

Investigating ChatGPT's Genre-Sensitive Translation Behavior: A Theoretical Analysis Using Newmark's Translation Method

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ABSTRACT

This study investigates ChatGPT's genre-sensitive translation behavior using Newmark's translation theory. Three English texts from distinct genres, that are academic (3519 words), literary (4153 words), and news (1242 words) were selected and translated using ChatGPT. The analysis focuses on identifying the dominant translation methods and procedures applied by the model across genres. Findings reveal that ChatGPT employs Semantic translation predominantly in academic texts to preserve terminological accuracy and logical clarity, while Communicative translation is favored in literary and news texts to enhance fluency and readability. The analysis also highlights genre-specific procedures such as modulation, transposition, equivalence, and cultural substitution. While ChatGPT demonstrates adaptive strategies in handling different genres, it struggles with idiomatic expressions and culturally embedded metaphors, particularly in literary texts. The study underscores the model's surface-level functional awareness but also its limitations in interpreting deeper pragmatic and cultural nuances. These findings offer insights into AI-assisted translation and suggest pedagogical implications for training future translators.

Keywords: *Chatgpt, Translation Methods, Translation Procedures, Newmark, Genre Analysis, Machine Translation.*

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INTRODUCTION

The emergence of artificial intelligence (AI) has marked a pivotal transformation in the field of translation, challenging long-standing paradigms and reshaping conventional practices. Tools such as ChatGPT now play an increasingly central role in academic, professional, and public domains, functioning not only as aids but also as autonomous agents capable of producing translations across genres. While human translation is traditionally characterized by its attention to context, culture, and communicative intent (Bassnett & Susan, 2013.; Venuti & Lawrence, 2008), the rising adoption of AI translation tools compels a reexamination of what constitutes an accurate, faithful, and effective translation in the digital age.

Translation theorists have laid a rich groundwork for evaluating the quality and philosophy of translation. (Nida & Taber's, 2003) distinction between dynamic and formal equivalence remains foundational, emphasizing the dual objectives of linguistic fidelity and communicative impact. (Newmark, 1988) further refines these insights by offering a detailed classification of translation methods semantic, communicative, literal, faithful, and idiomatic as well as specific procedures such as transference, modulation, adaptation, reduction, and expansion. These taxonomies allow for a granular analysis of translation strategies and are especially useful in evaluating the consistency and appropriateness of translations across

genres. Other key contributions come from (Baker, 2018), who addresses strategies for resolving cultural and textual disparities, and (Pym, 2023), who theorizes translation as risk management in intercultural communication.

A growing body of empirical studies has explored AI-based translation tools from various perspectives. Research on the quality of AI translation in oral religious contexts, such as in Bible translation, reveals challenges in preserving cultural sanctity and context (Houston, 2025). Studies on multimodal and sign language translation (Chen, 2023.; Chen et al., 2022.; Chiappalone et al., 2023) highlight the technical sophistication of AI in capturing non-verbal meaning, but also underline its limitations in interpreting gestures with cultural variability. Literary translation research further demonstrates how AI tends to flatten stylistic richness and metaphorical complexity (Lu et al., 2023; Purnawati, 2022.; Amrullah et al., 2022). In news media, AI translation's role in framing, speed, and bias has been scrutinized. Studies show that while tools like ChatGPT can effectively generate informative and fluent output, they sometimes distort meaning or nuance due to limitations in context awareness (Afsharrad, 2023; Li, 2023; Parveen et al., 2023; Ye et al., 2021).

Equivalence remains a central concern in AI translation. Research indicates that models often default to structural equivalence, overlooking deeper pragmatic and idiomatic alignment (Ramadani, 2022.; Ahmed et al., 2024; Al Shyab et al., 2023; Fitriani & Yoga Pratama, 2021; Hassan Barakat, 2024; Noosh et al., 2021; Nugraha, 2023; Seutla, 2024). The result is a text that may be linguistically accurate but pragmatically misaligned with the target culture. Other studies have examined AI's performance in specialized domains such as legal, scientific, and educational texts, where terminological consistency and discourse conventions are critical (Adara & Putri, 2023; Kevin Iswara & Haryanto Hilman, 2022; Virtianti et al., 2024; Zhang & Yang, 2023). These findings suggest that while AI systems perform adequately in general communication, they struggle to maintain fidelity in genre-specific conventions and register control.

