



Borrowing Words In The Translation Of English Into Indonesian Found In Emirates Airline Website

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Abstract

Translation reproduces a language in the receiving language according to the closest natural equivalent to the source language. The borrowing procedure in translation directly transfers the source language to the target language. The study aims to identify and analyze the types of borrowing words and find the type of borrowing word mostly found on the Emirates Airline Website, translated from English to Indonesian. Data was collected using documentation, note-taking, and mixed methods, namely qualitative and quantitative, to analyze it. The data was analyzed using the theory proposed by Molina and Albir (2002). The analysis results show that both borrowing procedures are found on the Emirates Airline website, which is translated from English to Indonesian. The total data of the two types of borrowing words found is 440, with details of 111 being pure borrowing types, and 329 being naturalized borrowing types, so the borrowing most commonly found in the object of research is naturalized. In pure borrowing, the word is translated directly without modification or change, and naturalized borrowing is the process of adopting a word or expression from the source language and modifying it to fit the standards of the target language, particularly the spelling conventions. The adjustments that occur include various spelling changes, such as switching from consonants to vowels and vice versa, changes between consonants and other consonants, or vowels with other vowels. In addition, there are also omissions of vowels or consonants in words when translated into the target language, the addition of new vowels or consonants, and changes in endings with vowels.

Keywords: Translation, Borrowing, Types of Borrowing, Emirates Airline Website.

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INTRODUCTION

The purpose of translation is to convey the message in the target language as closely as possible, both in terms of meaning and style (Nida and Taber, 1969, p.12). Transferring information from one location to another is the act of communication. All people throughout the world must be able to communicate due to the ever-increasing complexity of life's demands, and as technology advances, there are no limitations. Although there is a variety of information from around the world about education, entertainment, technology, fashion, and travel, not all people are able to communicate in all languages, so in order to avoid any barriers to information access, translation is necessary. Translation is transferring a text's meaning into another language according to the author's original intention (New Mark, 1988, p.1). It is now one of the most important methods for transferring information, feelings, and concepts between languages.

The simplest translation method is used to overcome the metalinguistic lacuna, so the easiest way is to borrow words from the source language, which is called borrowing (Vinay and Darbelnet, 2000, p.85). During the translation process, the source language is directly

transferred to the target language through borrowing. A translator must nevertheless offer an equivalent translation from the source language into the target language.

Borrowed words are used in a variety of our everyday lives, including websites, which are online platforms that can help a business build its brand by giving customers direct access to information and experiences about the goods and services the firm offers (Martini et al. 2022, p.83). A website can reach anyone. It is essential to a business's marketing and promotion efforts as a result. Increased readers' understanding of English-to-Indonesian word borrowing, translation, and adaptation is the goal of the study.

English plays an important role as an international communication tool. Along with this, Indonesian also absorbs a number of vocabulary from English and makes it part of its vocabulary. Based on the results of a study conducted by Sulaeman and Hoon (2025, p. 181) titled "Development of the Indonesian Language in Vocabulary Absorption", it was found that KBBI contains various words absorbed from foreign languages, including English. One example is the word 'editor', which is absorbed directly without changing its form. In the KBBI, the term refers to an individual in charge of editing published text or software that functions to create and modify files.

One of the top international airlines, Emirates Airlines, serves customers and passengers from a variety of linguistic backgrounds. To better serve its Indonesian customers, Emirates offers a website in several languages, including Bahasa Indonesia, as part of its global outreach. This ensures that promotions and information are properly communicated to prospective travellers. An exceptional chance to investigate how English words are borrowed and modified in translation is provided by the translation of English text into Indonesian on Emirates' website.

THEORETICAL REVIEW

A. Translation

Translation is the process of replacing text in one language (SL) with equivalent text in another language (TL), according to (Catford, 1965, p. 20). The process of translating a written document into the target language while maintaining the same meaning or purpose is known as translation. According to the original author's intentions, it conveys a text's meaning into a different language (Newmark, 1988, p.5). Translation is the process of replacing written content from one language (SL) to another (TL) while maintaining the original author's purpose.

