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Transframing in the Translation of Online Gambling News on Antaranews.Com

Ni Putu Dewi Anggreni[1], Ida Ayu Made Puspani[2], I Wayan Pastika[3]

[1,2,3]Linguistics, Udayana University, Indonesia

ABSTRACT: This study examines transframing practices and translation equivalence in the English versions of online gambling news published on Antaranews.com. It focuses on how Indonesian source texts (ST) are translated into English target texts (TT). A qualitative approach is applied by systematically comparing the ST and TT. The analysis is based on Liu's (2019) transframing theory, which includes framing meaning, framing devices, framing degree, and framing tone. In addition, Nida's (1964) concept of translation equivalence is used to explain how equivalence is achieved. The findings show that translation does not simply transfer information but reconstructs meaning through transframing. The TT tends to emphasize institutional authority, policy effectiveness, and measurable outcomes, while reducing culturally embedded and emotive elements from the ST. This reflects adaptation to international journalistic conventions that prioritize clarity, neutrality, and conciseness. As a result, online gambling is reframed from a socially oriented issue into a more policy-driven narrative. Overall, dynamic equivalence predominates, as the main meaning and communicative effect are maintained despite shifts in framing.

KEYWORDS: transframing, translation equivalence, online gambling.

I. INTRODUCTION

Translation is widely recognized as the practice of rendering a text from a source language into a target language while preserving its meaning (Catford, 1965:20). However, this process extends beyond the level of linguistic substitution. It also involves negotiating meaning across cultural and communicative contexts. In the domain of journalism, translation plays a strategic role in enabling news to circulate across linguistic boundaries, encompassing not only textual transfer but also the broader processes of production and dissemination (Bielsa, 2020). As argued by Brüggemann (2014), journalism itself does not merely mirror reality but actively constructs it through interpretation. Within this framework, framing theory becomes particularly relevant, as it highlights how meaning is selectively organized and communicated in news discourse.

Rather than functioning as neutral reports, news texts are shaped by specific perspectives that may reflect ideological positions, institutional interests, or cultural assumptions. This characteristic becomes more pronounced when addressing socially sensitive issues. In such cases, even small linguistic choices can influence how information is perceived. The challenge is intensified in translation, especially in headlines and leads, where limited context, culturally embedded expressions, and structural differences between languages often complicate the search for direct equivalence (Mehawesh and Al-Allawi, 2024).

In this regard, the translator's role cannot be reduced to that of a language converter. Translators act as mediators who reconstruct meaning while taking into account the expectations of a new audience. Decisions related to lexical selection, emphasis, and information management contribute to shaping how events are represented in the target text. Therefore, news translation should be understood as a layered activity that integrates linguistic competence with critical awareness of sociocultural dynamics.

The concept of transframing offers a useful lens to examine this process. Liu (2019:22) defines transframing as the transformation of a source text's framing when it is re-expressed in another language across various textual elements, such as headlines, introductory paragraphs, and concluding sections. This transformation reflects an ongoing negotiation between source-oriented and target-oriented considerations. It may occur deliberately or implicitly, depending on institutional norms and communicative goals. In the context of state-affiliated media, such adjustments are often aligned with dominant national narratives.

A relevant illustration can be found in the translation of news concerning online gambling in Indonesia. As a legally prohibited activity that is frequently associated with moral and social concerns, online gambling is commonly framed in Indonesian-language reports as a threat to public order. Media coverage tends to emphasize law enforcement actions, ethical considerations, and societal consequences.

When such reports are translated into English, particularly on platforms like Antaranews.com, noticeable shifts in framing may occur. The English version is designed for a more diverse and international readership, including non-Indonesian audiences

who may not share the same cultural or ideological background. Consequently, the translated texts often adopt a more neutral and descriptive tone, reducing evaluative language and culturally specific judgments. This shift illustrates how translation can reshape the presentation of issues in response to audience expectations.

Previous studies have explored the relationship between framing and translation across different contexts. Research conducted by Sadmego and Nasucha (2019) and Anbarini et al. (2019) examined framing in various thematic domains, while studies by Yuan and Ma (2020), Setyaningsih (2023), Chaerani and Dewi (2023), and Junining and Kusuma (2023) focused specifically on transframing practices. Additional contributions have addressed framing in COVID-19 reporting (Yuniawan et al., 2023), the role of translation in shaping national image (Hou, 2023), media representation of LGBT-related issues (Alfareza and Putri, 2024), and the persuasive influence of headlines (Poudel, Milkowski, and Weninger, 2025).

Building upon these works, the present study employs Liu's (2019) framework of transframing in combination with Nida's (1964) concept of translation equivalence. It focuses on online gambling news, a topic that remains underexplored in translation studies. By examining headlines and leads published on Antaranews.com, this study aims to identify how meaning is maintained, modified, or reconstructed in translation.

