

Translating Arabic–Indonesian Captions on TikTok *Social Media*

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Abstract

The present study aimed to analyze the captions of TikTok application from the perspective of translation techniques, methods, and ideology. As a matter of fact, although many scholars have researched the application of TikTok as a learning medium, less is known about it from the perspective of translation studies. The data of this study were derived from Arabic–Indonesian captions in the personal accounts of Abu Danah and Ahmad Al-Kurman, uploaded families from August to December 2021. The findings showcased the most dominant translation techniques found in 27 captions in the Abu Danah family account. 20 captions of Ahmad Al-Kurman were identified as a transposition translation technique. The translation method found in the caption of Abu Danah family account tended to use communicative methods and domestication ideology. In contrast, the translation method and ideology inclined to be used in the translation of Ahmad Al-Kurman's captions were free a translation method and the ideology of domestication. The study's results concluded that the applications of transposition translation technique, the translation method tending to target languages, and the domestication ideology referred to translators' efforts to make it easier for readers to understand the translation results on TikTok media with its minimal space. Thus, short-form Arabic social media texts should be applied the free translation method based on domestication ideology in order to have a high level of readability.

Keywords: Arabic-Indonesia; translation techniques; translation methods; translation ideology; TikTok

Introduction

In recent years, the TikTok application as a new technology medium has attracted the attention of many scholars around the globe. Warburton, reports that since its release in 2017 in the United States, TikTok has become a top-rated social media platform among teenagers, not only in Indonesia but also in America and around the world.¹ The platform allows anyone to create short videos and share them worldwide. There are more than 1 billion users of this application, and it has been downloaded more than 200 million times in America. Meanwhile, quoting Statista.com, TikTok users in Indonesia as of February 2023 totaled 109.9 million and were the second most in the world after the United States (US) with 113.25 million. This app has social commentary, comedy, crafts, memes, challenges, makeup tutorials, dances, and translation captions. Literat, in his research, reports that apart from being popular, the younger generation also uses TikTok to have fun, socialize, and share online learning experiences.² Yang, Herlisya, and Wiratno revealed that Tiktok is also used to practice speaking in language learning, learning resources, motivation, and self-confidence, and it can enhance some 21st-century skills.³ Anderson reports that the Tiktok application can give young people the freedom to create content as part of a digital society.⁴ TikTok is also used to teach sex education in America,⁵ dance education,⁶ and political education.⁷

¹ Edward C. Warburton, "TikTok Challenge: Dance Education Futures in the Creator Economy," *Arts Education Policy Review* 20, no. 3 (2022): 323–45.

² Ioana Literat, "Teachers Act Like We're Robots?: TikTok as a Window Into Youth Experiences of Online Learning During COVID-19," *AERA Open* 7, no. 1 (2021): 1–15, <https://doi.org/10.1177/2332858421995537>.

³ Huining Yang, "Secondary-School Students' Perspectives of Utilizing Tik Tok for English Learning in and beyond the EFL Classroom," in *2020 3rd International Conference on Education Technology and Social Science (ETSS 2020)* (Published by CSP © 2020, 2020), 162–83; ³ Destia Herlisya and Purna Wiratno, "Having Good Speaking English through Tik Tok Application," *Journal Corner of Education, Linguistics, and Literature* 1, no. 3 (2022): 191–98, <https://doi.org/10.54012/jcell.v1i3.35>.

⁴ Anderson, "Getting Acquainted with Social Networks and Apps: It Is Time to Talk about TikTok," 2020, [https://na-st01.ext.exlibrisgroup.com/01RUT_INST/upload/1676902513461/Time to talk about TikTok Anderson](https://na-st01.ext.exlibrisgroup.com/01RUT_INST/upload/1676902513461/Time%20to%20talk%20about%20TikTok%20Anderson)

LHTN.pdf?Expires=1676902633&Signature=QSf4H6iw70KbZlOWZitldOXOyBCbmSe2FpWd1fMEmgVWpoldvqYFNENqaaqsnBu8FoyRIY22ayi-MIB8VDtzO8C0yFrQeb39WSGDyCSmqtpI2Vu50BoZyz4omqMvX2DxQZX~auZBzEfr9Dz-jQnafW6OvsbRAIq3ufk3ABx1AjLLntesKAQZBZXt~aH8IpuhcDb- ofj9Z48iwIE7CMfYnUV17YYITX8IMKNxyXd81bMwJTde0J6VYq9IRKn6MBK0cfgdagUcXHbv5ltw9MvAKu4rOV3utJT2bOUmqxgM7sDX2JZ9BbBmedLaF08NYqSf6v76RNvhSpp7jYVKD2Q__&Key-Pair-Id=APKAJ72OZCZ36VGVASIA.

⁵ Jessica Duggan, "Using TikTok to Teach about Abortion: Combatting Stigma and Miseducation in the United States and Beyond," *Sex Education* 23, no. 1 (2023): 12–34, <https://doi.org/10.1080/14681811.2022.2028614>.

⁶ Warburton, "TikTok Challenge: Dance Education Futures in the Creator Economy."

