approach to translation. Human expertise remains crucial for ensuring accurate and culturally appropriate communication across languages.

Strategies For Enhancing Cultural Sensitivity in Translation

Informed by these challenges, the research proposes practical strategies to elevate the cultural sensitivity of digital translation practices. Hybrid translation models that leverage the efficiency of machine translation alongside human oversight and feedback hold significant promise (O'Brien, 2006). This approach aims to improve the overall quality of translations while preserving cultural nuances and contextual accuracy. Additionally, collaborative translation platforms can facilitate dialogue and negotiation among translators (Dragsted, 2010). These platforms enable the resolution of cultural ambiguities, ultimately ensuring the faithfulness of the translated content to the source material.

1. In-depth Cultural Research

Prior to translation, conducting thorough research into the cultural contexts of both source and target languages is crucial. Understanding cultural nuances and preferences allows tailoring translations for greater cultural sensitivity. For example, research can help identify the cultural significance of specific business terms like "CEO" or "B2B" in both English and Bahasa Indonesia, guiding translators in selecting culturally appropriate equivalents.

2. Consultation with Native Speakers

To ensure translations accurately convey cultural subtleties, seeking input from native speakers or cultural experts is highly beneficial. Collaborating with individuals familiar with the target culture offers valuable insights into language usage, idiomatic expressions, and potential cultural sensitivities.

3. Content Adaptation

Rather than literal translation, consider adapting content to resonate better with the target audience's cultural norms and values. This may involve incorporating culturally relevant examples, analogies, or metaphors to effectively convey the intended message.

4. Avoiding Stereotypes

Translators should exercise caution when using stereotypes or cultural assumptions. Instead, focus on portraying diverse perspectives and steer clear of language that might perpetuate stereotypes or be culturally offensive.

5. Contextual Sensitivity

When translating, consider the broader cultural and social context in which the translation will be received. Adapting the tone, style, and content of the translation to align with the target audience's expectations and norms is crucial. Factors such as age, gender, and social status should be taken into account.

6. Continuous Learning and Adaptation

Cultural sensitivity is an ongoing pursuit. Translators must remain receptive to feedback, continuously learn about different cultures, and adapt their approach accordingly. This continuous learning fosters ongoing improvement in the cultural appropriateness of their translations.

Interdisciplinary Insights into Cultural Translation

The research underscores the significance of interdisciplinary perspectives in comprehending cultural translation. By drawing upon insights from translation studies, cultural studies, anthropology, and other relevant fields (Geertz, 1973; Tirkkonen-Condit, 2005), researchers can enrich our understanding of the multifaceted nature of cultural translation and inform the development of innovative approaches. This integration of knowledge from diverse disciplines fosters the bridging of the gap between theory and practice, ultimately offering practical solutions for enhancing the accuracy and cultural sensitivity of digital translation practices. Here's a breakdown of how different fields contribute to this intricate process:

1. Linguistics

Linguistic expertise serves as the foundation, enabling translators to grasp the nuances of both source and target languages. This ensures accurate translation of technical terms and idiomatic expressions prevalent in specialized fields like finance and law.

2. Cultural Studies

Insights from cultural studies provide a deeper understanding of the socio-cultural contexts that influence language usage and interpretation. This interdisciplinary approach equips translators to navigate cultural sensitivities and adapt translations to resonate with diverse audiences, fostering culturally-appropriate communication.

3. Technology

Technological advancements, such as machine learning algorithms and translation software, play a complementary role. They automate repetitive tasks and contribute to improved translation efficiency. However, human oversight remains crucial to ensure translations maintain cultural authenticity and relevance.

4. Legal Expertise

In translating legal documents and terminology, interdisciplinary collaboration with legal experts is paramount. This ensures accuracy and fidelity to legal principles across different legal systems. Legal knowledge enhances the translator's ability to convey legal concepts accurately while considering cultural variations in legal terminology.

5. Business Studies

Insights from business studies aid in rendering financial and business-related content. Understanding financial instruments, market analysis, and corporate governance practices across cultures is crucial for effective communication through translation.

CONCLUSION

This concluding section synthesizes key takeaways from the exploration of cultural translation in the digital age. The research highlighted the profound impact of cultural nuances on translation practices. These nuances encompass a broad spectrum of factors, from language variations to social norms, values, and historical contexts. All these elements significantly influence how meaning is interpreted and conveyed across cultures. While digital translation tools excel in linguistic translation, they often struggle to capture these subtleties, leading to inaccuracies and cultural misunderstandings. Despite the limitations of machine translation, human expertise remains irreplaceable in ensuring cultural sensitivity and accuracy. Human translators possess the necessary linguistic proficiency, cultural competence, and contextual understanding to navigate cross-cultural communication complexities. By leveraging their expertise, they can interpret cultural nuances and tailor translations to target audience preferences, guaranteeing authenticity and effectiveness in digital translation. Informed by these insights, the article proposes practical strategies for enhancing cultural sensitivity in digital translation practices. Hybrid translation approaches, combining machine translation with human oversight and feedback, hold promise for improved translation quality while preserving cultural context and nuances. Additionally, collaborative translation platforms facilitate dialogue and negotiation among translators, ensuring fidelity and resolving cultural ambiguities in translations. Looking ahead, the field of digital translation offers numerous avenues for future research and innovation. Further exploration into innovative approaches to cultural translation is needed, including the integration of advanced technologies such as artificial intelligence and natural language processing. Additionally, interdisciplinary collaboration between scholars and practitioners from diverse fields can enrich our understanding of cultural translation and inform the development of more effective translation practices.

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