B. Translation Procedure

There are two broad approaches that comprise seven steps in the translation process from source language (SL) to target language (TL), according to Vinay and Darbelnet (2000, p.84). Direct translation and indirect translation (oblique) are the two approaches. Whereas indirect (oblique) translation includes transposition, modulation, equivalency, and adaptation, direct translation includes borrowing, calque, and literal translation.

C. Concept of Borrowing

Vinay and Darbelnet (2000, p. 85) stated that borrowing is the simplest translation technique since it involves a direct transfer of the source language (SL) into the target language (TL).

D. Types of Borrowing

Molina and Albir (2002, p. 510) define borrowing as a translation technique when words or expressions are directly borrowed from another language. Translating words from one

language to another by adapting them for usage in a different language is called borrowing. Molina and Albir distinguish between two kinds of borrowing: pure borrowing and naturalized borrowing (Molina and Albir, 2002, p.510).

a. Pure Borrowing

Expressions or words from the source language that are simply borrowed without modifying the target language in any way are referred to as pure borrowing. It is the translator's choice to employ a term in the target language when it does not have an equivalent in the source material.

For Example :

Source Language (SL) : I have Booked the **hotel** in the place of Minnesota.

Target Language (TL) : Saya telah memesan **hotel** di Minnesota (Simarmata et al., 2022, p.158).

b. Naturalized Borrowing

Adopting a word or expression from the source language and adapting it to the norms of the target language, especially the spelling rules, is known as naturalized borrowing.

For Example :

Source Language (SL) : This includes travel and **accommodation**.

Target Language (TL) : Ini termasuk perjalanan dan **akomodasi** (Simarmata et al., 2022, p.162).

An Analysis of English Borrowing Words In the Indonesian Caption Field of Media Instagram was written by Azizah et al. (2022) from the University of Nahdlatul Wathan Mataram. The purpose of the article's research is to describe the morphological and semantic alterations that occur when certain English terms are borrowed into Indonesian. Hockett's theory of word borrowing (1958) is the theory employed in this study. To explain how words are borrowed, the researcher used qualitative approaches. 21 borrowed words, 87 loan blend words, and zero loan shift words were the types of borrowing processes identified in the Indonesian Instagram caption, the study showed. In terms of semantic change, the researcher could classify the Indonesian Instagram caption's semantic process as follows: 104 for the same meaning, 5 for meaning narrowing, and 1 for meaning expansion.

The lack of information in the analysis, such as the description of the pronunciation of SL and TL, also needs to be added to this study. The new research employs the Emirates Airline website, whereas the previous study used Instagram captions. This is the difference between the two studies. Additionally, the theory employed is different; present study employs the theory of Molina and Albir (2002), whereas previous research used the borrowing theory of Hockett (1958). While the previous study only used the Oxford Learner's Dictionary to provide definitions of the data in the source language, the present study used KBBI (Kamus Besar Bahasa Indonesia) to finish the analysis and add meanings from the target language of the data found. The similarity between this research and the previous research is that both of them try to analyze the type of borrowing words contained in the research object.

English Borrowing in the Translation of "The Tales of Beedle the Bard" Novel From English into Indonesian is the title of the thesis that Setiariyanti (2021) from Udayana University wrote. Analyzing the borrowing process used in the novel's translation and identifying the type of borrowing present in the novel. This study employed the type of borrowing theory proposed by Molina and Albir (2002). A qualitative approach was taken by the researcher. The researcher concluded from the examination that the novel contained two different kinds of borrowing. Pure borrowing and naturalized borrowing are the two types. A

variety of changes in the target language are used to implement the borrowing techniques, such as spelling, consonant cluster, and affix changes.