Many scholars around the globe have documented research on TikTok. The research examined several trends. First, the relationship between TikTok and foreign language learning.⁸ The results of their research prove that TikTok can be used as a media or educational tool to improve language learning, such as speaking and listening skills. The second trend discusses the relationship between TikTok and teaching.⁹ Their research highlighted that the TikTok application is an entertainment medium for teaching sex education, like in America, and dance education, like in China and Norway. Not only that, but TikTok is also used as a media promotion or economic campaign,¹⁰ but also for political,¹¹ social culture,¹² health,¹³ and pop culture.¹⁴ The research report by

⁷ Jing Zeng and Crystal Abidin, “‘#OkBoomer, Time to Meet the Zoomers’: Studying the Memefication of Intergenerational Politics on TikTok,” *Information Communication and Society* 24, no. 16 (2021): 2459–81, <https://doi.org/10.1080/1369118X.2021.1961007>.

⁸ Isma Noornisa Ismail et al., “Investigating the Usefulness of TikTok as an Educational Tool,” *International Journal of Practices in Teaching and Learning (IJPITL)* 1, no. 2 (2021): 2–6.; Yeong Ju Lee, “Language Learning Affordances of Instagram and TikTok,” *Innovation in Language Learning and Teaching* 4, no. 2 (2022): 1–16, <https://doi.org/10.1080/17501229.2022.2051517>.; Zhai Xiuwen and Abu Bakar Razali, “An Overview of the Utilization of TikTok to Improve Oral English Communication Competence among EFL Undergraduate Students,” *Universal Journal of Educational Research* 9, no. 7 (2021): 1439–51, <https://doi.org/10.13189/ujer.2021.090710>.; Ainun Nisa Yuniar, “An Analysis of English Slang Words Discussed by Slang Content Creators on TikTok and Its Contribution to Language Learning,” *Linguistics And Education Jurnal* 2, no. 2 (2021): 23–34.; Zaitun, Muhammad Sofian Hadi, and Emma Dwi Indriani, “TikTok as a Media to Enhancing the Speaking Skills of EFL Student ’s,” *Jurnal Studi Guru Dan Pembelajaran* 4, no. 1 (2021): 89–94.

⁹ Duggan, “Using TikTok to Teach about Abortion: Combatting Stigma and Miseducation in the United States and Beyond.”; Ioana Literat, “‘Teachers Act Like We’re Robots’: TikTok as a Window Into Youth Experiences of Online Learning During COVID-19,” *AERA Open* 7, no. 1 (2021): 13–26, <https://doi.org/10.1177/2332858421995537>.

¹⁰ Chriswardana Bayu Dewa and Lina Ayu Safitri, “Pemanfaatan Media Sosial Tiktok Sebagai Media Promosi Industri Kuliner Di Yogyakarta Pada Masa Pandemi Covid-19 (Studi Kasus Akun TikTok Javafoodie),” *Khasanah Ilmu - Jurnal Pariwisata Dan Budaya* 12, no. 1 (March 29, 2021): 65–71, <https://doi.org/10.31294/khi.v12i1.10132>.

¹¹ Megha Mishra, Pu Yan, and Ralph Schroeder, “TikTok Politics: Tit for Tat on the India–China Cyberspace Frontier,” *International Journal of Communication* 16, no. 2 (2022): 26.; Darsana Vijay and Alex Gekker, “Playing Politics : How Sabarimala Played Out on TikTok,” *American Behavioral Scientist* 65, no. 5 (2021): 712–34, <https://doi.org/10.1177/0002764221989769>.; Zeng and Abidin, “‘#OkBoomer, Time to Meet the Zoomers’: Studying the Memefication of Intergenerational Politics on TikTok.”

¹² Risti Rosmiati, “Dari Video Ke Toko: Budaya Konseumen Melalui Media Sosial Tiktok Shop (Pola Konsumsi Pada Mahasiswa Milenial Bangka Belitung),” *Saskara: Indonesia Journal of Society Studies* 2, no. 2 (2022): 1–16.

¹³ Corey H. Basch, Bhavya Yalamanchili, and Joseph Fera, “#Climate Change on TikTok: A Content Analysis of Videos,” *Journal of Community Health* 47, no. 1 (February 1, 2022): 163–67, <https://doi.org/10.1007/s10900-021-01031-x>.; Darragh Mccashin and Colette M Murphy, “Using TikTok for Public and Youth Mental Health – A Systematic Review and Content Analysis,” *Special Issue: Social Media and Mental Health Using* 28, no. 1 (2023): 279–306, <https://doi.org/10.1177/13591045221106608>.

Pratiwi et al. revealed that the issue of religious moderation has also taken advantage of the TikTok media. Using social media TikTok not only attracts users' attention but also encourages people to respect each other and accept differences in Indonesia, which are multi-ethnic, multi-cultural, multi-religious, and multi-lingual. The use of this media can, of course, be observed from the hashtag #religiousmoderation on the accounts @kang.jays and @sendiokta98.¹⁵ From several existing trends, it appears that TikTok research related to translation issues is under-researched in the context of Arabic captions to Indonesian.