Ultimately, this research underscores the role of translators as active agents in the circulation of global news. Translation, particularly when viewed through the lens of transframing, is not merely a technical process but a discursive practice that shapes how information is interpreted across different cultural contexts.

II. THEORETICAL FRAMEWORKS

This study applies two main theoretical frameworks to address the research problems. The first framework is Liu's theory of transframing practices, which is used to analyse how meaning is reshaped in news translation across languages and media contexts (Liu, 2019). The second framework is Nida's concept of translation equivalence, which provides the basis for examining how equivalence between the source text and the target text is achieved through translation strategies (Nida, 1964). The combination of these two theories enables a comprehensive analysis of meaning transformation and equivalence in translated news texts.

A. Indicators of Transframing

According to Liu (2019:35), transframing in news translation involves several framing aspects that have received limited attention in previous studies, particularly tone, meaning, degree, and framing devices. These indicators explain how translated news texts may reframe information rather than merely reproduce the original message.

1) Framing tone refers to the overall evaluative stance of a news story, which may be positive, negative, or neutral. Liu (2019:35–36) argues that complete neutrality is rarely achieved in news discourse, as framing is influenced by journalistic traditions and sociocultural contexts. Consequently, translated news texts may display shifts in tone as a result of transframing.
2) Framing meaning concerns how meaning is constructed and conveyed in the target text. Liu (2019:36) explains that meaning in translated news may remain unchanged, be expanded, or be reduced when compared to the source text. Such changes reflect editorial choices and translation strategies that reshape how information is presented to target readers.
3) Framing degree refers to the intensity with which a message or stance is expressed in the target text compared to the source text. According to Liu (2019:36), translators may strengthen or weaken certain elements of the message to emphasize or downplay particular aspects, resulting in shifts in perceived authority, urgency, or importance.
4) Framing devices are rhetorical and linguistic tools used to realize framing effects in news translation. Liu (2019:36) defines these devices as including lexical choices, metaphors, contextual references, and discourse strategies that influence how events and actors are represented. Changes in framing devices can alter both focus and agency in translated news texts. Liu differentiates framing devices into three categories, which are remaining the same, partly changed, and totally changed.

Together, these indicators demonstrate that transframing is not a random process but a systematic practice shaped by translation decisions and media conventions.

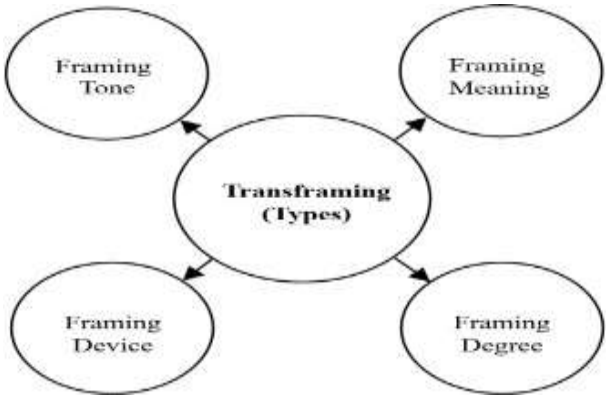


Figure 1. Modified from Liu's Indicator of Transframing

B. Translation Equivalence

The second theoretical framework is Nida's concept of translation equivalence. In Toward a Science of Translating, Nida (1964:159) distinguishes between formal equivalence and dynamic equivalence as two fundamental approaches to translation.

1) *Formal equivalence:* emphasizes close adherence to the linguistic form and content of the source text. According to Nida (1964:159), this type of equivalence seeks to preserve grammatical structure, lexical choices, and textual organization, allowing readers of the target text to perceive features of the source language and culture.
2) *Dynamic equivalence*: in contrast, prioritizes the effect of the message on the target audience. Nida (1964:159) explains that this approach allows greater flexibility in structure and wording in order to produce a natural and meaningful response for target readers. The focus is on conveying the intended meaning rather than reproducing the exact form of the source text.

By applying Nida's distinction between formal and dynamic equivalence, this study investigates how translation strategies contribute to achieving equivalence while accommodating linguistic and cultural differences.

III. RESEARCH METHOD

This study investigated bilingual online gambling news published on Antaranews.com, with the Indonesian versions serving as the source texts (ST) and the English versions as the target texts (TT). The data consisted solely of publicly available online news texts; therefore, no human participants were involved in this study.

