

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

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INTRODUCTION

- In the era of internationalization and global academic competition, higher education institutions are increasingly aware of the importance of strategic communication to build a strong institutional brand.
- One key medium through which this brand is projected is the official website, particularly the news headline section. According to Bell (1991), headlines are crafted to attract attention, summarize content, and evoke an emotional response.
- In order to accommodate diverse range of website visitors, therefore, translation process is often required for the contents of news articles. Translation, in this context, extends beyond linguistic transference; it operates as a semiotic and cultural negotiation that reflects institutional values (Venuti, 2012).
- While prior studies have addressed translation in media and political discourse (Bielsa & Bassnett, 2009; Kang, 2007), and others have explored the role of language in institutional branding (Airey, 2016), there remains a lack of research at the intersection of translation, identity, and branding in the higher education sector.
- Therefore, this study aims to explore the translation strategies used in bilingual news headlines on a higher education website and further investigate how linguistic choices reflect and construct institutional identity and branding.

LITERATURE REVIEW

1. Translation in Institutional Communication and Branding

- Institutional websites, particularly their news sections, have emerged as critical tools for shaping public perception and promoting institutional brand image (Zhang & O'Halloran, 2021). For multilingual audiences, translation becomes essential.
- According to Chen and Lin (2022), headline translations carry significant weight in shaping reader impressions, especially when institutions aim to showcase global relevance.

2. Translation Techniques: Molina and Albir's (2002) Model

- To analyze translated texts at a microstructural level, Molina and Albir's (2002) model is applied.
- Molina and Albir's (2002) model defines translation techniques as procedures used to analyze and classify how translation equivalence is achieved.
- There are 18 translation techniques, including literal translation, modulation, transposition, adaptation, amplification, reduction, and discursive creation.

3. Translation and Identity: Cronin's (2006) Framework

- Cronin (2006) argues that translation is a social act embedded in power relations and identity negotiation.
- Particularly in institutional settings, translation decisions reflect not only linguistic concerns but also ideological, cultural, and reputational imperatives.

METHOD

1. Research Design

This study employed a **qualitative descriptive approach**. Furthermore, the design also applied the principles of Descriptive Translation Studies (DTS), which prioritize empirical observation of translated texts in real-life contexts (Munday, 2021).

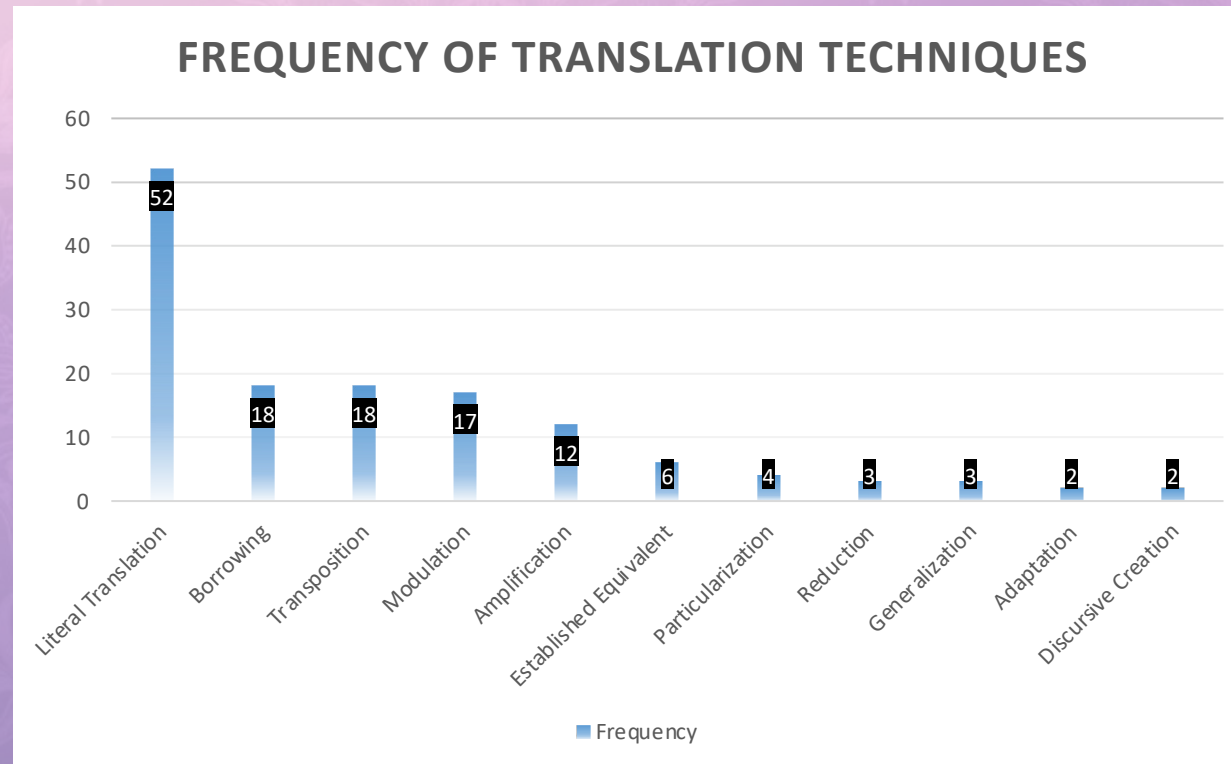
2. Data Collection

- The data consisted of 58 news headlines, presented in both Indonesian and English.
- The news headlines published on the official website of Vocational Education Program of Universitas Indonesia (www.vokasi.ui.ac.id) published between January-June 2025.
- The data were grouped based on the Source Language (SL) and Target Language (TL) using a table.