To fill the existing research void, this study examines translation techniques, methods, and ideology in the TikTok captions of the Abu Danah and Kurman families. Finally, this research poses a question; what translation techniques, methods, and ideologies are applied in the TikTok captions of the two families (the Abu Danah and Kurman families)? It is hoped that the answers to these questions might provide new insights into an Arabic translation discourse on how TikTok captions are translated using an analysis of translation techniques, methods, and ideology.

This study uses Molina & Albir's theory of translation techniques,¹⁶ Newmark's translation method,¹⁷ and Venuti's ideology of translation.¹⁸ Molina & Albir revealed that translation techniques consist of 18 types: amplification, borrowing, calque, compensation, description, discriminatory creation, established equivalent, generalization, linguistic amplification, linguistic compression, literal, modulation, particularization, substitution, transposition, variation, and addition.¹⁹ Meanwhile, Newmark has divided the translation method into eight parts with two different tendencies; the tendency to use the source language and the tendency to the target language. The tendency to the source language includes word-for-word, literal, faithful, and

¹⁴ Tom De Leyn et al., "In-between Child's Play and Teenage Pop Culture: Tweens, TikTok & Privacy," *Journal of Youth Studies* 25, no. 8 (2022): 1108–25, <https://doi.org/10.1080/13676261.2021.1939286>.

¹⁵ Putri Septi Pratiwi et al., "Moderasi Beragama Dan Media Sosial (Studi Analisis Konten Instagram & Tik-Tok)," *Jurnal Dakwah Dan Komunikasi* 6, no. 1 (2021): 83–94, <https://doi.org/10.29240/jdk.v6i1.2959>.

¹⁶ Lucía Molina and Amparo Hurtado Albir, "Translation Techniques Revisited: A Dynamic and Functionalist Approach," *Journal Des Traducteurs Translators' Journal* 47, no. 4 (2023): 498–512.

¹⁷ Peter Newmark, *A Textbook of Translation* (New York, London, Toronto, Sydney, Tokyo: Prentice Hall, 1998).

¹⁸ Lawrence Venuti, *The Translator's Invisibility: A History of Translation* (London and New York: Routledge, 1995), https://books.google.co.id/books?id=vL9IKvxt3zAC&printsec=frontcover&source=gbs_ge_summy_r&cad=0#v=onepage&q&f=false.

¹⁹ Molina and Albir, "Translation Techniques Revisited: A Dynamic and Functionalist Approach."

semantic translation.²⁰ Meanwhile, the target language includes adaptation, free, idiomatic, and communicative translation.

The difference between these two concepts lies in the level of translation. If the translation technique is at the micro level, the translation method is at the meso level. For example, using conventional equivalence, modulation, and transposition translation techniques at the micro level refers to communicative translation methods at the meso level. On the other hand, the use of literal, borrowing, and calque translation techniques at the micro level refers to semantic translation methods at the meso level.²¹ Likewise, if translation techniques are at the micro level, translation methods are at the meso level, and translation ideology is at the macro level. The translation ideology talks about a translation's excellent and wrong concepts. In this case, Venuti asserts that translation ideology consists of domestication and foreignization ideologies. Domestication ideology is the translation based on the target language. This philosophy entails translating foreign terms into the target language in conformity with the preferences and expectations of the target audience.²² This form of ideology necessitates that translation is not perceived as a translation but as part of the original legacy of the target language.²³ Conversely, foreignization is an ideological orientation toward the source language. Foreignization ideology holds that a right, acceptable, and good translation follows the tastes and expectations of the reader, who either desires the presence of the culture of the original text or views the presence of a foreign culture as advantageous to society.²⁴

These theories are adopted to analyze the TikTok social media captions of the Abu Danah and Abu Kurman families. Yélamos-Guerra, García-Gámez, and Moreno-Ortiz revealed that in the context of learning, social media can unite information, education, and entertainment through multimodal use such as text, images, video, and audio. The aim is to motivate students to feel more involved in the learning process and encourage engagement and communication

²⁰ Newmark, *A Textbook of Translation*.

²¹ Noza Aflisia, "Musykilatu Tarjamah Al-Lughah Al- 'Arabiyah Ila Al-Lughah Al-Indonesiyah," *Arabiyatuna: Jurnal Bahasa Arab* 1, no. 1 (2017): 44–64.; Khairul Anhar, M. Husnan Lubis, and Rahimah, "Analisis Kesalahan Terjemahan Hadis-Hadis Kitab Al-Jami' Di Dalam Bulughul Maram Karya Moh. Machfuddin Aladip," *Arabiyatuna: Jurnal Bahasa Arab* 4, no. 2 (2020): 347–68, <https://doi.org/10.29240/jba.v4i2.1899>; Fahmi Gunawan et al., "Revisiting Interpretive Translation Method: A Case Study of Muhammad Thalib's Quranic Translation*," *Jordan Journal of Modern Languages and Literatures* 14, no. 1 (2022), <https://doi.org/10.47012/jjml.14.1.6>.

²² Venuti, *The Translator's Invisibility: A History of Translation*.

²³ Venuti.