The research employed a descriptive qualitative method. This method was chosen because qualitative research enables an in-depth exploration and interpretation of meaning in social and textual phenomena (Creswell, 2003:21). In this study, the analy sis focused on identifying transframing practices and examining the equivalence of translations. The concept of transframing proposed by Liu and the concept of equivalence proposed by Nida were used as theoretical frameworks to guide the analysis of framing shifts and equivalence in translated news texts.

In this study, the main research instrument was the researcher herself. In qualitative research, the researcher functions as the primary data collection and analysis tool (Widiana et al., 2023:114). Accordingly, the researcher was responsible for identifying, categorizing, and interpreting transframing practices and translation equivalence in bilingual news from Antaranews.com. The researcher's role included selecting relevant data, organizing the source and target texts into comparative tables, and analyzing shifts in framing, meaning, and equivalence in the translation process.

The study was conducted at the researcher's residence in Gianyar, Bali, using online data from the Indonesian and English versions of Antaranews.com. The data collection covered news articles published from January 2025 to December 2025. The data were collected using a documentation method, which involves examining written sources relevant to the research topic (Kumar, 2011:138), combined with an observe-and-note-taking technique (Sudaryanto, 2015:241). The collected data were then analyzed descriptively and presented in tables and explanatory descriptions to illustrate how transframing and equivalence were applied in the translation of online gambling news.

IV. RESULTS AND DISCUSSION

The analysis of online gambling news on Antaranews.com focuses on the headlines and leads of the articles, as they represent the key information presented in the news. This section examines how transframing occurs in the English translations, particularly in terms of adjustments in emphasis, tone, meaning, and degree compared to the original Indonesian texts. It also explores how translation equivalence is maintained in the process of adapting the news for international readers.

Application of Transframing in Online Gambling News Translation and Its Implications for Equivalence

1) Example 1

Table. 1 Example 1

Data 01a	S L	04/ 01/ 25	***Menkomdigi komitmen tingkatkan literasi digital berantas judi daring*** *Malang, Jawa Timur (ANTARA) – Menteri Komunikasi dan Digital (Menkomdigi) Meutya Hafid menyatakan komitmennya untuk terus meningkatkan literasi digital masyarakat guna memaksimalkan paya memberantas praktik judi daring yang sedang digalakkan oleh pemerintah. Sabtu, 4 Januari 2025 18:10 WIB*
Data 01b	T L	04/ 01/ 25	**Minister pushes digital literacy to fight online gambling** Malang, East Java (ANTARA) – Minister of Communication and Digital Affairs, Meutya Hafid, has expressed her commitment to continue increasing people's digital literacy to maximize the government's efforts to root out illegal online gambling. January 4, 2025 20:00 GMT+700

As shown in Table 1, the translation of the headline and lead in Data 01 demonstrates the application of transframing indicators proposed by Liu (2019), namely framing devices, framing meaning, framing degree, and framing tone. Each indicator is examined

by comparing the source text (ST) and the target text (TT) to identify whether the framing is maintained or shifted in the translation. In terms of framing devices, a lexical adjustment can be observed in the verb used in the headline. The ST headline employs the phrase "*komitmen tingkatkan literasi digital*", which emphasizes the minister's commitment as the central element of the action. In the TT headline, this phrase is translated as "pushes digital literacy". According to the Cambridge Learner's Dictionary, the verb "push" is defined as "to move someone or something by pressing them with your hands or body". This notion of exerting force suggests a deliberate and proactive action. Therefore, the use of "pushes" in the headline does not merely indicate involvement but constructs an image of strong agency, highlighting active promotion rather than commitment. This shift represents a change in the lexical framing device, as the TT highlights the action of promoting digital literacy rather than the pledge or intention expressed in the ST. Nevertheless, the actor remains consistent across both texts, as the action is still attributed to the minister responsible for communication and digital affairs. Therefore, the framing device shows a partial change in lexical emphasis rather than a complete reframing of the action.

Regarding framing meaning, the core meaning remains largely unchanged. Both the ST and the TT convey the message that the government, represented by the minister, aims to combat online gambling by strengthening public digital literacy. The TT headline "Minister pushes digital literacy to fight online gambling" communicates the same essential idea expressed in the ST headline "*Menkomdigi komitmen tingkatkan literasi digital berantas judi daring*." Similarly, the lead in the TT preserves the message that the minister has expressed commitment to increasing people's digital literacy in order to support the government's efforts to eliminate illegal online gambling. Although minor lexical adjustments are made to fit English news conventions, the principal meaning of the message remains intact. Therefore, the framing meaning can be categorized as remaining the same.

In terms of framing degree, no significant change is observed between the ST and the TT. Both texts present the government's action with a similar level of intensity and emphasis. The ST highlights the minister's "*komitmen*" to strengthening digital literacy, while the TT similarly includes the phrase that expresses her commitment in the lead. The use of the expression root out illegal online gambling in the TT slightly reinforces the seriousness of the government's effort, but it does not substantially strengthen or weaken the intensity of the message compared to the ST. As a result, the framing degree can be categorized as remaining the same.