Despite these valuable contributions, a significant research gap remains in understanding how ChatGPT specifically applies translation methods and procedures as defined by (Newmark, 1988) across different types of texts. While most prior studies evaluate output quality or user perception, few, if any, adopt a theory-driven classification of the internal strategies deployed by ChatGPT when translating texts of varying function and form.

ChatGPT is selected for this study over other AI translation systems such as Google Translate or DeepL because of its distinctive design as a generative language model trained on instruction-following dialogue. Unlike rule-based or purely statistical systems, ChatGPT demonstrates context-awareness, syntactic flexibility, and the capacity to simulate human-like decision-making in translation tasks. These features make it a particularly suitable candidate for investigating not only output quality but the interpretative strategies that emerge from its translation behaviour. Furthermore, ChatGPT's API-based adaptability and integration into educational and professional platforms heighten its relevance as a subject of study in applied translation research.

The focus on three specific genres academic texts, literary works, and news articles are deliberate. These genres embody distinct communicative functions: academic texts prioritize information and terminological precision; literary texts emphasize aesthetic and expressive depth; and news texts require real-time responsiveness and factual clarity. Analyzing how ChatGPT manages these different textual demands offers insight into its genre-sensitivity, procedural consistency, and overall applicability across varied linguistic terrains.

The novelty of this research lies in its cross-genre, theory-grounded approach. Unlike most existing research that focuses on either evaluation metrics or genre-specific performance, this study explicitly maps AI-generated translations onto classical human translation theory, offering a comprehensive typological analysis. In doing so, it provides both descriptive insight into ChatGPT's operational logic and normative guidance on its suitability for different translation tasks.

The following research questions guide the inquiry: (1) What translation methods, as categorized by Newmark (1988), are predominantly used by ChatGPT in translating academic, literary, and news texts? (2) Which translation procedures, according to Newmark (1988), are consistently observed in ChatGPT's translation output across these genres? (3) How does ChatGPT vary its use of methods and procedures based on the textual genre, and what are the theoretical and practical implications of these variations?

By answering these questions, the study offers a significant contribution to the evolving intersection of human translation theory and machine translation practice. It provides a foundation for further research on AI's role in language services and offers insight for educators, translators, and developers seeking to integrate such tools effectively and ethically.

METHOD

Research Design

This study adopts a descriptive qualitative research design rooted in applied linguistics, particularly in the field of translation studies. The goal is to describe, classify, and interpret the translation methods and procedures employed by ChatGPT when translating texts of varied genres into Indonesian. A qualitative approach is suitable for this inquiry as it allows for in-depth exploration of linguistic patterns and contextual nuances embedded in AI-generated translations. According to Moleong (2019), qualitative research emphasizes the understanding of phenomena from the perspective of participants (or systems, in this case), enabling researchers to reveal the implicit meanings and values conveyed through language use. This design supports the investigation of how ChatGPT's translation behavior aligns with or diverges from established translation theories, particularly those proposed by Newmark (1988).

Data Sources

The data for this study consist of six texts, comprising three English source texts from distinct genres and their corresponding Indonesian translations generated by ChatGPT. The selection was guided by four criteria: authenticity and representativeness of each genre, medium length to enable meaningful procedural analysis, inclusion of key linguistic features such as specialized terminology, idioms, and figurative language, and the presence of contextually rich content designed to challenge the translation system.

The final selection was guided by the researcher's expertise in linguistics and translation studies, resulting in three genres and sources: (1) Academic Text (3519 words), sourced from "*A Decade of Gender Bias in Machine Translation*" by Savoldi et al. (2025), published in *Patterns*, a Scopus-indexed journal, chosen for its technical and conceptual content that demands terminological precision and coherence; (2) Literary/Cultural Text (4153 words), sourced from *The Legend of Sleepy Hollow* by Washington Irving, selected as a canonical literary work rich in aesthetic and figurative language, making it appropriate for testing the stylistic adaptability of AI translation; and (3) News Text (1242 words), sourced from the BBC article "*I'm 'Disappointed but Not Done' with Putin, Trump Tells BBC*", included as it represents the real-time, factual, and context-sensitive use of language characteristic of media discourse. Each English source text was translated into Indonesian using ChatGPT (GPT-4.5) with the same instruction: "*Please translate the following text into natural, professional Indonesian*", producing the target language texts used for analysis.

