LOSS AND GAIN IN THE TRANSLATION PROCESS OF BILINGUAL ONLINE NEWS

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ABSTRACT

This study examines the translation of bilingual online news headlines about Ed Sheeran's concert tour, focusing on the concepts of "loss" and "gain" in the translation process. Through qualitative content analysis, it explores how translators navigate cultural challenges while ensuring the message is clear and relatable for the target audience. The findings reveal that certain details, such as Ed Sheeran's name and the term "sekaliber," are often omitted, leading to a loss of emphasis and contextual richness. However, translators often introduce new elements, such as personal references, to enhance emotional engagement and relevance. The research highlights that translation is an adaptive process, where adjustments are made to preserve the core message's impact and resonate with readers. Ultimately, effective translation requires more than a word-for-word conversion; it necessitates a nuanced understanding of both source and target cultures to maintain the essence of the original message despite inevitable shifts in meaning.

Keywords: *loss; gain; translation; online news*

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Introduction

In an increasingly globally connected world, translation plays an important role in the dissemination of news, literature and thoughts from one culture to another. The translation process involves not only transferring words from one language to another, but also communicating messages, nuances and cultural contexts in order to be understood by audiences with diverse linguistic and cultural backgrounds (House, 2015, p. 32). In this context, translation serves as a bridge of intercultural communication, enabling cross-border understanding through texts adapted from the original language to the target language. However, the translation process is neither easy nor free from challenges. Often, translators are faced with the difficult decision of maintaining the aesthetics of the original text or adapting it to make it more relevant to the target language and culture (Catford, 1965, p. 20; Newmark, 1988, p. 5).

According to Susan Bassnett, in her book *Translation Studies* (1980/2002), the concept of loss and gain in translation relates to the impossibility of perfectly reproducing a source text in the target language. This concept was first introduced in the book's initial edition in 1980 and remained relevant in the revised 2002 edition, where further elaboration and updates were included. It becomes particularly significant in the context of news translation, which often demands simplicity, clarity, and relevance to the target audience. Translators face the challenge of adapting content to suit the target audience, prioritizing these factors while navigating cultural differences, audience expectations, and local contexts.

This phenomenon is especially evident in news articles, such as those covering Ed Sheeran's concert tour. Translators often adjust content to make it accessible and engaging for the target audience, balancing between retaining the source message and ensuring relevance to the local readership. The cultural significance of the artist and their music, along with differences in media conventions and societal perspectives, influences how the translation is rendered, shaping its content and style.

One common strategy in news translation is omission, which results in what Bassnett describes as "loss." Loss occurs when certain elements of the source text are omitted to meet the target audience's needs or due to space constraints. For example, translating "Ed Sheeran performed a heartfelt rendition of his 2014 hit, inspired by his childhood experiences in Framlingham," into Indonesian as "Ed Sheeran membawakan lagu hitsnya dengan penuh perasaan" removes the reference to the song's release year and inspiration, as these details might hold little significance for Indonesian readers. This strategy ensures simplicity and relevance, aligning with Bielsa and Bassnett's (2009) observation that news translators often condense or omit information to adapt the text for readability and target audience expectations.

Conversely, translators may use "gain," where additional information is incorporated to bridge cultural gaps or enhance clarity. For instance, "Ed Sheeran will be performing at Wembley Stadium next week" could be translated as, "Ed Sheeran akan tampil di Stadion Wembley, salah satu stadion terbesar di Inggris, minggu depan," adding contextual details about Wembley Stadium to make it more relatable to Indonesian readers unfamiliar with the venue. As noted by Rasyki et al. (2019), gain ensures naturalness and accessibility in bilingual news, allowing the translator to enrich the target text with details that aid comprehension without distorting the core message.

The previous literature provides a foundation for the scientific novelty of this study. Wijaya's (2020) research on the translation of the Indonesian novel *Cantik itu Luka* into English as *Beauty is a Wound* highlights how cultural substitutions often result in information loss when Indonesian elements lack direct English equivalents. At the same time, the study reveals how gain occurs when additional context is added to clarify unfamiliar elements for English-speaking readers. Similarly, Utamayasa (2022) explores loss and gain in translating *Big Nate* comic strips, demonstrating how spatial constraints lead to omissions while cultural references are adapted for Indonesian audiences.

Building on these insights, the present research examines how loss and gain

in news translation influence reader's comprehension and interpretation. Recent studies have emphasized the unique challenges of translating news, which requires brevity, immediacy, and the potential to shape public perception (Bielsa & Bassnett, 2009; Schäffner, 2012). Unlike literary or comic translations, news translation demands quick and concise adaptation while maintaining the accuracy and relevance of the original message for both the source and target audiences. This study focuses on bilingual headlines from the online article titled "Ed Sheeran Konser Tur Divide Lampaui Rekor U2 sebagai Terlaris Sepanjang Masa," published on berita2bahasa.com and translated by Novita Cahyadi on August 3, 2019. Using this data, the study analyzes instances of loss and gain and their impact on target reader's understanding.