²⁴ Muhammad Yunus Anis, "Ideological Representation of Violence and Information Packaging in Arabic Headline News : A Case Study of the Al-Ahram Arabic Daily Newspaper," *Jurnal Komunikasi Malaysian Journal of Communication* 34, no. 3 (2018): 283–97.

between students, creating independent learning full of creativity. Nevertheless, social media can only be used by digital natives (skilled in terms of managing Internet resources as well as their social media accounts), the majority of whom are from the younger generation and not the older people who are classified as technophobes (who tend to lack training in digital resources) like TikTok.²⁵

TikToks are short videos that vary between fifteen seconds and one minute in length. TikTok offers a quick way of sharing diverse creative content for users, covering many fields. However, the potential for translation of TikTok captions is still ignored mainly because most research focuses on the relationship between TikTok and foreign language learning,²⁶ TikTok's relationship with teaching,²⁷ and TikTok as a media promotion or campaign for economic, political, socio-cultural, health, and pop culture.²⁸

Yélamos-Guerra, García-Gámez, and Moreno-Ortiz revealed that captions are a series of words or sentences made by creators that support images or videos uploaded to social media. Many content creators provide much information about the content they create; therefore, social media applications have many users worldwide. Captions are the objects that are most often provided with a translation. TikTok is a social media application that features a translation button to help users translate the content of foreign language captions.²⁹

This research is a case study on caption translation in the family accounts of Abu Danah and Ahmad Al-Kurman. Yin reveals that a case study is a process of in-depth and detailed investigation of a particular or special event. The events in this study refer to caption translation events on the social media

²⁵ María Salomé Yélamos-Guerra and María García-Gámez, "The Use of TikTok in Higher Education as a Motivating Source for Students," *Porta Linguarum* 2022, no. 38 (2022): 83–98, <https://doi.org/10.30827/portalin.vi38.21684>.

²⁶ Zhai Xiuwen and Abu Bakar Razali, "An Overview of the Utilization of TikTok to Improve Oral English Communication Competence among EFL Undergraduate Students," *Universal Journal of Educational Research* 9, no. 7 (2021): 1439–51, <https://doi.org/10.13189/ujer.2021.090710>; Ainun Nisa Yuniar, "An Analysis of English Slang Words Discussed by Slang Content Creators on TikTok and Its Contribution to Language Learning," *Linguistics And Education Journal* 2, no. 2 (2021): 23–34.

²⁷ Duggan, "Using TikTok to Teach about Abortion: Combatting Stigma and Miseducation in the United States and Beyond." *Literat*, "Teachers Act Like We're Robots: TikTok as a Window Into Youth Experiences of Online Learning During COVID-19," 2021.

²⁸ Basch, Yalamanchili, and Fera, "#Climate Change on TikTok: A Content Analysis of Videos." De Leyn et al., "In-between Child's Play and Teenage Pop Culture: Tweens, TikTok & Privacy."; Dewa and Safitri, "Pemanfaatan Media Sosial Tiktok Sebagai Media Promosi Industri Kuliner Di Yogyakarta Pada Masa Pandemi Covid-19 (Studi Kasus Akun TikTok Javafoodie)."; Mishra, Yan, and Schroeder, "TikTok Politics: Tit for Tat on the India–China Cyberspace Frontier."; "

²⁹ Yélamos-Guerra and García-Gámez, "The Use of TikTok in Higher Education as a Motivating Source for Students."

site TikTok. The family accounts of Abu Danah and Ahmad Kurman were chosen because the two families produce many TikTok products in Arabic and are followed by Indonesian captions. Data collection was carried out by observing the TikTok captions belonging to the two families and then analyzing them using the theory of translation techniques, methods, and ideology.³⁰

Findings and Discussion

The results of this study discuss three things, namely the technique of translating the TikTok captions of the two families, followed by the translation method and ideology. These three things can be observed in the following explanation.

Translation Techniques

The findings indicate differences in the use of the TikTok caption translation technique in the accounts of the Abu Danah (AD) and Ahmad Al-Kurman (AK) families. The two differences can be observed in the following description.

Translation Techniques in Abu Danah's Family Account

Based on 27 Arabic-Indonesian captions that Abu Danah's family has uploaded, we found 71 translation techniques that contained 14 types of translation techniques used by translators, namely amplification, adaptation, borrowing, calque, compensation, discursive creations, common equivalents, generalizations, linguistic amplification, linguistic compression, literalization, particularization, reduction, and transposition with transposition techniques that dominating as many as 13 data points. Some examples of translation techniques appear in the Abu Danah family account.