Data Collection

Data were collected through a systematic procedure in which (1) each source text was entered into ChatGPT with consistent instructions and no additional prompts to avoid bias or guided behavior, (2) the generated translations were copied and saved systematically while preserving paragraph and sentence structure to facilitate alignment with the source, and (3) both source and target texts were compiled into comparative corpora for analysis, with the translations left unedited to ensure the study reflects ChatGPT's raw translational decisions. All translations were produced using the GPT-4.5 model available on ChatGPT Plus, with tool and version consistency maintained across all three text types.

Data Analysis

The analysis follows a structured process based on Peter Newmark's (1988) theoretical framework, beginning with textual segmentation and alignment, where each source text and its translation are divided into comparable units (clauses, sentences, or paragraphs) for micro-level comparison. Next, translation methods are classified according to Newmark's taxonomy of eight methods – word-for-word, literal, faithful, semantic, communicative, idiomatic, free, and adaptation – followed by the identification of translation procedures within each unit, such as transposition, modulation, cultural equivalent, descriptive equivalent, compensation, reduction, expansion, and calque, to explain ChatGPT's linguistic choices. A genre-based comparative analysis is then conducted through a comparative matrix to examine how ChatGPT's methods and procedures differ across academic, literary, and news texts, revealing whether stylistic or procedural adaptation occurs based on genre-specific demands. Finally, the findings are interpreted and discussed theoretically, situating observed patterns within translation theory and AI translation behavior, and assessing the extent to which ChatGPT's decisions align with or diverge from tendencies documented in human translation practices. This framework ensures a robust and replicable investigation of ChatGPT's translational performance in relation to established linguistic and translation principles.

FINDINGS AND DISCUSSION

Findings

This section presents the findings derived from a comparative analysis of three different genres of English texts academic, literary (cultural), and news and their Indonesian translations generated by ChatGPT. The analysis is structured according to three research questions focusing on (1) the dominant translation methods, (2) the specific translation procedures applied, and (3) the genre-based patterns observed in ChatGPT's translation behavior. Each dataset is analyzed and displayed in the form of a table, followed by a detailed narrative interpretation of the translation methods and procedures used.

Translation of Academic Text

The academic text selected for this study is a theoretical article on language ideology, characterized by abstract concepts, precise terminology, and formal structures. Academic writing typically demands high fidelity to the source meaning and conceptual accuracy, making it an ideal text to observe whether ChatGPT adheres to semantic-oriented translation approaches. The analysis focuses on five representative sentences from the source text and their corresponding translations, identifying the methods and procedures applied by ChatGPT based on Newmark's framework. The findings are presented in Table 1 below.

Table 1. Academic Text Translation Analysis

No.	Source Sentence (SL)	Translation Output (TL)	Method	Procedure	Analytical Note
1	"This paper seeks to explore the conceptual underpinnings of language ideology."	"Makalah ini bertujuan untuk mengeksplorasi dasar-dasar konseptual dari ideologi bahasa."	Semantic	Literal Translation	Preserves structure and terminology; prioritizes conceptual accuracy.
2	"Language ideology encompasses the beliefs and attitudes people hold..."	"Ideologi bahasa mencakup keyakinan dan sikap yang dimiliki orang..."	Semantic	Transposition	Grammatical shift to maintain syntactic naturalness in TL.
3	"Language ideology mediates the relationship between language and social life."	"Ideologi bahasa menjadi penghubung antara bahasa dan kehidupan sosial."	Communicative	Modulation	"Mediates" modulated to "menjadi penghubung" to improve clarity in TL.

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4	"They are socially situated, historically shaped, and politically charged."	"Mereka terikat secara sosial, dibentuk secara historis, dan bermuatan politik."	Semantic	Equivalence + Expansion	Accurate rendition with slight expansion for clarity.
5	"Language is not a neutral conduit of communication."	"Bahasa bukanlah sarana komunikasi yang netral."	Semantic	Modulation	Perspective is adapted to preserve philosophical nuance.

