

Translation Techniques in Institutional Branding: An Analysis of News Headlines from a Higher Education Institution Website

 <https://doi.org/10.31004/jele.v10i6.1498>

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ABSTRACT

The aim of this research is to examine the translation techniques applied in news headlines published on the official website of Vocational Education Program, Universitas Indonesia, and their role in shaping institutional branding. This research applied a qualitative descriptive approach, 58 bilingual headlines (Indonesian-English) were analyzed. The results show a total of 11 translation techniques are found, with literal translation being the most dominant technique applied. By using literal translation, it indicates that the institution wants to brand itself as accurate, credible, and trustworthy institution to international audiences. Furthermore, the findings also suggest that translation techniques in this context goes beyond linguistic transfer, serving as a means to strengthen institutional identity and credibility. By balancing local values with international accessibility, the translations of the news headlines contribute to positioning the institution as both rooted in its cultural background and actively engaged in the global higher education environment.

Keywords: *Translation Techniques, Institutional Branding, Identity, News Headlines, Higher Education*

Article History:

Received 15th September 2025

Accepted 01st November 2025

Published 03rd November 2025



INTRODUCTION

Multilingual communication has been intensified for accelerating the internationalization vision of higher education in Indonesia. It is mainly because the institutions are competing for global recognition to gain more students, partnerships, and collaborations. Accordingly, the internationalization of higher education institutions has to be communicated through various media to make all stakeholders updated (Nurhaeni et al., 2021), one of which is through an official website.

Vlahvei *et al* (2013) state that a website can help establishing a strong brand identity as it contributes to delivering information to demonstrate differentiated brand advantages, providing customized unique approaches, and encouraging interactive relationships between institutions and their audiences (Vlahvei et al., 2013). University websites now function as institutional branding platforms, providing stakeholders with access to several information, such as academic programs, research activities, institutional achievements, and so on. Within this digital landscape, news sections and headlines hold a vital role in shaping first impressions and strengthening institutional credibility.

A news title or headline is defined as the description of the news topic and serves to provide initial information to the reader about the content of the news being presented. In news reporting, the headline serves to arouse the reader's interest in the news being conveyed and make it easier for the reader to grasp the meaning of the news content (Effendi et al., 2023). In order to accommodate multilingual audiences, higher education institutions must carry out a translation process for the news headlines published in their official website.

Translation is defined as the process of transforming Source Language (SL) into Target Language (TL) and accurately conveying the message of the Source Language (SL). Translating from one language into another is challenging because every language reflects the world in its own way, shaped by its unique features, culture, and style of expression (Ginting,

2022). According to Bani (2006) in Amelia *et al* (2023), translated news, including its headlines, needs to be read and understood easily, quickly, and effortlessly (Amelia *et al.*, 2023). However, when translated, these headlines must not only preserve meaning but also convey institutional identity in ways that fit the international audiences.

There have been a couple of previous researches aimed at investigating the translation of news articles published in university websites. Both of the previous researches adopt the translation strategies proposed by Bielsa and Bassnett (2009). Violyn *et al* (2024) examine the translation strategies applied to translate Indonesian news from the official website of top three Muhammadiyah Universities into English. The findings reveal that the most frequently used translation strategies are elimination and addition. Levana and Basuki (2021) also investigate the translation strategies applied in the translation of Indonesian articles published on the official website of Universitas Gadjah Mada into English. The results show that the elimination and addition strategy becomes the most applied translation strategies.

While previous studies have explored the translation strategies of news articles in university websites, there remains a lack of researches at the intersection of translation technique, identity, and branding in the higher education sector. It is because they are often regarded as purely functional, closely linked to marketing practices, heavily influenced by the dominance of English, and not fully aligned with the main concerns of traditional translation studies. However, such translations play an important role in global communication, which makes them a valuable field for further research. Therefore, this research aims to explore the translation techniques used specifically in news headlines on a higher education institution website and further investigate how the translation techniques chosen reflect and construct institutional identity and branding.

METHOD

This research employed a qualitative descriptive approach. Furthermore, the research design also applied the principles of Descriptive Translation Studies (DTS), which prioritized empirical observation of translated news headlines in website context. According to Munday *et al* (2022), the main purpose of DTS is to describe what translators actually do, how translations are shaped by culture, history, and purpose, and what patterns can be found across different texts. In short, DTS finds the patterns to understand translation as an actual practice (Munday *et al.*, 2022).

In the data collection stage, the data consisted of 58 news headlines that were published on the official website of Vocational Educational Program of Universitas Indonesia, with website address www.vokasi.ui.ac.id. The news headlines chosen were published in the period of January until June 2025. The data then were noted and grouped with Indonesian language as the Source Language (SL) and English the Target Language (TL) using a table. The example of data sample grouping can be seen in Figure 1 below.