In the context of news translation, especially for entertainment and popular culture, headlines must be translated in a way that retains their concise, impactful nature while considering the cultural and contextual expectations of the audience (Bielsa, 2015; Putri, 2019). This research emphasizes the specific challenges involved in translating news for a bilingual audience, where the need for simplicity and engagement often conflicts with the constraints of media formats. By investigating the "loss and gain" phenomena in the bilingual headlines of Ed Sheeran's tour news, this study aims to understand how these changes affect how target readers interpret the message.

Method

The research method is explained in three sections: data source, data collection, and data analysis. Each is detailed below.

The data source for this study is a bilingual online news titled "Ed Sheeran Konser Tur Divide Lampaui Rekor U2 sebagai Terlaris Sepanjang Masa" from website berita2bahasa.com, translated by Novita Cahyadi on Saturday, August 3, 2019, available in both Indonesian and English.

Data collection was conducted using a documentation technique, supported by a systematic process. The initial steps involved observation and reading to

identify instances of loss and gain in the translation. Relevant excerpts were selected, copied, and pasted from the internet. The excerpts were then carefully analyzed to identify instances where words, clauses, or phrases underwent loss or gain in translation. The identified data were marked and categorized based on the observed instances of loss and gain.

The study employed a qualitative data analysis approach. The selected excerpts from the bilingual news were analyzed using Bassnet (1980) theory of translation shifts, with an emphasis on loss and gain. The data is organized by presenting the source language (Indonesian) and the target language (English). The analysis revealed how elements of word, clause, or phrase were either lost or gained during the translation process, reflecting the challenges posed by adapting concise and impactful language for a bilingual audience.

FINDINGS AND DISCUSSION

This study focuses on identifying the types of losses and gains in the data. The data are presented in both the source language (Indonesian) and the target language (English). To facilitate clear analysis, the data are examined based on Bassnett's (1991) theory of loss and gain in translation. Specifically, this study analyzes sentences from the bilingual headlines of Ed Sheeran's concert tour news, focusing on instances of loss and gain. The analysis is categorized into discussion of the combination of loss and gain and discussion of loss, reflecting the translation choices made in adapting the headlines to meet the needs and expectations of the target audience.

3.1 Discussion of the Combination of Loss and Gain

To discuss the combination of loss and gain in translation, it is important to analyze how these phenomena manifest and interact within a single instance. Loss occurs when certain elements or information from the source text (ST) are omitted or not reflected in the target text (TT). In contrast, gain involves the addition of new elements or information in the TT that are absent in the ST.

Data 1

Source Language: Kini **Divide** sebagai konser tur terlaris sepanjang masa.

Target Language: Its now **the most attended** and highest grossing tour of all time.

In this case, **loss** and **gain** are evident in the following ways:

Loss: The name of the tour, *Divide*, which is explicitly mentioned in the ST, is omitted in the TT. This could result in the reader losing specific contextual information about the tour.

Gain: The TT adds the phrase "the most attended," which was not present in the ST. This enriches the description and enhances the significance of the tour for the target audience.

Data 1 illustrates how loss and gain occur in translation between the source language (SL) and target language (TL). In the SL, the tour's name, *Divide*, is explicitly mentioned, providing clear contextual information. However, this detail is omitted in the TL, resulting in a **loss** of specific reference that could affect the reader's understanding of the subject. Conversely, the TL introduces the phrase *"the most attended,"* which is absent in the SL. This addition represents a **gain**, as it enriches the description by emphasizing the tour's success, thereby enhancing its significance for the target audience.

Data 2

Source Language: "Terima kasih banyak untuk kalian semua yang telah datang ke **konser. Saya tidak akan pernah melupakannya**".

Target Language: "Thanks so much for each and every one of you who have come to a **show. 12 shows left, will never forget it x**".

In this case, **loss** and **gain** are evident in the following ways:

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Loss:

- The SL explicitly mentions "konser" (concert), a specific term for the type of event. However, in the TL, this is generalized as *"a show."* This generalization results in a loss of specificity about the event.
- The emotional tone in "Saya tidak akan pernah melupakannya" is slightly diminished in the TL due to the addition of *"12 shows left,"* which diverts attention from the sentiment of remembering the experience.

Gain:

- The TL introduces "12 shows left," which provides additional context about the remaining events. This addition enriches the information and creates a sense of immediacy for the audience.
- The addition of "x" at the end of the TL adds a personal and affectionate tone, aligning with cultural norms in English for casual, heartfelt messages.