Table 1 presents the translation strategies applied by ChatGPT in an academic text. The dominant method identified is **Semantic translation**, reflecting a strong alignment with academic norms that emphasize conceptual precision, logical clarity, and technical fidelity. Literal Translation and Transposition appear frequently, suggesting that ChatGPT adheres to source syntax where appropriate but adjusts it grammatically to ensure fluency in the target language. The use of Modulation and Expansion shows the model's ability to enhance interpretability without distorting meaning. Overall, ChatGPT demonstrates adequate procedural awareness for academic translation, though some nuances might still benefit from human verification.

Translation of Cultural/Literary Text

The literary text analyzed in this study is adapted from *The Legend of Sleepy Hollow*, a short story rich in narrative devices, idiomatic expressions, and cultural references. Literary texts pose a distinct challenge in translation due to their stylistic and emotional complexity. They require translators to balance meaning with artistic effect. This section examines how ChatGPT handles such demands, particularly through the use of communicative translation methods and culturally adaptive procedures. Table 2 outlines seven selected sentences from the text and highlights how ChatGPT navigates literary tone and cultural nuance.

Table 2. Cultural/Literary Text Translation Analysis

No.	Source Sentence (SL)	Translation Output (TL)	Method	Procedure	Analytical Note
1	"menyihir siapa pun yang datang agar tenggelam dalam mimpinya sendiri."	"enchants anyone who comes near, drawing them into their own dream."	Communicative	Transposition	Structural adaptation for rhythm and tone.
2	"tampaknya dibiarkan waktu mengalir lambat dan dunia melupakan kehadirannya."	"as if time had slowed down and the world had forgotten its existence."	Semantic	Modulation	Reframing temporal flow to match poetic style.
3	"Penunggang Tanpa Kepala"	"the Headless Horseman"	Communicative	Cultural Equivalent	Replaces local reference with globally recognized figure.
4	"perabot mahal"	"fine furniture"	Semantic	Descriptive Equivalent	Retains evaluative meaning.
5	"pekerjaan rumah"	"chores"	Communicative	Reduction	Simplifies phrase for fluency.
6	"tiba di lembah sempit yang dikenal sebagai 'the dark hollow'"	"arrived at the narrow valley known as 'the dark hollow'"	Communicative	Expansion	Provides full referential expression.
7	"mencambuk Gunpowder sekuat tenaga"	"whipped Gunpowder with all his might"	Communicative	Couplet (Modulation + Cultural Equivalent)	Idiomatic strength adapted with a blend of

Table 2 highlights the translation of literary text, where **Communicative translation** is predominant. This choice reflects the genre's emphasis on aesthetic fluency, imagery, and reader engagement. ChatGPT employs a diverse set of procedures, including Cultural Equivalence and Couplet, to preserve narrative effect and stylistic coloration. The system adapts figurative language and culturally embedded references effectively, such as transforming "Penunggang Tanpa Kepala" into "the Headless Horseman." Nevertheless, while the renderings maintain readability and narrative flow, some layers of cultural depth may be underrepresented, a limitation that underscores the complexity of literary translation for AI systems.

Translation of News Text

The third dataset comprises a segment from a political news article, featuring conversational tone, idiomatic phrasing, and context-specific references. News texts require immediate clarity, accessibility to a broad audience, and, often, idiomatic fluency. They are usually more flexible in form but rigid in function. This section investigates whether ChatGPT is able to convey urgency, clarity, and tone in its translation of news content. Table 3 presents ten representative sentences and their translated versions, with corresponding analytical insights into the methods and procedures used.