No	Date	News Headlines		News Link	
		Indonesian	English	Indonesian	English
1	7-1-2025	Sinema Alternatif di Ruang Publik: Langkah Baru Ekonomi Kreatif	Alternative Cinema in Public Space: New Steps for the Creative Economy	https://vokasi.ui.ac.id/web/sinema-alternatif-di-ruang-publik-langkah-baru-ekonomi-kreatif/	https://vokasi.ui.ac.id/web/en/alternativ-e-cinema-in-public-space-new-steps-for-the-creative-economy/
2	23-1-2025	UI dan Kemendiknas RI Berkolaborasi Wujudkan Tri Dharma Perguruan Tinggi dan Pengembangan Ekonomi Kreatif	UI and the Indonesian Ministry of Education and Culture Collaborate to Realize the Three Pillars of Higher Education and Creative Economy Development	https://vokasi.ui.ac.id/web/ui-dan-kemendiknas-ri-berkolaborasi-wujudkan-tri-dharma-perguruan-tinggi-dan-pengembangan-ekonomi-kreatif/	https://vokasi.ui.ac.id/web/en/ui-and-the-indonesian-ministry-of-creative-economy-collaborate-to-realize-the-three-pillars-of-higher-education-and-creative-economy-development/
3	30-1-2025	Mahasiswa Vokasi UI Raih Juara 2 Best Video Project Innovation pada Ajang International Youth Innovation Summit	UI Vocational Student Won 2nd Place for Best Video Project Innovation at the International Youth Innovation Summit	https://vokasi.ui.ac.id/web/mahasiswa-vokasi-ui-raih-juara-2-best-video-project-innovation-pada-ajang-international-youth-innovation-summit/	https://vokasi.ui.ac.id/web/en/ui-vocational-student-won-2nd-place-for-best-video-project-innovation-at-the-international-youth-innovation-summit/
4	10-2-2025	Aplikasi "BukuPeta" Bantu Tingkatkan Literasi Anak Muda di Indonesia	"BukuPeta" Application Helps Increase Youth Literacy in Indonesia	https://vokasi.ui.ac.id/web/aplikasi-bukupeta-bantu-tingkatkan-literasi-anak-muda-di-indonesia/	https://vokasi.ui.ac.id/web/en/bukupeta-application-helps-increase-youth-literacy-in-indonesia/

Figure 1. Data Grouping of the News Headlines in SL and TL Using Table

In the data analysis stage, each pair of Indonesian-English headlines was compared line by line to identify the translation techniques applied. Identified translation techniques were categorized using Molina and Albir's (2002) classification system. After that, the

frequency of occurrence of the translation technique found was also determined. Each translation technique was then interpreted in light of its function, particularly in how it affects institutional branding and identity construction. Cronin's (2006) theory on translation and identity was also applied as a supporting framework to interpret how translation techniques are able to establish institutional identity.

Molina and Albir's framework offers a systematic account of translation techniques at the micro level, providing the analytical tools to classify procedures such as literal translation, borrowing, amplification, and adaptation in the translation of institutional texts (Molina & Albir, 2002). While this framework is effective in identifying how meaning is transferred across languages, it does not fully capture the broader cultural and institutional implications of these choices. Cronin's framework of translation and identity complements this limitation by situating translation within a macro perspective, emphasizing its role in the negotiation of cultural representation, globalization, and institutional self-presentation (Cronin, 2006). Applied together, the two frameworks enable a comprehensive analysis, that is Molina and Albir explain the textual mechanisms employed in the translations of Universitas Indonesia's Vocational Education Program headlines, whereas Cronin provides insight into how these mechanisms contribute to the construction of an institutional identity that is simultaneously rooted in the local context and strategically positioned within the global academic sphere.

FINDINGS AND DISCUSSION

In total, there were 113 data of translation techniques frequency obtained from the 58 news headlines translated from Indonesian into English in the official website of Vocational Education Program of Universitas Indonesia. The translation techniques found exceeded the news headlines collected since one headline often consisted of more than one translation technique. The most frequently used technique was literal translation with a total of 52 occurrences (46%) and the least frequently used techniques were adaptation and discursive creation each with 2 occurrences (2%). Table 1 below summarizes the research results.