Amplification Techniques

Molina and Albir underlined that the amplification technique refers to adding detailed information to the target language that is not in the source language. This is done to help the reader understand the text being read more easily.³¹ From 71 research data, we found the application of amplification techniques in as many as six research data in the AD account. The following is

³⁰ Robert K. Yin, *Case Study Research: Design and Methods* (California: SAGE Publication, 2009), [https://books.google.co.id/books?hl=en&lr=&id=FzawIAdilHkC&oi=fnd&pg=PR1&dq=Yin,+RK+\(2009\).+Case+study+research:+Design+and+methods+.+Thousand+Oaks,+CA:+Sage.&ots=l_4V-akWZu&sig=v8xEbLj1NYNbW_BwNCTSFAcn-58&redir_esc=y#v=onepage&q=Yin%2C RK \(2009\). Case study research%3A Design and methods . Thousand Oaks%2C CA%3A Sage.&f=false](https://books.google.co.id/books?hl=en&lr=&id=FzawIAdilHkC&oi=fnd&pg=PR1&dq=Yin,+RK+(2009).+Case+study+research:+Design+and+methods+.+Thousand+Oaks,+CA:+Sage.&ots=l_4V-akWZu&sig=v8xEbLj1NYNbW_BwNCTSFAcn-58&redir_esc=y#v=onepage&q=Yin%2C RK (2009). Case study research%3A Design and methods . Thousand Oaks%2C CA%3A Sage.&f=false)

³¹ Molina and Albir, "Translation Techniques Revisited: A Dynamic and Functionalist Approach."

an example of the application of amplification techniques to Arabic–Indonesian captions on AD accounts.

Data (1)

Source text	Target text
<p>الأبُّ هُوَ الرَّجُلُ الْوَحِيدُ الَّذِي لَنْ يَتَكَرَّرَ أَبَدًا فِي حَيَاةِ ابْنَتِهِ الأبُّ هُوَ الْحُبُّ وَالذِّيءُ الْحَقِيقِيُّ لِابْنَتِهِ</p> <p><i>Al-Abu huwa ar-rajulu al-Wabidu al-ladzī lan yatakarrara abadan fi chayati abnatuhu huwa al-Abbu huwa al-Chubbu wa ad-dajīn al-Chaqiqiyu liabnatihī</i></p>	<p>Seorang ayah adalah satu-satunya pria yang tidak akan pernah terulang dalam kehidupan ayah putrinya adalah cinta <u>sejati</u> dan kehangatan putrinya</p> <p>[A father is the only man who will never be repeated in his daughter's father's life is his daughter's true love and warmth]</p>

Source: <https://vt.tiktok.com/ZSecKCXBs/>; Retrieved Wednesday, February 23, 2022

The data in example (1) can be observed in the following figure (1), which includes video, audio, text, and images.



Figure (1): a *screenshot* of a TikTok AD video with a caption

The caption of a brief TikTok video that AD uploaded on August 13, 2021 is shown in Figure 1. The *TikTok* short video on Figure 1 shows AD giving red roses to his father. We found that *when translating* the caption, the translator used an amplification translation technique; that is, adding an element of information to the target language. The application of the amplification technique to the *caption* is seen in the word الأبُّ /*Al-Abu*/, which is translated by the translator into "seorang ayah," which is the word أبُّ /*Al-Abu*/ in the dictionary of *Al-Munawwir* means "bapak, ayah," but in the target language the translator added an explanation in the form of the word "seorang." After the analysis is carried out, the addition of the word "seorang" before the word

"ayah" in the target language aims to emphasize the position of the word الأَبُّ /*Al-Abu*/, that is the only or singular.³²

Adaptation Techniques

The adaptation technique refers to the translator's efforts to replace the cultural elements contained in the source language with cultural elements that suit the reader of the target language or replace them with elements of the target culture.³³ From 71 research data sources in the AD account, we found the application of adaptation techniques in as many as two research data sources. The following is an example of the application of adaptation techniques to the Arabic–Indonesian caption on the AD account.

Data (2)

Source text	Target text
<p>وَوَظِي . ٤ كَيْلُو مِنْ ثَلَاثِ سَنَوَاتٍ</p> <p><i>Wazni 40 kilu min tsalatsi sanawati</i></p>	<p>Berat saya 40 kg dari tiga tahun lalu [my weigh is around 40 kg from three years ago]</p>
	

Source: <https://vt.tiktok.com/ZsecanYqE/>; Retrieved Tuesday, February 22, 2022

The data displays the caption of a short video that AD uploaded to Tik Tok on September 30, 2021. His short Tik Tok video contains AD activities, including weighing himself, accompanied by his father. To translate the caption, the translator uses adaptation techniques. The use of this adaptation technique is seen when the translator translates the word كَيْلُو /*kilu*/ with the abbreviation of the unit of weight commonly used in mentioning the unit of weight in the target language, namely "kg." We consider that the translator performed an adaptation technique in translating the word in the caption to make it easier for users of the social media application Tik Tok to understand the meaning to be conveyed from the source language.

³² Ahmad Warson Munawwir, *Al-Munawwir Kamus Arab-Indonesia*, 2nd ed. (Surabaya: Pustaka Progressif, 1997).p. 4.

³³ Molina and Albir, "Translation Techniques Revisited: A Dynamic and Functionalist Approach."



Translation Techniques in Ahmad Al Kurman's Account

Ahmad Al Kurman's (AK) account has used 20 Arabic–Indonesian captions to upload short videos from August to December 2021. In translating the 20 captions used by Ahmad Al Kurman's account, we found 54 translation techniques in which the translator applied 15 types of translation techniques, namely, amplification, adaptation, borrowing, calque, compensation, discursive creations, prevalent equivalents, generalizations, linguistic amplification, linguistic compression, literalization, modulation, particularization, reduction, and transposition with the transposition technique dominating as many as 8 data sources. Here are some examples of translation techniques that appear in Ahmad Al-Kurman's account.