The content is easier for readers to understand. The data in this study is organized into groups and presented using tables. Not all data analyses include the meaning of the words found, which are sourced from credible sources, so the analysis still needs to be completed to strengthen it. There are some distinctions between the current study and earlier research. The current research uses the airline website as an object, whereas the former uses "The Tales of Beedle the Bard" novel. The kind of borrowing term that is most frequently found in objects is also examined in the current study. The similarity between this research and previous research is that both identify and analyze the types of borrowing words found in each research object.

RESEARCH METHOD

This study used a mixed methodology, which combines qualitative and quantitative research techniques. The general information on the Emirates Airlines website with translations from English to Indonesian served as the research's data source. Based in Dubai, United Arab Emirates, Emirates is a global airline. The Emirates Group Company is responsible for the development and hosting of the airline's website. In addition to English, the major language, it is evident that when accessing a website for the first time, the initial language that commonly appears is English. Furthermore, in the language settings section, users are usually required to choose their country along with the language spoken there. In each country option, English is consistently available as one of the language choices. In many instances, English is either positioned on the left side or listed before the local language. This pattern indicates that the website considers English as its default or primary language. The website offers multiple language settings, including Indonesian. Emirates is ranked in the third tier of the top 10 airlines in the world for 2024, as determined by votes cast by passengers worldwide in the Skytrax World Airline Awards (Skytrax World Airline Awards, 2024). Since the airline offers flights to and from Indonesia, Emirates Group must have an Indonesian website in order for the information about the airline to be effectively communicated, particularly to their target passenger base of Indonesians.

Data for this study was collected using the documentation approach, which entails viewing the Emirates Airline website and making notes. In order to collect data, the Emirates Airline website was searched online. The website was read, including websites that used English as the primary language to obtain SL data and websites that used Indonesian to obtain TL data. All terms and words were checked for borrowing words in the process of translating from SL to TL according to the theory. Note all borrowed words found on the official Emirates Airline website.

The data was analyzed using a mixed-method approach that combined qualitative and quantitative analysis. The qualitative method of analysis is employed to give a clear and detailed explanation of the findings in alignment with the relevant theoretical framework. The quantitative method is utilized to determine the total quantity of all data and the total quantity from each type. The analysis started with carefully selecting and organizing the data that would be used as samples in this study. Once the data were sorted, each item was examined in detail and grouped based on the type of borrowing, referring to the borrowing theory in translation proposed by Molina and Albir (2002). After the classification, a simple quantitative technique was used to calculate the frequency of each type of borrowing as well as the total number of

occurrences. Finally, thorough comprehension of the results was provided by a detailed description of the data shown in the table.

The number of each type of borrowing that was discovered is displayed using the formal and informal approach (Sudaryanto, 2015, p. 241). The results of the data analysis discussion are displayed using the informal method, which uses words and sentences. The process begins by organizing the data according to the types of borrowing found in both the source language (SL) and the target language (TL). Once the data is sorted, the next step is to analyze and categorize each borrowing type using an informal approach that allows for more flexible interpretation. After that, a table is prepared to show the frequency of each type of borrowing, along with the overall total. To complete the process, the table is explained in a clear and informal, making the findings easier to understand.

RESULTS AND DISCUSSION

This part focused on the analysis process of the types of borrowing words, and most types of borrowing are found on the Emirates Airline Website. The theory used in the analysis is the theory of borrowing in translation proposed by Molina and Albir (2002).

The Analysis Types of Borrowing Words Found in the Emirates Airline Website

a) Pure Borrowing

Data 1

SL : Emirates connects the world to, and through, our **global** hub in Dubai.