Finally, in terms of framing tone, both the ST and the TT convey a positive evaluative stance. The news report frames the government's action as proactive and solution-oriented in addressing the issue of online gambling through the promotion of digital literacy. The ST emphasizes the minister's commitment and responsibility, while the TT highlights the active promotion of digital literacy initiatives. Despite this slight shift in emphasis, both texts present the government's actions in a constructive and supportive manner. Consequently, the framing tone remains positive in the target texts.

In terms of translation equivalence, the translation of Data 1 demonstrates the application of dynamic equivalence rather than strict formal equivalence. The TT does not replicate the exact lexical structure of the ST, particularly in the shift from "*komitmen tingkatkan*" to "pushes digital literacy". However, the translation successfully conveys the intended communicative meaning of the source text, namely the government's effort to combat online gambling by strengthening digital literacy among the public. Similarly, the ST lead emphasizing the minister's commitment to increasing digital literacy is rendered in the TT as "has expressed her commitment to continue increasing people's digital literacy to maximize the government's efforts to root out illegal online gambling." Although the sentence structure is adjusted to conform to English news discourse conventions, the core message and communicative function remain preserved. Therefore, translation equivalence is achieved by maintaining the essential meaning and communicative purpose of the source text while adapting linguistic expressions to suit the target language and readership.

2) Example 2

Table. 2 Example 2

Data 06a	S L	19/ 02/ 25	***MPR: Pemahaman digital perlu ditingkatkan demi hindari judi online*** *Jakarta (ANTARA) - Wakil Ketua Majelis Permusyawaratan Rakyat (MPR) RI Edhie Baskoro Yudhoyono mengajak seluruh pihak bekerja sama meningkatkan pemahaman masyarakat tentang penggunaan teknologi digital yang baik demi terhindar dari jeratan judi dalam jaringan dan pinjaman online ilegal.* *Rabu, 19 Februari 2025 17:18 WIB*
Data 06b	T L	19/ 02/ 25	**Improve digital literacy to check online gambling: MPR** Jakarta (ANTARA) - Deputy chairperson of the People's Consultative Assembly (MPR), Edhie Baskoro Yudhoyono, has stressed the need to improve digital literacy to prevent online gambling. February 19, 2025 20:43 GMT+700

Table 2 shows how the translation of the headline and lead in Data 06 involves shifts in framing, identified through a comparison between the SL and the TL.

A shift can first be observed in the framing devices used in the headline. The SL headline "*Pemahaman digital perlu*

ditingkatkan demi hindari judi online" employs the expression "*perlu ditingkatkan*," which conveys a general necessity in an impersonal and descriptive form. In the TL, this is rendered as "Improve digital literacy to check online gambling: MPR." The use of the imperative form "Improve" and the verb "check" introduces a more direct and action-oriented framing. This shift in lexical choice changes how the message is delivered, moving from a general statement of need to a more directive expression. Therefore, the framing device can be categorized as partly changed.

This adjustment in framing devices also affects the framing meaning. The SL emphasizes the need to increase public understanding of digital technology in a broad sense, including both proper usage and prevention of online gambling and illegal online loans. In contrast, the TL narrows this focus by explicitly highlighting "to prevent online gambling," without retaining the reference to illegal online loans or the broader notion of proper digital use. As a result, part of the original scope is not fully conveyed, leading to a reduction in meaning.

At the same time, the shift from "*perlu ditingkatkan*" to the more direct "Improve" influences the framing degree. The SL presents the message as a general recommendation, while the TL conveys a stronger sense of instruction or urgency through the imperative structure. Additionally, the phrase "has stressed the need" in the lead reinforces this emphasis, indicating a more assertive stance. Therefore, the framing degree can be categorized as slightly strengthened.

Despite these shifts, the framing tone remains consistent. Both the SL and the TL present the issue of online gambling as a concern that requires preventive action, reflecting a serious and solution-oriented stance. The SL frames it as a collective effort to improve public awareness, while the TL presents it as a clear call for improvement. Although the level of directness differs, the overall evaluative orientation remains the same.

In terms of translation equivalence, the translation reflects dynamic equivalence. The TL does not strictly preserve the form or full informational scope of the SL, particularly in the omission of references to illegal online loans and the broader concept of digital technology use. However, it successfully conveys the main communicative purpose, namely the need to improve digital literacy to prevent online gambling. The adjustments made in the TL enhance clarity and directness for the target audience while maintaining the core message of the SL. Therefore, the equivalence achieved can be classified as dynamic equivalence.