Discursive Creation Techniques

Discursive creation refers to a translation technique in which the translator seeks to determine or create temporary equivalents outside the context of the source language.³⁴ In this regard, we found the application of discursive creation techniques in as many as six research data sources from 54 in the AK account. The following is an example of the application of discursive creation techniques in Arabic–Indonesian captions on AK accounts.

Data (3)

Source text	Target text
<p>شُكْرًا لَكُمْ بِحَجْمِ السَّمَاءِ تَوَثُّقًا الْحَمْدُ لِلَّهِ</p> <p><i>Syukuran lakum bichajmi as-samāi tautstiqunā al-Chamdulillabi</i></p>	<p>Terima kasih ukuran langit didokumentasikan kami <u>terima kasih Tuhan</u></p> <p>Thank you for such a large number of documented sky measures; we thank God</p>
	

The caption of a brief TikTok video that AK uploaded on August 24, 2021 is Data (3). In that short video, AK explains the art of revenge. AAK tells

³⁴ Molina and Albir.

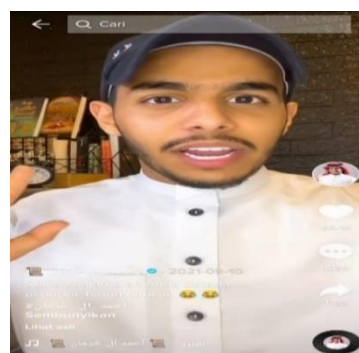
the story of the king who held a debate between a *Sunni* and a *Syi'ab*. Translators use discursive creation techniques in translating the captions of *TikTok* short videos. This technique is seen in the sentence الحمد لله /*al-Chamdulillahi*/, which in the target language is translated by the translator into "Terima kasih." The phrase الحمد لله /*al-Chamdulillahi*/ in *Al-Munawwir* (1997) means "segala puji bagi Allah." Regarding the meaning in *Al-Munawwir's* dictionary, we concluded that the translator had applied the technique of discursive creation to the sentence الحمد لله /*al-Chamdulillahi*/ by making a temporary equivalent out of context and creating it into "Terimakasih" so that the readers of the target language more easily understood the gratitude that AK wanted to convey.

Transposition Technique

A transposition technique is a translation technique in which the translator converts elements in the source language into the target language, such as from word to phrase or vice versa.³⁵ From 54 research data, in the AK account, the application of transposition techniques was found in as many as eight research data sources. The following is an example of applying transposition techniques in Arabic–Indonesian captions on AK accounts.

Data (4)

Source text	Target text
سُولِفُو كَانَكُمْ فِي مَطْبَخِ تَسُوونَ كُبِسَهْ	Solvo, seolah-olah Anda berada di dapur Tsuon ditekan Solvo, as if you were in the kitchen Tsuon pressed
<i>Sulfu kaannakum fi matbbakhi tusuwan kubisahu</i>	



Source: <https://vt.tiktok.com/Zse3f155G/>; (Retrieved Thursday, February 24, 2022)

³⁵ Molina and Albir.

The caption of a brief TikTok video that AD uploaded on September 10, 2021, is Data (4). In the *TikTok* video, AK explains how to make a response that makes someone smile unconsciously by telling a story of a husband who gives answers to his wife's questions when they quarrel until his wife smiles. In translating the caption, the translator uses the transposition technique. The application of the transposition technique in the word كَانَّ /kaanna/ in the phrase كَانَّكُمْ /kaannakum/, which the translator interprets to be "seolah-olah." In the Big Dictionary of Indonesian,³⁶ the word refers to a unit of language considered the smallest and can stand alone. At the same time, the phrase means a combination of two or more words that are not predicative. Judging from the meaning of words and clauses in the Big Indonesian Dictionary, it can be concluded that the translator applied a transposition technique in translating the caption by converting words in the source language into phrases in the target language.

Translation Methods

To determine what methods were applied by translators in translating Arabic– Indonesian captions on the TikTok social media application, it can be used Peter Newmark's theory of the translation method.³⁷ Newmark has divided the translation method into eight parts with two different tendencies: the tendency toward the source language and the tendency to the target language. The tendency to the source language encompasses word-for-word translation, literal, faithful, and semantic translation. The tendency to the target language includes adaptation translation, free translation, idiomatic translation, and communicative translation.³⁸

Translation Methods in Abu Danah's Family Account

In the personal account of the Abu Danah family, who had used 27 Arabic– Indonesian captions in the upload period from August to December 2021, it was found that the translators had applied seven types of translation methods to translate *captions*. The types of methods are in the form of 3 types of methods that lean towards SL, namely word-for-word, literal, and faithful, and four types of methods that lean towards TL, namely adaptation, free, idiomatic, and communicative, with communicative methods dominating with 8 data sources. Some examples of translation methods appear in the Abu Danah account family.