TL : Emirates menghubungkan dunia dengan, dan melalui, pusat **global** kami di Dubai

The word *global* /'gləʊbl/ in the SL translates to *global* /'glo.bal/ in TL. Based on the explanation in Oxford Learner's Dictionaries, the term means "covering or affecting the whole world". Meanwhile, KBBI defines *global* as "bersangkut paut, mengenai, meliputi seluruh dunia". In both the SL and TL, this word has a similar context and meaning. In the process of borrowing from the SL to the TL, the form of this word has not changed at all; the borrowing is done directly without modification, so the word categorized as pure borrowing.

Data 2

SL : We operate **modern**, efficient and comfortable aircraft, and our culturally diverse workforce...six continents every day.

TL : Kami mengoperasikan pesawat terbang yang **modern**, efisien, dan nyaman, serta tenaga kerja kami yang beragam...enam benua setiap hari.

The word *modern*/'mɑːdərn/ in the SL is translated into *modern* /mo.dern/ in the TL. According to Oxford Learner's Dictionaries, the meaning of *modern* in the SL is "using the latest technology, designs, materials, ideas, etc". Meanwhile, according to KBBI, the meaning of *modern* in the target language is "terbaru; mutakhir". The meanings and context of the two show similarities. The word in the SL is absorbed directly into the TL without modification, so it falls into the category of pure borrowing.

Data 3

SL : At a working group level, various **internal** committees meet regularly to co ordinate and implement sustainability actions.

TL : Pada tingkat kelompok kerja, berbagai komite **internal** melakukan pertemuan secara rutin untuk mengoordinasikan dan mengim plementasikan tindakan keberlanj- utan.

The word '*internal*/'ɪn'tɜːrnl/ in English translates to '*internal*/'intêrnal/ in Indonesian. The definition of "internal" in the source language is "involving or affecting only the people who are part of a particular organisation rather than people from outside it," per Oxford

Learner's Dictionaries. Whereas, KBBI states that the word "internal" in the target language means "di kalangan sendiri; dalam lingkungan sendiri." There are parallels between the two languages' meanings and usage contexts. Since this word's form hasn't changed in the examined data, it can be classified as a pure borrowing translation from the source language to the target language.

Data 4

SL : Michael holds a **Diploma** in Business Administration at the Private University of the German Federal Reserve Bank,...and a Certificate of Advanced Studies from the University of St. Gallen.

TL : Michael adalah lulusan **Diploma** Administrasi Bisnis dari Universitas Swasta yang dinaungi Bank Sentral Republik Federal Jerman,...dan memiliki Sertifikat Studi Lanjutan dari Universitas St. Gallen.

The word 'diploma'/dɪ'pləʊmə/ in English is transliterated into 'diploma'/dip.lo.ma/ in Indonesian. A diploma is "a document showing that you have completed a course of study or part of your education" in the source language, according to the Oxford Learner's Dictionaries. Meanwhile, according to KBBI, the word "diploma" in the target language means "surat keterangan resmi yang menyatakan telah tamat sekolah (lulus ujian dan sebagainya)." The meaning of the word in the source and target languages is the same, and the translation process remains unchanged. The word is categorized as a pure borrowing since it is directly transferred into the target language without any change.

Data 5

SL : You will need to present the plastic bag for **visual** examination at the security screening point.

TL : Kantong plastik tersebut harus ditunjukkan untuk diperiksa secara **visual** di tempat pemeriksaan

The word 'visual'/'vɪʒuəl/ in English is translated to 'visual'/'vi.su.al/ in Indonesian. This term is defined as "of or connected with seeing or sight" in the Oxford Learner's Dictionaries. Conversely, according to KBBI, its meaning is "dapat dilihat dengan indra penglihatan (mata); berdasarkan penglihatan." It can be seen from this that there is no change in form or meaning when this word is converted from source to target language. Since it has not undergone any adjustment, it falls into the category of a pure loan, with the meaning and context remaining consistent across both languages.

b) Naturalized Borrowing

Data 6

SL : Our **commercial** success has been driven by Dubai's Open Skies aviation policy, and is based on our solid business model and customer centricity.