3) Example 3

Table. 3 Example 3

Data 09a	S L	10/ 03/ 25	***Kemkomdigi telah tangani 1,3 juta konten pornografi dan judi online*** *Jakarta (ANTARA) - Kementerian Komunikasi dan Digital menyampaikan sebanyak 1.352.401 konten negatif seperti pornografi dan judi online telah berhasil ditangani dalam periode 20 Oktober 2024 hingga 8 Maret 2025, berkat peran aktif masyarakat yang melaporkan melalui aduankonten.id.* *Senin, 10 Maret 2025 12:26 WIB*
Data 09b	T L	10/ 03/ 25	**1.3M porn, online gambling content removed by Komdigi Ministry** Jakarta (ANTARA) - The Communication and Digital Affairs (Komdigi) Ministry has taken down 1,352,401 pieces of digital content linked to pornography and online gambling between October 20, 2024, and March 8, 2025. March 10, 2025 14:47 GMT+700

Table 3 shows how the translation of the headline and lead in Data 09 involves shifts in framing, identified through a comparison between the SL and the TL.

A shift is first evident in the framing devices used in the headline. The SL headline "*Kemkomdigi telah tangani 1,3 juta konten pornografi dan judi online*" employs the verb "*telah tangani*," which foregrounds the process of handling or managing negative content. In contrast, the TL renders this as "1.3M porn, online gambling content removed by Komdigi Ministry." The use of the verb "removed," combined with a passive construction, reorients the focus from an ongoing institutional effort to a concrete outcome. This lexical and syntactic adjustment alters how the action is presented, emphasizing result over process. Therefore, the framing device can be categorized as partly changed.

This shift in device also leads to a change in framing meaning, particularly in the lead. The SL explicitly attributes the achievement to "*peran aktif masyarakat yang melaporkan melalui aduankonten.id*," which highlights public participation as a contributing factor. This element constructs a collaborative frame between the government and society. However, the TL omits this information and only states that the ministry "has taken down 1,352,401 pieces of digital content." As a result, the meaning is reduced, as the role of the public and the mechanism of reporting are no longer represented. The message in the TL becomes more institution-centered, focusing solely on the authority and action of the ministry.

At the same time, the shift from "*telah tangani*" to "*removed*" also affects the framing degree. According to KBBI, the word "*telah*" indicates an action that has already been completed, while "*tangani*" (derived from "menangani") refers to the act of handling or dealing with something directly. Taken together, the expression "*telah tangani*" suggests a completed action, but one that still emphasizes the process of handling or management. In contrast, the TL employs the verb "removed," which, according to

the Cambridge Learner's Dictionary, means "to take something away." This definition highlights an outcome rather than a process. Therefore, the use of "removed" shifts the focus from the act of handling to the result of elimination. The expression "has taken down" further reinforces this sense of completed action and effectiveness. As a result, the TL constructs a stronger impression of decisiveness and success, indicating that the framing degree is slightly strengthened.

Despite these shifts, the framing tone remains consistent. Both the SL and the TL convey a positive and solution-oriented stance toward the issue of harmful digital content. The SL frames the achievement as a result of cooperation, while the TL frames it as institutional effectiveness. Although the perspective differs, both texts present the action as beneficial and necessary, maintaining a constructive evaluative tone.

In terms of translation equivalence, the translation reflects dynamic equivalence rather than formal equivalence. The TL does not preserve the full range of information or the exact structure of the SL, particularly in omitting the reference to public participation and restructuring the headline into a result-oriented form. However, it successfully conveys the central message that a large volume of harmful digital content has been addressed by the ministry. The adjustments made in the TL demonstrate a sh ift toward clarity, impact, and conciseness for the target audience, while maintaining the overall communicative purpose of the source text. Therefore, the equivalence achieved can be classified as dynamic equivalence.

4) Example 4

Table. 4 Example 4

Data 10a	S L	14/ 06/ 25	***Puan: Kolaborasi dengan platform digital agar konten judi online tak tumbuh*** *Jakarta (ANTARA) - Ketua Dewan Perwakilan Rakyat (DPR) RI Puan Maharani menekankan pentingnya pemerintah berkolaborasi dengan platform digital untuk memastikan konten-konten judi online atau daring tidak tumbuh di jagat maya tanah air.* Sabtu, 14 Juni 2025 21:00 WIB
Data 10b	T L	15/ 06/ 25	**Involve digital platforms in gambling content crackdown: DPR** Jakarta (ANTARA) - Speaker of the House of Representatives (DPR), Puan Maharani, has urged the Indonesian government to collaborate with digital platforms to stop the spread of online gambling content. June 15, 2025 23:20 GMT+700