³⁶ Setiawan, *Kamus Besar Bahasa Indonesia (KBBI)* (Jakarta: Badan Pengembangan dan Pembinaan Bahasa (Pusat Bahasa), 2021), laman kbbi.web.id (KKBI Online).



³⁷ Newmark, *A Textbook of Translation*.

³⁸ Newmark.

Word-for-Word Method

This translation method is used when the translator puts the translated words of the target language just below the words in the source language. This method is done by maintaining the word order of the source language without paying attention to the context.³⁹ From 27 research data in the AD account, we found the application of the word-for-word method in as many as two research data. The following is an example of applying the word-for-word method to Arabic-Indonesian captions in the AD account.

Data (5)

Source text	Target text
تَعَالُوا شُوفُوا بَاقِي السَّمَرَةِ وَ الْوَنَاسِيهِ بِسَنَابِي	Ayo, periksa sisa coklat dan kelembutan Sanabi
<i>Ta'alu syufu baqiya-samarabu wal-winasihhi bisanabi</i>	[Come and see the rest of the tan and the softness of Sanabi]
	

Source: <https://vt.tiktok.com/ZSecAFKsF/> (Retrieved Tuesday, February 22, 2022)

The caption of a brief Tik Tok video that AD uploaded on November 19, 2021 is Data (5). This video shows AD, his father, and sister burning meat with various vegetables. In translating the caption, the translator uses the word-by-word translation method. The application of the translation method is seen in the *caption*. The translator maintains the grammatical structure of the source text in translating it into the target language. The translator translated the captions word for word without changing the structure and context in the TL.

Translation Methods in Ahmad Al Kurman's Account

From August to December 2021, Ahmad al Kurman's account uploaded a video that produced 20 Arabic–Indonesian captions, which became this study's research object. Of the 20 captions identified as translation techniques, researchers have found six translation methods translators have applied in translating the captions of Ahmad Al Kurman's account. The type of method

³⁹ Newmark.

that researchers have found is in the form of two translation methods that lean towards source language, namely: 1) word for word and 2) literal. Subsequently, the four types of translation methods condoned to target language are: 1) adaptation, 2) free, 3) idiomatic, and 4) communicative with a free method dominating as many as 6 data. Here are some examples of translation methods that appear in Ahmad al Kurman's account.

Communicative Methods

The method of communicative translation is carried out by translating meaning contextually into TL, both from the aspect of language and content, to be better understood by TL readers.⁴⁰ From 20 research data sources in the AK account, we found the application of communicative methods in as many as five research data. The following is an example of applying the communicative method to the Arabic–Indonesian caption in the AK account.

Data (6)

Source text	Target text
صَدَمَ عَيْشَتَهَا	Hidupnya mengejutkan [Her life is surprising]
<i>Shadama 'isyatabā</i>	



Source: <https://vt.tiktok.com/ZSe3CnpT9/> (Retrieved Friday, February 25, 2022)

The caption of a brief TikTok video that AK uploaded on August 20, 2021 is Data 6. The TikTok video tells the tale of a man who is eating in a restaurant when a foreign female psychiatrist suddenly tests him on his personality. Then, AK asked his followers what they would do if they were in the same state. In translating the caption, the translator uses the method of communicative translation. The application of communicative translation is seen in the sentence *صَدَمَ عَيْشَتَهَا* /*Shadama 'isyatabā*/, which the translator translates contextually from the aspect of the language and its content to result in the

⁴⁰ Newmark.

translation being better understood by the TL reader. The sentence *صَدَمَ عَيْشَتَهَا* /*Shadama 'isyatabā*/ is the whole *caption* translated to "hidupnya mengejutkan" which, if it fits the meaning on his SL, would be "kehidupannya menimpa". We analyzed that the placement of "shocking" diction juxtaposed with the word life is the right choice because the word life is an object that can surprise because of something. From this explanation, the researcher concluded that the translator used a communicative method to translate the caption above.

The Ideology of Translation

Venuti divides translation ideology into two parts: the translator who retains his translation into the source language while maintaining the culture, and the term for the result contained in it is foreignization. Second, translators who make their translations more appropriate to the target language by using the target language's culture are called domestication.⁴¹

The Ideology of Translation in Abu Danah's Family Account

The use of translation methods that trigger the ideology of domestication (20 data) is more dominant than the application of translation methods that tend towards the ideology of foreignization (7 data). Translating Arabic–Indonesian captions in the KAD account makes the translator more inclined toward the target language.

The Ideology of Translation in Ahmad Al Kurman's account

The use of translation methods that trigger the ideology of domestication (14 data sources) is more dominant than the application of translation methods that tend to the ideology of foreignization (6 data sources). Translating Arabic–Indonesian captions in the AAK account makes the translator more inclined to the target language.

The results of this study indicate that the transposition translation technique is the most dominant in TikTok captions for both the Abu Danah and Al Kurman family accounts. This is due to the limited space that is owned in TikTok. Therefore, grammatical and lexical changes can be investigated. In addition, the transposition technique is also used to shorten or clarify meaning. Molina and Albir describe that the transposition technique is used when word-for-word translation is not possible.⁴² Because of that, Catford called it a shift technique. This technique allows changes in grammatical categories, such as changing clauses into phrases, words into phrases, verbs into nouns, and so on,

⁴¹ Venuti, *The Translator's Invisibility: A History of Translation*.