Table 3. News Text Translation Analysis

No.	Source Sentence (SL)	Translation Output (TL)	Method	Procedure	Analytical Note
1	"I'm disappointed but not done with Putin."	"Saya kecewa tapi belum selesai dengan Putin."	Communicative	Literal Translation	Retains conversational structure and tone.
2	"I trust almost no-one."	"Saya hampir tidak mempercayai siapa pun."	Communicative	Transposition	Reorders grammatical structure to suit TL syntax.
3	"Trump was speaking hours after he announced plans to send weapons to Ukraine."	"Pernyataan Trump muncul hanya beberapa jam setelah ia mengumumkan rencana..."	Semantic	Modulation	Shifts focus from subject to event, common in news TL.
4	"Having once described it as obsolete..."	"Yang sebelumnya pernah ia sebut 'usang'..."	Communicative	Reduction	Shortens clause while preserving meaning.
5	"Asked about whether surviving the assassination attempt had changed him..."	"Ketika ditanya apakah kejadian tersebut mengubah dirinya..."	Semantic	Transposition	Rearranged clause structure.
6	"We're working at it, Gary."	"Kami sedang mengusahakannya, Gary."	Communicative	Equivalence	Retains idiomatic intent in local expression.
7	"He'll knock down a building in Kyiv."	"Dia akan meledakkan sebuah gedung di Kyiv."	Communicative	Modulation	Contextualizes violent action for clearer expression in TL.
8	"I thought he was very good, very respectful."	"Saya pikir pidatonya bagus, penuh hormat."	Semantic	Transposition + Reduction	Shifts subject from "he" to "pidatonya" to improve coherence; simplifies

					double adjectives.
9	"America was a dead country one year ago."	"Amerika adalah negara yang mati setahun lalu."	Semantic	Modulation	Retains metaphor with appropriate TL structure.
10	"I think let them go and have a good time."	"Biarkan saja mereka menikmati liburan mereka."	Communicative	Equivalence	Informal tone adapted into a culturally appropriate polite expression.

Table 3 presents the translation of a news article, where Communicative translation also dominates. This method supports journalistic priorities such as clarity, brevity, and immediate audience engagement. ChatGPT uses procedures like Modulation and Equivalence to reshape idiomatic language and streamline complex structures. Literal Translation and Reduction are applied to retain journalistic voice while trimming redundancy. The system succeeds in delivering content that is coherent and contextually appropriate, though some expressions may benefit from further localization or cultural calibration.

Translation Methods Employed by ChatGPT Across Genres

The analysis revealed that ChatGPT demonstrates genre-sensitive application of translation methods, as categorized by Newmark (1988). In academic texts, the dominant method was Semantic translation, indicating ChatGPT's focus on preserving terminological precision, formal tone, and logical structure. This finding aligns with the nature of academic texts that prioritize factual accuracy and conceptual clarity over stylistic freedom.

In contrast, Communicative translation was found to dominate both literary and news texts. In literary translation, this method helped maintain the aesthetic and emotive tone of the source material. The model effectively rendered figurative language, characterization, and narrative flow into natural Indonesian expressions. For news texts, communicative translation was used to preserve clarity, brevity, and accessibility for general readers – consistent with journalistic norms.

This variation underscores ChatGPT's implicit sensitivity to genre-specific communicative purposes. While the Semantic method supports knowledge transfer and precision, the Communicative method enhances readability and contextual adaptation.

Table 4. Analysis Method Across Genre

Genre	Dominant Method	Rationale
Academic	Semantic	Preserves conceptual and terminological precision
Literary	Communicative	Emphasizes stylistic fluency and narrative engagement
News	Communicative	Prioritizes clarity and immediacy of information

Translation Procedures Identified in ChatGPT's Output

The translation outputs of ChatGPT revealed diverse translation procedures as described by Newmark (1988), applied in accordance with genre-specific demands. For academic texts, the dominant procedures were Literal Translation, Transposition, and Modulation. These procedures helped the model retain formal structures while adjusting grammatical and syntactic differences for natural rendering in the target language.

In literary texts, the model frequently employed Cultural Equivalent, Expansion, and Couplet (Modulation + Equivalence). These procedures enabled ChatGPT to preserve not just the denotative meaning but also the connotative depth, tone, and stylistic nuance necessary in narrative forms.

For news texts, ChatGPT utilized Reduction, Modulation, and Equivalence. These procedures support simplification of bureaucratic or formal language and reframe idiomatic expressions in a manner accessible to target readers. The tendency to avoid excessive

literalness in news translations confirms the model's alignment with audience-oriented communication principles.