As shown in the data, a notable shift in framing meaning is evident in the translation of the headline and lead in Data 10, particularly in how the issue is presented in the headline. The SL headline "*Puan: Kolaborasi dengan platform digital agar konten judi online tak tumbuh*" frames the issue primarily as a preventive effort. It emphasizes collaboration as a strategic measure to ensure that online gambling content does not develop further in the digital space. The expression "*agar tidak tumbuh*" reflects a forward-looking orientation, suggesting that the problem can still be controlled before it becomes more serious. This indicates that the SL positions the issue within a preventive and anticipatory framework. However, this perspective is slightly altered in the TL headline "Involve digital platforms in gambling content crackdown: DPR." The use of the word "*crackdown,*" according to Cambridge Learner's Dictionary, means "a period when bad or illegal behaviour is dealt with in a very severe way, to stop it happening." This introduces a different nuance, one that implies enforcement and stronger intervention. Rather than focusing on prevention, the TL suggests that the issue already exists at a concerning level and requires firm and immediate action. As a result, the framing meaning shifts from a preventive orientation to a more action-oriented one. This indicates that the framing meaning is expanded or added, as the TL adds a stronger sense of urgency and enforcement that is not explicitly present in the SL.

Another shift of framing that happened is the framing devices, particularly in terms of actor representation and lexical choice. In the SL, the headline explicitly mentions "Puan," referring to Puan Maharani as an individual authority figure, which creates a more personalized framing. In contrast, the TL replaces this reference with "DPR," generalizing the actor into an institutional entity. This shift reduces the individual presence of the speaker and instead highlights institutional authority. In addition, the lexical choices in the TL, such as "involve" and especially "crackdown," contribute to a more directive and assertive construction compared to the relatively neutral "*kolaborasi*" in the SL. These changes show that the framing device has been partly changed.

The difference in wording also affects the framing degree, particularly in terms of intensity. The SL presents the issue in a relatively moderate way by emphasizing collaboration as a preventive strategy. In contrast, the TL intensifies the message through expressions such as "crackdown" and "stop the spread," which suggest urgency and stronger intervention. This indicates that the framing degree in the TL is strengthened, as the issue is presented as more pressing and requiring immediate action.

A similar tendency can be observed in the framing tone. Both the SL and the TL maintain a negative evaluative stance toward online gambling. The SL conveys this implicitly through the need to prevent its growth, indicating that it is undesirable. Meanwhile, the TL expresses this evaluation more explicitly through stronger wording such as "crackdown" and "stop the spread." Although the TL adopts a more forceful and assertive tone, the overall evaluative orientation remains negative. Therefore, the framing tone can be categorized as remaining negative.

In the lead, the same pattern is maintained. The SL emphasizes collaboration to ensure that online gambling content does not grow, while the TL renders this as an effort "to stop the spread of online gambling content." Although the wording in the TL introduces a slightly stronger sense of urgency, this adjustment does not significantly alter the core meaning, but rather reinforces the action-oriented framing.

In terms of translation equivalence, the translation demonstrates dynamic equivalence, as it successfully conveys the main message that online gambling content is a harmful issue requiring government action and collaboration with digital platforms. The shifts observed in framing meaning, devices, and degree function to make the message more impactful and relevant for the target audience, without changing its essential meaning. Therefore, the overall communicative effect remains comparable to that of the SL, and the equivalence achieved can be considered dynamic equivalence.

5) Example 5

Table. 5 Example 5

Data 11a	S L	03/ 07/ 25	***Kemkomdigi jelaskan PP Judol atur peran instansi hingga mitigasi judol*** *Jakarta (ANTARA) - Kementerian Komunikasi dan Digital (Kemkomdigi) mengatakan Peraturan Pemerintah tentang Pemberantasan Judi Online (PP Judol) akan mengatur sejumlah hal mulai dari pembagian peran instansi hingga langkah mitigasi oleh penyedia jasa internet dalam pemberantasan judi daring.* *Kamis, 3 Juli 2025 20:16 WIB*
Data 11b	T L	04/ 07/ 25	**Online gambling regulation to include mitigation efforts: ministry** Jakarta (ANTARA) - The Ministry of Communication and Digital Affairs has informed that the Government Regulation on Online Gambling Eradication will regulate several things, including mitigation efforts by Internet service providers. July 4, 2025 00:57 GMT+700

As shown in the data, shifts in framing can be clearly identified in the translation of the headline and lead in Data 11. The most prominent shift occurs in framing meaning, particularly in the headline. The SL headline "*Kemkomdigi jelaskan PP Judol atur peran instansi hingga mitigasi judol*" presents the issue in a comprehensive and structured way, emphasizing that the regulation will address multiple aspects, including the distribution of institutional roles and mitigation efforts. This formulation frames the policy as systematic and coordinated, highlighting not only action but also governance structure.