TL : Keberhasilan **komersial** kami didukung oleh kebijakan penerbangan Open Skies Dubai, serta berlandaskan model bisnis yang kukuh dan yang berpusat pada pelanggan.

The English word 'commercial' (kə'mɜ:ʃl) is translated to 'komersial'/komêrsial/ in the TL. 'Commercial' in the SL means "connected with the buying and selling of goods and services," according to Oxford Learner's Dictionaries. In TL, "komersial" means "berkaitan dengan niaga atau perdagangan," according to KBBI. The word's meaning and context are identical in the SL and TL. As the word is translated, its spelling is modified to fit the target language. For the word "commercial," the consonant **c** is changed to the consonant **k**, one consonant **m** is removed, and the consonant **c** in the **-cial** is changed to the consonant **s** or **-sial**.

An adaptation of spelling has been made to the word so that the word categorized as naturalized borrowing.

Data 7

SL : With several leadership roles in government, his role in the formulation of policies and strategies has helped strengthen Dubai's vision, **economy**, communities and culture.

TL : Dengan beberapa posisi kepemimpinan dalam pemerintahan, perannya dalam perumusan kebijakan dan strategi telah membantunya memperkuat visi, **ekonomi**, masyarakat, dan budaya Dubai.

The English word 'economy'/i'kɒnəmi/ is translated to 'ekonomi'/e.ko.no.mi/ in the Indonesian. The Oxford Learner's Dictionaries defines the SL word 'economy' as "the relationship between production, trade, and the supply of money in a particular country or region." According to KBBI, the term 'ekonomi' in the target language means "urusan keuangan rumah tangga (organization, nation)." Both the SL and TL versions of the word convey the same context and meaning. In the source language, the word "economy" is spelt differently, with the vowel **i** used in place of the final consonant **y** and the consonant **c** changed to the consonant **k**. Based of this modification, the word falls under the category of naturalized borrowing.

Data 8

SL : **Extra** limitations apply for Lithium batteries which can be obtained from Emirates.

TL : Batasan **ekstra** berlaku untuk baterai Litium yang bisa didapatkan dari Emirates.

The word 'extra'/'ekstrə/ in the SL is translated into 'ekstra' / eks.tra/ in the TL. According to Oxford Learner's Dictionaries, 'extra' in the SL means "more than is usual, expected, or than exists already." The meaning of the word 'ekstra' in the target language is "tambahan di luar yang resmi," according to KBBI. The word's context and meaning in the SL and TL are identical. The word 'extra' in the SL is adapted by changing the consonant **x** and replacing it with the consonant **k**, followed by the addition of the consonant **s**. As a result of the TL's changes, particularly in spelling, the word is classified as a naturalized borrowing.

Data 9

SL : **Emotional** support or therapy animals are not considered service animals and will be accepted as normal pets.

TL: Hewan pendukung **emosional** atau terapi tidak dianggap sebagai hewan pemandu dan akan diterima sebagai hewan peliharaan biasa.

The word 'emotional'/i'məʊʃənl/ in SL, translated into 'emosional'/e.mo.si.o.nal/ in TL. Oxford Learner's Dictionaries define 'emotional' in the SL as "connected with people's feelings (= with the emotions)". In the target language, 'emosional' means "menyentuh perasaan; mengharukan," according to KBBI. When translating the word 'emotional' into the target language (TL), the consonant **t** is swapped out for the consonant **s**. The context and meaning of the word are identical in the SL and TL. Spelling adjustment in the word's translation so that the word can be identified as a type of naturalized borrowing.

Data 10

SL : We store the recordings for up to 30 days unless a different **period** is required or permitted by law, for evidence and internal investigations, ...governmental agencies in their investigations.

TL: Kami menyimpan rekaman hingga 30 hari kecuali **periode** berbeda dibutuhkan atau diizinkan oleh hukum, untuk bukti dan penyelidikan internal,...badan pemerintah lainnya dalam hal penyelidikan.