Table 5. Analysis Procedures Across Genre

Genre	Dominant Procedures	Example Focus
Academic	Literal Translation, Modulation	Term accuracy and grammatical shifts
Literary	Cultural Equivalent, Expansion, Couplet	Stylistic and cultural nuances
News	Reduction, Modulation, Equivalence	Clarity and idiomatic expression

Cross-Genre Variation and Theoretical Implications

The comparative findings show that ChatGPT's translation strategies vary adaptively across genres, reflecting its responsiveness to the different functional orientations of language: informative (academic), aesthetic (literary), and actuality-driven (news).

While Modulation appears across all genres, its purpose differs. In academic contexts, it assists in refining technical meanings and structural clarity. In news, it transforms abstract legal jargon into accessible phrasing. In literary texts, it helps maintain stylistic fidelity. Similarly, Communicative translation—dominant in literary and news genres—supports message delivery through natural, idiomatic rendering rather than formal fidelity.

Interestingly, the use of Cultural Equivalent and Couplet appears genre-specific to literary texts, suggesting the model's potential sensitivity to culturally embedded content and emotional register. However, across all genres, ChatGPT still occasionally underperforms in rendering idiomatic or culturally loaded phrases with full interpretative depth, indicating a limitation compared to human translators with cultural expertise.

These findings imply that while ChatGPT exhibits an emergent functional awareness of genre-based translation needs, it operates primarily through surface-level strategies aligned with fluency and coherence. Deeper interpretive translation—especially involving metaphor, cultural symbolism, or pragmatic context—remains a domain where human translators retain clear advantage.

Table 6. Observation and Implication

Observation	Implication
Method alignment is genre-sensitive	ChatGPT aligns with Newmark's theory to a meaningful extent
Shared procedures applied differently per genre	Strategic flexibility suggests basic contextual awareness
Communicative method enables dynamic adaptation	Supports practical equivalence without deep semantic or cultural interpretation

Discussion

Genre-Sensitive Translation Strategies

The findings of this study affirm that ChatGPT demonstrates genre-sensitive translation tendencies that align in part with Newmark's (1988) dichotomy of semantic and communicative translation. For academic texts, the model tended to preserve conceptual clarity, terminological precision, and syntactic fidelity, aligning closely with the semantic method. For instance, the phrase "language ideology mediates the relationship between language and social life" was rendered as "*ideologi bahasa menjadi penghubung antara bahasa dan kehidupan sosial*," preserving the analytical intent of the original, while applying modulation to enhance conceptual accessibility in the target language.

In contrast, literary and news genres witnessed a dominance of communicative translation. This reflects ChatGPT's implicit recognition of genre-based textual functions. In literary passages such as "*mencambuk Gunpowder sekuat tenaga*," the translation "whipped Gunpowder with all his might" employed a combination of modulation and cultural equivalence to retain narrative vividness and cultural proximity. Similarly, in the news sentence "Trump was speaking hours after he announced plans to send weapons," the transformation into "*Pernyataan Trump muncul hanya beberapa jam setelah ia mengumumkan rencana...*" reveals a pragmatic reframing typical of journalistic discourse, where the event—not the speaker is foregrounded.

These genre-based variations suggest that ChatGPT's internal translation system may be responsive to stylistic conventions and pragmatic expectations of different text types, even though it operates without explicit genre tagging.

Idiomaticity, Cultural Resonance, and Metaphor

While the findings underscore ChatGPT's competence in syntactic modulation and lexical transposition, the model showed limitations in rendering culturally loaded idioms and metaphors. Although basic idiomatic expressions such as “knock down a building” were translated accurately as “*meledakkan sebuah gedung*,” more nuanced metaphors or culturally embedded phrases remained underexplored. The lack of detailed analysis on idiomatic complexity, such as metaphorical expressions in literary texts, suggests that while ChatGPT captures surface-level meaning, it does not consistently convey the layered interpretative depth required for literary fidelity.

The absence of metatextual awareness is particularly evident in the translation of symbolic figures or narrative allusions, as seen in the rendering of “The Headless Horseman” as “*Penunggang Tanpa Kepala*.” Although this is a direct cultural equivalent, it lacks the narrative depth that a human translator might enrich through annotation or recontextualization.