However, this complexity is reduced in the TL headline "Online gambling regulation to include mitigation efforts: ministry," which focuses solely on mitigation efforts. The omission of "*peran instansi*" significantly narrows the scope of the information and removes an important aspect of institutional coordination. As a result, the TL presents a simplified version of the policy, potentially leading the audience to perceive the regulation as less comprehensive than it actually is. This indicates that the framing meaning is reduced, as essential elements of the original message are not fully transferred.

The second transframing occurs in the framing devices, particularly in the representation of the actor and the choice of lexical items. In the SL, the use of "*Kemkomdigi*" provides a precise institutional identity, reinforcing the authority and specificity of the source. In contrast, the TL renders this as "ministry," which generalizes the actor and reduces institutional specificity. While this may improve accessibility for international readers, it simultaneously weakens the clarity and distinctiveness of the original reference. Furthermore, the verb "*jelaskan*," which indicates an act of explanation, is not preserved in the TL. Instead, the phrase "to include" shifts the focus from an explanatory statement to a descriptive one. This change subtly alters the communicative function of the message, making it less informative and more declarative. These modifications suggest that the framing device is partly changed.

A further shift can be observed in the framing degree, particularly in terms of informational intensity and completeness. The SL delivers a more detailed and layered message by explicitly mentioning both institutional roles and mitigation strategies. In contrast, the TL reduces this complexity by presenting only one aspect of the regulation. This reduction not only simplifies the message but also lowers the level of detail available to the target audience. Consequently, the framing degree can be categorized as reduced, as the TL provides a less comprehensive representation of the issue.

In terms of framing tone, both the SL and the TL maintain a neutral and informative stance. The SL conveys information in a descriptive manner without evaluative language, and the TL similarly adopts a factual tone. However, due to the reduction of detail and the shift toward conciseness, the TL may appear more direct and less elaborative. Despite this difference, the overall tone remains consistent. Therefore, the framing tone can be categorized as remaining neutral.

This pattern is further reflected in the lead. The SL provides a broader explanation by stating that the regulation will govern "*pembagian peran instansi hingga langkah mitigasi*," thereby presenting a more complete policy framework. Meanwhile, the TL only highlights "mitigation efforts by Internet service providers," omitting the aspect of institutional role distribution. This reinforces the observation that the framing meaning is reduced, as part of the original informational content is excluded. Such omission may

influence how the audience understands the scope and complexity of the regulation.

In terms of translation equivalence, the translation demonstrates dynamic equivalence, as it conveys the central idea that the regulation addresses online gambling and includes mitigation efforts. However, the reduction of key details and the simplification of the message indicate that the translation does not fully represent the scope of the original text. While the TL remains clear and accessible, the communicative effect is somewhat limited compared to the SL, particularly in terms of informational richness. Nevertheless, since the main idea is still effectively delivered, the equivalence achieved can be considered dynamic equivalence.

6) Example 6

Table. 6 Example 6

Data 13a	S L	26/ 08/ 25	***Polri bekukan rekening dan sita Rp154 miliar terkait judi online*** *Jakarta (ANTARA) – Direktorat Tindak Pidana Siber Badan Reserse Kriminal Polri berhasil membekukan ratusan rekening dan menyita dana dengan nilai keseluruhan sekitar Rp154 miliar yang diduga terkait kasus judi dalam jaringan atau judi online.* *Kamis, 26 Agustus 2025 11:38 WIB*
Data 13b	T L	26/ 08/ 25	**Indonesian police freeze $10 million in online gambling crackdown** Jakarta (ANTARA) - Indonesian President Prabowo Subianto revealed that Indonesia is estimated to lose around US$8 billion every year due to capital outflows from online gambling activities, stressing the need for a global response to tackle the issue. August 26, 2025 16:52 GMT+700

A closer look at Data 13 reveals several shifts in framing in the translation of the headline and lead. The most noticeable shift occurs in framing meaning, particularly in how the issue is constructed and developed across the SL and TL. The SL headline "*Polri bekukan rekening dan sita Rp154 miliar terkait judi online*" presents the issue through a concrete and event- focused perspective. It highlights specific law enforcement actions, namely the freezing of accounts and the seizure of a clearly stated amount of money. This framing emphasizes the effectiveness of police operations and situates the issue within a nation al law enforcement context, making the report factual and outcome-oriented.