The word 'period'/'pɪəriəd/ in English, translated into 'periode'/periodê/ in Indonesian. The definition of 'period' in the SL is "a particular length of time," according to Oxford Learner's Dictionaries. The meaning of 'periode' in the target language is "kurun waktu; lingkaran waktu (masa)," according to KBBI. When translating the word "periode" into the target language (TL), the vowel **e** is added after the consonant **d**. The translation's SL and TL terms have the same context and meaning. The word was spelt differently, and try to follow the spelling convention in the TL so that it could be recognised as a form of naturalized borrowing.

Data 11

SL : The booking reference indicates that your **reservation** has been confirmed.

TL : Referensi pemesanan menandakan bahwa **reservasi** Anda telah dikonfirmasi.

The word 'reservation'/'rezə'veɪʃn/ in English is translated into 'reservasi'/resêvasi/ in Indonesian. The SL definition of 'reservation' is "an arrangement for a seat on a plane or train, a room in a hotel, etc., to be kept for you," according to Oxford Learner's Dictionaries. The definition of 'reservasi' in the target language is "pengaturan atau pemesanan tiket, meja, kamar hotel, dan sebagainya untuk seseorang tertentu," according to KBBI. The word 'reservation' undergoes a writing adjustment where the consonant **t** is replaced with the consonant **s** in the TL, and the suffix **-ion** in the source language is replaced with the vowel **i**. The adjustment to the target language causes the word to be included in naturalized borrowing.

Data 12

SL : You will be part of a highly driven, bold workforce keen on delivering the most **innovative** products and services.

TL : Anda akan menjadi bagian dari tenaga kerja yang sangat bersemangat dan berani, yang tertarik untuk menghasilkan produk dan layanan paling **inovatif**.

The word 'innovative'/'ɪnəveɪtɪv/ in the SL is translated into 'inovatif'/i.no.va.tif/ in the TL. The definition of 'innovative' in the SL is "introducing or using new ideas, ways of doing something, etc." according to the Oxford Learner's Dictionaries. According to KBBI, 'inovatif' in the target language means "bersifat pembaruan (kreasi baru); bersifat memperkenalkan sesuatu yang baru." The word 'innovative' is changed during the spelling adaptation process that occurs when words are translated from the source language to the target language. In particular, a naturalized borrowing occurs when one consonant, **n**, is eliminated and the final element, **-ve**, is swapped out for the consonant, **f**.

Data 13

SL : If your flight to Zambia arrived at night and you want a daytime aerial view, a **helicopter** ride over Victoria Falls might be the ticket.

TL : Jika penerbangan Anda ke Zambia sampai pada malam hari dan Anda ingin melihat pemandangan dari udara, naik **helikopter** melintasi Victoria Falls mungkin bisa menjadi pilihan anda.

The word 'helicopter'/'helɪkɒptə(r)/ in the SL is translated into 'helikopter'/helikoptêr/ in the TL. The definition of 'helicopter' in the SL is "an aircraft without wings that has large blades (= long flat parts) on top that go round," according to Oxford Learner's Dictionaries. 'Helikopter' means "pesawat udara with large horizontal baling-baling above that mempercepat massa udara ke arah bawah so that reaksi berupa gaya angkat is used to bertempur or mengangkut orang," according to KBBI. The word is recognized as a naturalized borrowing when spelling adaptation takes place during translation, where the consonant **k** in the target

language is substituted for the consonant **c** in the source language. Both the SL and the TL have the same word meaning and context.

Data 14

SL : The glitzy Mint Lounge is a lunchtime **favourite** with Lusaka's glamorous set.

TL : Lounge Mint yang mewah adalah tempat makan siang **favorit** dengan suasana glamor Lusaka.