Data 2 highlights instances of loss and gain in translation between the source language (SL) and the target language (TL). The SL specifies *"konser"* (concert), clearly identifying the type of event, while the TL generalizes this as *"a show,"* resulting in a **loss** of specificity. Additionally, the emotional tone in *"Saya tidak akan pernah melupakannya"* is slightly reduced in the TL due to the inclusion of *"12 shows left,"* which shifts the focus from the sentiment of remembrance to a logistical detail. On the other hand, the TL introduces *"12 shows left,"* providing new information that adds context and urgency, representing a **gain**. Moreover, the inclusion of *"x"* at the end of the TL enhances the message with a personal and affectionate tone, reflecting cultural norms for casual expressions of warmth in English.

Data 3

Source Language: Pollstar meramalkan total kotor tur akan mencapai US$ 736,7 juta, melampaui rekor **pendapatan** U2 **sebesar** US$735,4 juta **yang dicapainya** pada 30 Juli 2011.

Target Language: Pollstar forecasts the tour's total gross will reach $736.7 million **(£607million)**, surpassing U2's record $735.4 million (**£605 million**) set on July 30, 2011.

In this case, **loss** and **gain** are evident in the following ways:

Loss: The omissions of "pendapatan," "sebesar," and "yang dicapainya" result in a TL that is more concise but less nuanced. The SL provides a richer context with specific financial terms, an emphasis on magnitude, and a narrative tone. In contrast, the TL sacrifices these elements for simplicity and brevity, exemplifying the trade-offs inherent in news translation. This loss may affect the depth of understanding and emotional engagement for the target audience.

Gain: The English version adds equivalency in British pounds ("£607 million" and "£605 million"), likely to accommodate a broader international audience familiar with GBP.

Data 3 demonstrates how translators adapt financial news for target audiences, balancing cultural and contextual relevance. The inclusion of multiple currencies in the target text is an example of **gain**, while the omission of terms like "pendapatan", "sebesar" and "yang dicapainya" represents **loss**. These adjustments highlight the translator's role in shaping the accessibility and engagement of the translated text.

Data 4

Source Language: Harga tiket tur 14,2 persen lebih rendah dari rata-rata U2 **US**$101,15 untuk 360 Tur yang berlangsung selama 110 pertunjukan.
Target Language: The tour´s ticket prices were 14.2 percent lower than U2's $101.15 average for **their** 360 Tour which ran for 110 shows.

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In this case, **loss** and **gain** are evident in the following ways:

Loss: The SL explicitly uses the term *"US$"* to indicate the currency, whereas the TL simplifies it to *"$."* This is a minor loss that does not significantly affect the meaning, as the dollar sign ($) is universally understood as referring to U.S. dollars in the context of international pricing.

Gain: The TL introduces the word *"their"* before *"360 Tour"* to clarify ownership and improve grammatical fluency in English. This addition enhances readability and ensures that the sentence aligns with the norms of English syntax.

The translator has made an adjustment to improve the TL's fluency and readability while maintaining the core meaning of the SL. Although a minor loss occurs with the omission of *"US$,"* the addition of *"their"* ensures that the sentence is more accessible and cohesive for the target audience. This reflects a strategic adaptation in the translation process to meet linguistic and stylistic norms.

Data 5

Source Language: "Saya tidak berpikir ada banyak kebetulan bahwa **Ed Sheeran** lebih hebat dari U2."

Target Language: "I don't think there's much of a coincidence that **my favorite band growing up** was U2."

In this case, **loss** and **gain** are evident in the following ways:

Loss: The SL explicitly mentions *"Ed Sheeran"*, but in the TL, this name is omitted. This constitutes a loss since the reference to Ed Sheeran, a specific individual, is removed in the translation. The omission changes the focus from Ed Sheeran's greatness to a general reflection on the speaker's favorite band.

Gain: The TL introduces the phrase *"my favorite band growing up was U2"*, which was not present in the SL. This addition provides new context about the speaker's

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personal experience, offering a deeper insight into their connection with U2, which could resonate more with the target audience. This represents a gain since additional information is provided that adds emotional context.

The translator's choices reflect an adaptation that moves away from the explicit comparison in the SL and instead adds a personal touch in the TL. The loss of Ed Sheeran's name and the gain of the personal reference to U2 reflect a strategic shift in focus, aimed at making the message more meaningful and relatable to the target audience. This adaptation highlights the dynamic and creative nature of translation, where adjustments are made to enhance the emotional and contextual impact.

3.2 Discussion of Loss

Loss occurs when certain elements or information from the source text (ST) are omitted or not reflected in the target text (TT).