This gap points to a crucial limitation: while ChatGPT may replicate structural and lexical forms, it does not possess authorial intentionality or reader-directed empathy, which are central to literary and cultural translation. This reinforces (Venuti et al., 1995) argument that translation is an interpretive act shaped by cultural agency, something beyond the reach of current AI systems.

Human vs. Machine: Pragmatics and Intention

The comparative lens between human and machine translation becomes particularly salient when examining pragmatic nuance and speaker intention. Unlike human translators who consider tone, register, irony, and implied meanings, ChatGPT often defaults to literal or near-literal renderings when lacking contextual cues. This limitation is not merely technical but ontological—machines do not “understand” communicative intent but only approximate it through statistical modeling.

In literary translation, this difference becomes striking. Human translators are trained to preserve voice, tone, and aesthetic cadence. ChatGPT's communicative method, while effective in producing natural-sounding Indonesian, sometimes sacrifices metaphorical richness or poetic rhythm. In news translation, where immediacy and clarity are prioritized, this gap may be negligible. However, in texts where emotional or ideological subtext is pivotal, the absence of pragmatic inference becomes a constraint.

This finding supports the views of researchers such as (House, 2015), who distinguishes between overt and covert translation and argues that successful translation involves more than linguistic transfer—it involves sociocultural negotiation. ChatGPT, by contrast, operates in a monologic mode, unresponsive to dialogic dimensions of meaning.

Pedagogical and Professional Implications

The implications of these findings extend beyond theoretical linguistics into the pedagogical and professional domains. For translator training, ChatGPT can serve as a practical tool for comparative analysis, allowing students to observe how different methods and procedures are applied. It offers immediate output for annotation and evaluation, which can enrich metalinguistic awareness.

However, educators must caution against overreliance on AI-generated translations, especially for high-stakes or culturally sensitive content. The deterministic nature of ChatGPT's language model lacks the reflexivity needed for critical or creative translation. In professional settings, ChatGPT may be used for draft generation or low-risk translations, but human post-editing remains essential.

This hybrid model AI-assisted but human-guided could form the basis of future workflows in both educational and commercial translation contexts. As illustrated by Garcia

and Pena (2011), machine translation tools can augment translator productivity, but quality assurance remains a human responsibility.

Concluding Reflection

These findings reaffirm that while ChatGPT exhibits genre-sensitive translational behavior, the human touch remains irreplaceable where cultural depth, idiomatic subtlety, and authorial intention are concerned. Its ability to employ a range of translation procedures—such as modulation, transposition, and equivalence—demonstrates technical versatility. Yet its limitations in handling implicit meaning, narrative tone, and intersubjective resonance emphasize the enduring value of human translation expertise.

As artificial intelligence continues to evolve, translation scholars must continue interrogating not only what AI can do, but what it cannot. In doing so, we preserve the intellectual and cultural dimensions of translation as a humanistic practice rooted in understanding, not just computation.

CONCLUSIONS

This study investigated the genre-sensitive translation behavior of ChatGPT by analyzing its English–Indonesian translations across three distinct genres: academic, literary, and news. Drawing on Newmark's (1988) framework of translation methods and procedures, the analysis revealed that ChatGPT consistently aligns its translation strategy with the communicative function of each genre. Semantic translation dominated academic texts, reflecting a focus on conceptual precision and formal accuracy. In contrast, communicative translation was prevalent in literary and news texts, prioritizing fluency, idiomaticity, and accessibility. The procedures employed also varied according to genre, with transposition and modulation common in academic texts, while literary translations required cultural equivalence and stylistic adaptation. These findings affirm ChatGPT's functional sensitivity in translation tasks, albeit within the constraints of surface-level semantic and structural accuracy. Despite its competence, the model exhibited limitations in handling idiomatic expressions and deeper cultural nuances areas where human translators maintain a clear advantage. As such, while ChatGPT offers valuable assistance in translation practice, its role remains complementary rather than substitutive. Future research may explore comparative analyses with human translators and integrate pragmatic and affective dimensions of translation to deepen the understanding of AI capabilities in this domain.

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