Table 1. Techniques Found in the News Headline Translation

Translation Technique	Frequency of Occurrence	Percentage
Literal Translation	52	46%
Borrowing	18	16%
Transposition	18	16%
Amplification	12	11%
Established Equivalent	6	6%
Generalization	3	3%
Adaptation	2	2%
Discursive Creation	2	2%
Total	113	100%

According to the table 1 above, it can be seen that literal translation becomes the most applied technique in the news headline translation. There are several interpretations of why literal translation dominates the translation technique occurs, such as (1) it becomes the characteristic of informative news title, (2) conformity of language structure between Indonesian and English languages, (3) news titles contain less idiomatic nuances, (4) the need to consistently keep the official terms the same, and (5) efficiency and speed in the context of journalism.

Analysis of the Techniques Found in the News Headline Translation

Literal Translation

SL: *Hadirkan Praktisi di Industri Radio, Mahasiswa Vokasi UI Perdalam Pemrograman Radio*

TL: *Presenting Practitioners in the Radio Industry, UI Vocational Students Deepen Radio Programming*

The translation of the news headline from Indonesian (SL) to English (TL) adheres closely to the original structure, exemplifying Molina and Albir's (2002) literal translation technique. It can be seen that the meaning is preserved without cultural loss, but the TL sounds less idiomatic than a more natural translation (e.g., "UI Vocational Students Learn Advanced Radio Programming with Industry Experts"). Cronin's (2006) idea of translation and identity can be seen here, in which by sticking literally to the source, the identity of the institution is projected as serious and factual, aligning with academic credibility but at the cost of fluency.

Borrowing

SL: *Tampilkan Inovasi Berbasis SDGs, Mahasiswa UI Cetak Prestasi Gemilang di International Youth Excursion (IYEN)*

TL: *Showcasing SDGs-Based Innovation, UI Students Achieve Brilliant Achievements at International Youth Excursion (IYEN)*

The term "International Youth Excursion (IYEN)" is maintained without translation, showing the borrowing technique. Molina and Albir (2002) note that borrowing can be applied as a way to maintain cultural or institutional terms. This choice strengthens Cronin's (2006) point that translation negotiates identity, in which retaining the English acronym positions UI's students as part of a global youth innovation network, emphasizing international recognition.

Transposition

SL: *Promosikan Budaya Depok ke Luar Negeri, Mahasiswa Vokasi UI Melenggang di Ajang Duta Pariwisata Jawa Barat 2025*

TL: *UI Vocational Students Promote Depok Culture Abroad, Competing in the 2025 West Java Tourism Ambassador Competition*

The phrase *melenggang di ajang* (literally "stride in the event") is translated into "competing," which fits English discourse. Molina and Albir (2002) classify this as a grammatical shift ensuring naturalness. This also reflects Cronin's (2006) view that translation reframes local identity, in which Depok's local culture is made globally discovered by highlighting competition rather than "striding," which will sound odd. Translation thus acts as a bridge to reframe local pride for international readability.

Amplification

SL: *Prodi Produksi Media Terima Kunjungan dari ISART Digital Prancis, Bangun Peluang Kerja sama Industri Gim*

TL: *Media Production Study Program Receives Visit from ISART Digital France, Builds Collaboration Opportunities with the Gaming Industry*

Amplification is applied by translating *prodi* as "study program". The use of "study program" in English provides a clearer and more established reference in the global academic context. Molina and Albir (2002) define amplification as the addition of linguistic or contextual details that are not explicitly present in the source but are necessary for the target audience's comprehension.

Established Equivalent

SL: *Vokasi UI Bekali Mahasiswa Strategi Konten Digital untuk Membantu UMKM*

TL: *UI Vocational Equips Students with Digital Content Strategu to Help MSMEs*

The acronym *UMKM* (*Usaha Mikro, Kecil, Menengah*) is translated into its internationally recognized equivalent *MSMEs*. This technique aligns with Molina and Albir's (2002) definition of established equivalence, where a conventional TL term is used. Cronin's (2006) theory applies because the translation ensures that the local Indonesian economic term is rebranded into a global development discourse, shaping how international readers perceive UI's role in empowering small businesses.

SL: *Menggapai Keberkahan Ramadan, Vokasi UI Berikan Santunan kepada Anak Yatim dan Duafa*

TL: *Achieving the Blessings of Ramadan, UI Vocational Distributes Social Assistance to Orphans and the Poor*

The term *duafa* (the needy, marginalized) is generalized into “the poor.” Molina and Albir (2002) explain that generalization replaces a more specific SL term with a broader TL one. This shows Cronin’s (2006) idea of identity shift, that is while the local cultural nuance of *duafa* is lost, the generalized English version allows the institution’s charitable identity to be accessible to non-Indonesian readers unfamiliar with Islamic terminology.