Data 6

Source Language: Pada 24 Mei di Prancis, tur ini melampaui rekor kehadiran U2 sebesar **US$**7,3 juta dengan total penonton 7.315.970.
Target Language: On May 24 in France, the tour topped U2's attendance record of 7.3 million with a total attendance at 7,315,970.

The English version omits "US$," leaving the financial amount (7.3 million) without any currency indication. This omission could lead to ambiguity for readers unfamiliar with the assumed currency context in global discussions. The inclusion of "US$" in the Indonesian text specifies the currency of the record-breaking attendance revenue, ensuring clarity about the financial context.

Data 7

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Source Language: ...untuk disebutkan dalam kalimat yang sama dengan band **sekaliber** U2 **seperti dilansir MailOnline.**

Target Language: ...to be mentioned in the same sentence as a band like U2.

Loss:

● In the translation, "sekaliber" is omitted, which slightly weakens the emphasis on the comparison between Ed Sheeran's team and U2. The phrase "a band like U2" in the English version still conveys the idea, but the word "sekaliber" provides additional weight and formality to the comparison, emphasizing the impressive nature of U2's reputation. The omission of this word leads to a less formal and slightly less emphatic tone in the target language. The word "sekaliber" in the Indonesian source text refers to something of the same caliber or level. In this context, it is used to emphasize that U2 is a band of a similar magnitude or stature to Ed Sheeran and his team. "Sekaliber" adds a sense of comparison, highlighting U2's status as a world-class, influential band.

● In the translation of the sentence from Indonesian to English, one notable omission is the phrase "seperti dilansir MailOnline". In the source language (SL), this phrase attributes the information to a specific source, MailOnline, signaling where the information was reported. This adds a layer of credibility and provides a reference point for the audience. However, in the target language (TL), this reference is omitted. The omission of "seperti dilansir MailOnline" reduces the contextual specificity in the TL. The reader no longer knows the information is attributed to MailOnline, which could affect the perceived reliability or origin of the statement. This is an example of loss where a source citation, which can affect the context and trustworthiness of the statement, is removed for simplicity or conciseness.

Data 8

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Source Language: "Saya tidak menempatkan kami pada level itu karena mereka jelas mempertahankan karier mereka lebih lama, tetapi bahkan berada di stadion baseball yang sama seperti mereka atau berbicara dalam kalimat yang sama dengan tindakan tur seperti itu sangat luar biasa **bagi kami**." Target Language: "I'm not putting us at that level because they've obviously maintained their career for much longer, but to even be in the same ballpark as them or spoken in the same sentence with a touring act like that is very humbling."

By omitting "bagi kami", the translation loses a certain level of personalization and emotional depth. The original sentence emphasizes the team's personal feelings, while the translation is more general. This omission might diminish the closeness or the direct emotional engagement with the audience, particularly when trying to capture the humility expressed by Ed Sheeran and his team. The omission of "bagi kami" results in a more neutral tone in the target language. In the source language (SL), the phrase "bagi kami" personalizes the statement, making it clear that the feeling of humility and gratitude is being expressed by Ed Sheeran and his team. It adds an emotional layer by indicating that the statement is directly related to their experience. The English translation, "very humbling," still conveys the sense of humility but without the explicit reference to "us" (Ed Sheeran and his team).

Conclusion

In conclusion, this study offers an in-depth exploration of the translation of bilingual online news headlines related to Ed Sheeran's concert tour, with a particular focus on the concepts of "loss" and "gain" in translation. The analysis shows that translators face significant challenges in conveying messages across cultural boundaries while ensuring the content remains clear and relevant to the target audience. Specific examples from the bilingual article demonstrate how details such as Ed Sheeran's name and the phrase "sekaliber" are sometimes omitted in the target language (TL), which leads to a reduction in emphasis and contextual

richness. This illustrates the delicate balance translators must strike between brevity and preserving essential information.

Furthermore, the findings indicate that although some details are sacrificed, translators often introduce additional context to enhance comprehension and emotional impact. For example, including personal references like the speaker's favorite band being U2 adds an element of relatability and emotional depth that may not have been in the original text. This dynamic nature of translation highlights the adaptive nature of the process, where translators make adjustments not just to convey the original message but to ensure it resonates with the target audience. These adaptations are crucial, especially in the fast-paced world of news media, where the effectiveness of a message can significantly influence reader engagement.

At last, the study underscores that effective translation is not simply about a direct word-for-word conversion; it requires a nuanced understanding of both the source and target cultures. The interplay of loss and gain in translation is not just a technical challenge but a creative process aimed at bridging cultural divides. By carefully navigating the complexities of language and cultural expectations, translators play a vital role in promoting cross-cultural communication and ensuring the core message of the original content is preserved, despite the inevitable shifts in the conveyed information. This study serves as a reminder of the critical importance of thoughtful translation in engaging readers and helping them better understand culturally significant events

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