⁴² Molina and Albir, "Translation Techniques Revisited: A Dynamic and Functionalist Approach."

and shifts in meaning.⁴³ The results of this study are in line with Mardiana's research on changing grammatical categories.⁴⁴ Mardiana described that to achieve equivalence in the meaning or message of the source language and the target language, transposition or shift translation techniques are widely used in translating the short story *My Beloved Edith*. If the shift technique in this study refers to shifts in units (words to phrases), shifts in short story research include shifts in units, structures, and categories.⁴⁵

Likewise, the results of Rachmawati's research, which examined the translation of food and beverage menus at *Taman Indie Surabaya Restaurant*, revealed that translators use transposition forms in the form of class shifts (nouns to adjectives) and unit shifts, namely words into phrases. This was conducted to increase the readability of the translation.⁴⁶ From the aspect of changing meaning, Faizin's research on formal Qur'an translation highlighted many shifts in meaning in the translation.⁴⁷ This can be observed in the shift or change in Qur'an meaning by the Ministry of Religious Affairs in 1965 (Jamunu edition), 1971 (Mukti Ali edition), 1990 (Saudi Arabia edition), 2002 (improved edition), and 2019 (improved edition). Translation changes occurred in women, theology, law, interreligious relations, and science. This change in meaning occurs due to the increasingly dynamic development of the times and the development of translators' knowledge. Thus, this study implies that grammatical and lexical shifts will always occur due to changing times, places, and contexts adapted to the spacing and multimodality used.

Conclusion

The results demonstrate that, firstly, in the analysis of translation techniques within the research object, consisting of 47 Arabic-Indonesian captions, a total of 125 translation techniques were identified. Within the AD account, 71 translation techniques were observed across 27 captions, comprising 13 types of translation techniques, with transposition techniques being the most

⁴³ J. C. Catford, *A Linguistic Theory Of Translation Oxford Univ. Press (1965)*, 1st ed. (London: Oxford University Press, 1965), <https://archive.org/details/J.C.CatfordALinguisticTheoryOfTranslationOxfordUniv.Press1965/page/n1/mode/2up>.

⁴⁴ Wiwik Mardiana, "Teknik Transposisi Dan Modulasi: Kesepadanan Dan Pergeseran Dalam Penerjemahan Cerpen Berjudul 'My Beloved Edith,'" *Parole: Journal of Linguistics and Education* 4, no. 2 Oct (2015).

⁴⁵ Mardiana.

⁴⁶ Raja Rachmawati, "Teknik Penerjemahan Transposisi Dan Keakuratan Hasil Terjemahan: Studi Kasus Menu Restoran," *GENTA BAHTERA: Jurnal Ilmiah Kebahasaan Dan Kesastraan* 4, no. 2 (2019): 101–14, <https://doi.org/10.47269/gb.v4i2.59>.

⁴⁷ Haman Faizin, "Sejarah Dan Karakteristik Al-Quran Dan Terjemahnya Kementerian Agama," *Subuf* 14, no. 2 (2021): 283–311, <https://doi.org/https://doi.org/10.22548/shf.v14i2.669>.

dominant, accounting for 13 instances. Conversely, the AK account yielded 54 translation techniques across 20 captions, consisting of 15 types of translation techniques, with transposition techniques being the most prevalent, accounting for 8 instances. From these findings, it can be concluded that the translation approach employed in both accounts tends to be target language-oriented, given the preponderance of transposition techniques. Moreover, it can be deduced that the distribution of techniques within the AD account is more extensive than that of the AK account. Secondly, due to the greater propensity of translators to utilize target language-oriented translation techniques, the translation approach adopted will be more inclined towards the target language, with 8 instances of communicative translation method within the AD account, and 6 more dominant instances of free translation method within the AK account. Thirdly, anchored on the analysis of translation techniques, methods, and ideologies within the AD and AK accounts, it can be inferred that the ideology of domestication has been utilized by translators in translating Arabic-Indonesian captions on the TikTok social media application. The tendency towards target language orientation was chosen since the translators attempted to modify the linguistic style that had been created within the captions of the AD and AK accounts, which appeared repetitive and rigid, and consisted of words that were significantly different when translated literally into the target language, rendering them challenging for the target language users to comprehend. In the translation process, the translators prioritized the acceptability and readability of the translation results, altering the categories and grammatical structure of words, phrases, clauses, and sentences in the captions when translating them into the target language, to enhance the comprehension of the intended message by the target language users of the TikTok social media application.

Notwithstanding, this study is subject to certain limitations. Firstly, the TikTok videos employed in this research solely feature Arabic-Indonesian captions, precluding the inclusion of Indonesian-Arabic or other comparable translations. Secondly, the analysis is confined to a translation perspective, with multimodality and critical discourse analysis remaining unexplored. Adopting these theories could potentially unveil the translator's ideology.

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