Adaptation

SL: *UI dan Kemendiknas RI Berkolaborasi Wujudkan Tri Dharma Perguruan Tinggi dan Pengembangan Ekonomi Kreatif*

TL: *UI and the Indonesian Ministry of Creative Economy Collaborate to Realize the Three Pillars of Higher Education and Creative Economy Development*

Tri Dharma Perguruan Tinggi is translated and adapted into “Three Pillars of Higher Education”. Molina and Albir (2002) define adaptation as cultural substitution. This example illustrates Cronin’s (2006) point that proposes local academic identity (unique to Indonesia) is reframed in global academic terms. The translation negotiates between local cultural specificity and international recognition, allowing UI’s values to resonate with wider audiences.

Discursive Creation

SL: *Mahasiswa UI Juara 1 di Kompetisi PR Nasional Berkat Inovasi Maskot Gulara Berbasis Data*

TL: *UI Students Won 1st Place in National PR Competition Thanks to Data-Based Gulara Mascot Innovation*

The phrases *juara 1* becomes “Won 1st Place” and the word *berkat* becomes “thanks to” which are not a literal translation but a discursive creation, that is choosing a natural expression in English news discourse. Molina and Albir (2002) classify this as an unpredictable, but creative solution. Related to Cronin’s (2006) perspective, it shows how student achievements are framed in globally recognizable forms of competition and innovation, ensuring UI’s identity is portrayed as competitive and modern on the world stage.

Translation Techniques in Institutional Branding

The high occurrence of literal translation indicates an emphasis on preserving the lexical and syntactic structure of Indonesian headlines into English, determining that the information is communicated directly without substantial shift. However, reliance on literal strategies can sometimes limit the communicative effectiveness in the target language, as headlines may sound less idiomatic or engaging. To address this, the translators occasionally used techniques such as borrowing (e.g., “International Youth Excursion”) to maintain cultural or institutional specificity, or transposition, which shifts grammatical structures to achieve naturalness in English while maintaining meaning.

The relatively small use of amplification demonstrates the translators’ awareness that certain cultural or contextual elements require further elaboration for international readers unfamiliar with Indonesian institutions or events. For example, specifying “study program” instead of *prodi* helps embedding the reference in a more globally recognizable framework. Similarly, an established equivalent is used to translate terms like *UMKM* as “MSMEs,” showing sensitivity to internationally accepted terminology.

The low use of adaptation and discursive creation suggests that the translators are cautious about introducing interpretative or creative shifts. According to Molina and Albir (2002), these techniques are often employed in literary or highly culture-specific texts, whereas the institutional context of university news favors stability and transparency.

Relating these findings to Cronin’s (2006) concept of translation and identity, the techniques employed reflect how the Vocational Education Program of Universitas Indonesia

negotiates its institutional identity in a global context. By prioritizing literal translation and established equivalents, the institution underscores its commitment to clarity, credibility, and alignment with international academic discourse. At the same time, the selective use of borrowing and amplification reveals an effort to project cultural uniqueness and local identity within a global framework. Translation, therefore, functions not merely as a linguistic transfer but as a branding strategy, which shapes how the institution's achievements and values are represented to international audiences.

In this sense, translation techniques applied for translating the news headlines carry out a dual identity, which is one that preserves the local institutional narrative while simultaneously situating it within the global discourse of higher education. As Cronin (2006) argues, identity in translation is relational and fluid, that is constructed through the interaction of source culture with the target audience. The translators' decisions to balance literalness with occasional adaptation highlight this negotiation, where the visibility of Indonesian culture coexists with the need for accessibility in English.

CONCLUSIONS

This research finds that literal translation becomes the most frequently used technique in translating news headlines in the official website of Vocational Education Program of Universitas Indonesia, followed by borrowing, transposition, amplification, and other less common techniques. The dominance of literal translation reflects the institutional need for clarity and accuracy, while the use of other techniques highlight the efforts to make the texts more accessible and relevant to international readers. These strategies ensured that local cultural and academic terms are effectively communicated within a global context. Translation serves not only as a linguistic transfer but also as a way of constructing and projecting institutional identity. By balancing local cultural markers with global academic discourse, the translations position Universitas Indonesia as both grounded in its local context and engaged with international higher education networks. In this sense, translation functions as a tool of identity negotiation and institutional branding in the global academic context.

ACKNOWLEDGEMENTS

This research was supported by Pusat Penelitian dan Pengabdian kepada Masyarakat Politeknik Negeri Jakarta under Grant No. 217/PL3.A.10/PT.00.06/2025. The authors gratefully acknowledge this financial assistance, which made the completion of this study possible.

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