The word 'favourite'/'feɪvərɪt/ in English is translated into 'favorit' / fa.vo.rit/ in the target language. The definition of 'favourite' in the SL is "liked more than others of the same kind," according to Oxford Learner's Dictionaries. 'Favorit' in the target language means "kesayangan; kegemaran," according to KBBI. The meaning and context of the word are identical in the SL and TL. The word is included in the naturalized borrowing type of translation because it goes through spelling adaptation, which involves removing the vowels **u** and **e** to conform to the spelling of the target language.

Data 15

SL : Yet simply picking up a paper wrap of frites (French fries), liberally drizzled with **mayonnaise**, to munch on while you explore the sights is a simple pleasure that should be repeated daily while you're visiting.

TL : Sekadar membeli sekantong frites (kentang goreng) berlumur **mayones** untuk dinikmati sambil menjelajahi berbagai tempat menarik di kota ini merupakan kesenangan sederhana yang harus Anda lakukan setiap hari saat berkunjung.

The word 'mayonnaise'/'meɪə'neɪz/ in English is translated into 'mayones'/'ma.yo.nes/ in Indonesian. The definition of 'mayonnaise' in the SL is "a thick, cold white sauce made from eggs, oil, and vinegar, added to sandwiches, salads, etc.," according to Oxford Learner's Dictionaries. In the target language, 'mayones' means "saus dingin yang dimakan dengan selada, dibuat dari bahan kuning telur, garam, merica, moster, cuka, dan minyak yang dijadikan emulsi," according to KBBI. The context and meaning of the word are identical in the SL and TL. When a word is translated from the source language to the target language, its spelling changes. One consonant, **n**, is eliminated, the vowel **a** is changed to the vowel **e**, the vowel **i** is changed to the consonant **s**, and the element **-se** is eliminated. The adjustments indicate that this word belongs to the naturalized borrowing type.

The Most Type of Borrowing Words Are Found on Emirates Airline Website.

Pure borrowing and naturalized borrowing are the two categories of borrowing, according to Molina and Albir (2002, p.510). The following table shows a total of all the data and each type of borrowing data that were translated from English to Indonesian in the Emirates Airline website.

Table 1. Total Types of Borrowing in Emirates Airline Website

No.	Types of Borrowing	Data
1.	Pure Borrowing	111
2.	Naturalized Borrowing	329
	Total	440

The number of events found for each type of loan is displayed in the above table. Two types of borrowing pure borrowing and naturalized borrowing were distinguished from the 440 entries taken from the Emirates Airline website. There were 329 instances of naturalized borrowing, compared to 111 instances of pure borrowing.

The prevalence of naturalized borrowing is understandable given the type of website the official website of an international airline company because the primary goal of such a website is to communicate information in a clear, professional, and understandable manner to readers worldwide, in this case, readers or potential passengers from Indonesia. As a result, the naturalized borrowing technique is selected and applied in translation so that foreign terms remain understandable while not significantly deviating from the standards and spelling conventions of the target language.

CONCLUSION AND SUGGESTION

Based on the analysis, it can be concluded that the Emirates Airline website's translation from English to Indonesian contains both pure and naturalized borrowing. There are 440 data points totally from all forms of borrowing, of which 329 are Naturalized Borrowing types and 111 are Pure Borrowing types. Naturalized borrowing is the most common kind of borrowing process.

The Pure Borrowing includes borrowing methods that were used in the study's object but were translated straight into the target language without any alterations. The translated word changes or is respelled, this is known as naturalized borrowing. The adjustments consist of consonant-to-vowel changes, vowel-to-consonant changes, consonant-to-other-consonant changes, vowel-to-other-vowel changes, deletion of vowel or consonant in the word when translated into the target language, consonant addition, vowel addition, and suffix alternation with vowels.

This research has identified and analyzed the phenomenon of word borrowing in English to Indonesian translations on the Emirates Airline website. However, the scope of this study is limited to text data from one specific source. Therefore, to enrich our understanding of the word absorption process, several future research directions can be explored.

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