3. Data Analysis

- Each pair of Indonesian–English headlines was compared line by line to identify shifts in structure, word choice, and information content.
- Identified shifts were categorized using Molina and Albir's (2002) classification system. A coding scheme was developed to ensure consistency and transparency.
- Each strategy was then interpreted in light of its function—particularly in how it affects institutional branding, identity construction, and audience targeting.
- Cronin's (2020) theory on **translation and identity** served as a supporting lens in this phase to interpret how translation decisions potentially reinforce or reshape institutional identity across languages.

FINDING AND DISCUSSION



11 out of 18 Translation Techniques proposed by Molina and Albir's (2002) were found in the translation of article headlines in the website.

FINDING AND DISCUSSION

Translation Technique	Source Language	Target Language
Literal Translation	<u>Dunia Sinematografi dalam Pembuatan Film</u>	<u>The World of Cinematography in Film Making</u>
Borrowing	Perkuat Ekonomi Kreatif dan Edukasi Generasi Muda Lewat Kolaborasi <u>Advertising Week Festival Universitas Indonesia</u> dan Kementerian Ekonomi Kreatif	Strengthening the Creative Economy and Educating the Younger Generation Through Collaboration between the <u>Advertising Week Festival Universitas Indonesia</u> and the Ministry of Creative Economy
Transposition	<u>Promosikan Budaya Depok ke Luar Negeri, Mahasiswa Vokasi UI Melenggang di Ajang Duta Pariwisata Jawa Barat 2025</u>	<u>UI Vocational Students Promote Depok Culture Abroad, Competing in the 2025 West Java Tourism Ambassador Competition</u>
Modulation	Kolaborasi Mahasiswa Vokasi UI dan Danilla <u>Suarakan Kepedulian Lingkungan</u> Lewat Music Video “Dalam Nirvana”	UI Vocational Students and Danilla Collaborate to <u>Express Environmental Concern</u> Through Music Video “Dalam Nirvana”
Amplification	UI dan <u>Kemene kraf RI</u> Berkolaborasi Wujudkan Tri Dharma Perguruan Tinggi dan Pengembangan Ekonomi Kreatif	UI and <u>the Indonesian Ministry of Creative Economy</u> Collaborate to Realize the Three Pillars of Higher Education and Creative Economy Development
Established Equivalent	UI Gelar VokHumFest 2025, Fokus Optimalisasi Promosi Digital <u>UMKM</u>	UI Held VokHumFest 2025, Focuses on Optimizing Digital Promotion of <u>MSMEs</u>

FINDING AND DISCUSSION

Translation Technique	Source Language	Target Language
Particularization	Mahasiswa UI Raih Penghargaan Nasional dengan Film Dokumenter <u>Perpaduan Afrika-Indonesia</u>	UI Students Achieve National Award for <u>African-Indonesian Fusion</u> Documentary
Reduction	<u>Prodi Produksi Media</u> Terima Kunjungan dari ISART Digital Prancis, Bangun Peluang Kerja sama Industri Gim	<u>Media Production Study Program</u> Receives Visit from ISART Digital France, Builds Collaboration Opportunities with the Gaming Industry
Generalization	Menggapai Keberkahan Ramadan, Vokasi UI Berikan Santunan kepada <u>Anak Yatim dan Duafa</u>	Achieving the Blessings of Ramadan, UI Vocational Distributes Social Assistance to <u>Orphans and the Poor</u>
Adaptation	UI dan Kemene kraf RI Berkolaborasi Wujudkan <u>Tri Dharma Perguruan Tinggi</u> dan Pengembangan Ekonomi Kreatif	UI and the Indonesian Ministry of Creative Economy Collaborate to Realize the <u>Three Pillars of Higher Education</u> and Creative Economy Development
Discursive Creation	Mahasiswa UI Juara 1 di Kompetisi PR Nasional <u>Berkat</u> Inovasi Maskot Gulara Berbasis Data	UI Students Won 1st Place in National PR Competition <u>Thanks to</u> Data-Based Gulara Mascot Innovation

FINDING AND DISCUSSION

Translation Techniques & Institutional Identity (Cronin, 2006)

Translation Technique	Cronin's View	Identity Strategy
Literal Translation	"Literalism can be a deliberate institutional strategy to convey neutrality, objectivity, and alignment with a global lingua franca" (Cronin, 2006, p. 24)	Neutrality, Transparency, Factual Branding
Borrowing & Transposition	"Borrowing and syntactic shifts enable institutions to preserve global resonance while still speaking with local relevance" (Cronin, 2006, p. 76–80).	Cultural & Linguistic Flexibility
Modulation & Amplification	"Translators often engage in modulation or explanation not merely to translate but to re-present institutional values" (Cronin, 2006, p. 45–46).	Perspective control, ideological positioning
Established Equivalent & Particularization	"Institutions localize content to resonate with target audiences, creating familiarity and trust" (Cronin, 2006, p. 89).	Localization & Familiarity
Reduction, Generalization, Adaptation, & Discursive Creation	"Translation is also the site of invention; it is where identity is not only preserved but constructed and sometimes contested" (Cronin, 2006, p. 144).	Creative Identity Management

CONCLUSION

- Translation is an act of identity, where linguistic choices reflect how institutions wish to be perceived
- Institutions use translation techniques strategically to shape how their identity is received across cultures.
- The dominance of literal translation suggests a trust-building identity, while selective creative techniques enable local representation, ideological alignment, and cultural inclusivity.
- Translation is not just a tool for communication, but for branding, positioning, and identity construction.

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THANK YOU!