In contrast, the TL headline "Indonesian police freeze $10 million in online gambling crackdown" retains the general idea but slightly reframes it. The use of the word "crackdown" suggests that the action is part of a broader and more systematic effort rather than a single isolated case. This introduces a stronger sense of ongoing enforcement. A more significant shift, however, becomes apparent in the lead. While the SL continues to elaborate on the same police operation, the TL introduces different information by referring to a statement from President Prabowo Subianto about the country's economic losses due to online gambling. This information is not present in the SL and redirects the focus from a specific enforcement action to a wider economic issue. As a result, the framing meaning can be categorized as expanded and shifted, since new elements are added and the original focus is partially replaced.

Another transframing emerges in the framing devices, particularly in relation to actor representation and lexical choice. In the SL, the actor is clearly identified as the Cyber Crime Directorate of the Indonesian National Police, which provides a high level of institutional specificity and emphasizes operational authority. In contrast, the TL simplifies this to "Indonesian police" in the headline and then shifts further by introducing the president as the main source in the lead. This change not only alters the actor but also shifts the perspective from a technical law enforcement narrative to a more political and economic discourse. In addition, the lexical choice of "crackdown" introduces a more evaluative and forceful nuance compared to the relatively neutral verbs "*bekukan*" and "*sita*" in the SL. The word *"bekukan*" (derived from "*membekukan*") means to make something inactive or not operate, while "*sita*," according to KBBI, means taking and holding goods based on a legal decision by state authorities. In contrast, "crackdown" conveys a stronger sense of strict and forceful action. These modifications indicate that the framing device is significantly changed, as both the source of authority and the wording of the message are restructured.

A further shift can be observed in the framing degree, particularly in terms of intensity and emphasis. The SL presents the issue straightforwardly and descriptively, focusing on measurable results such as the amount of money seized. In contrast, the TL amplifies the issue by connecting it to large-scale economic losses and emphasizing the need for a global response. This expansion increases the perceived importance and urgency of the issue, making it appear more serious and far-reaching. Therefore, the framing degree can be categorized as strengthened.

In terms of framing tone, both the SL and the TL maintain a negative evaluative stance toward online gambling. The SL conveys this implicitly through its focus on law enforcement actions, which signal that the activity is illegal and problematic. Meanwhile, the TL reinforces this evaluation more explicitly by highlighting financial losses and broader societal impacts. Although the tone in the TL becomes more alarmist and urgent, the overall evaluative direction remains consistent. Thus, the framing tone can be categorized as remaining negative.

In terms of translation equivalence, the translation demonstrates dynamic equivalence, as it still conveys the general idea

that online gambling is a serious issue requiring action. However, the introduction of new information and the shift in focus indicate that the communicative effect is not entirely aligned with that of the SL. The TL does not merely reproduce the orig inal message but reshapes it to emphasize aspects that may be more relevant to a broader audience. Despite this, the translation remains effective in delivering a clear and meaningful message. Therefore, the equivalence achieved can be considered dynamic equivalence.

7) Example 7

Table. 7 Example 7

Data 14a	S L	17/ 09/ 25	***Kemkomdigi tangani 2,1 juta konten judol hingga 16 September 2025*** *Jakarta (ANTARA) – Kementerian Komunikasi dan Digital (Kemkomdigi) total telah menangani 2,1 juta konten perjudian daring atau judi online (judol) di ruang digital dari 20 Oktober 2024 hingga 16 September 2025* *Rabu, 17 September 2025 15:01 WIB*
Data 14b	T L	17/ 09/ 25	**Govt removes 2.8M digital posts, most tied to online gambling** Jakarta (ANTARA) - The Indonesian Ministry of Communication and Digital Affairs (Komdigi) has removed approximately 2.8 million pieces of negative content from the internet between October 20 last year and September 16, 2025. September 17, 2025 16:53 GMT+700

The table above shows that several shifts in framing can be identified in the translation of the headline and lead in Data 14. The most noticeable shift occurs in framing meaning, particularly in how the scale and focus of the issue are presented. The SL headline "*Kemkomdigi tangani 2,1 juta konten judol hingga 16 September 2025*" emphasizes a specific achievement, namely the handling of 2.1 million online gambling-related contents. This framing is precise and focused, highlighting the extent of government action specifically in relation to online gambling. It also reinforces the idea of targeted intervention within a clearly defined issue.

In contrast, the TL headline "Govt removes 2.8M digital posts, most tied to online gambling" introduces a broader and slightly different perspective. The number of contents increases from 2.1 million to 2.8 million, and the focus shifts from exclusively online gambling content to "digital posts," with online gambling presented as only the majority category. This change not only alters the numerical detail but also expands the scope of the issue from a specific category to a more general one. As a result, the framing meaning can be categorized as added and partially shifted, since the TL introduces broader information while modifying the original focus.

Another transframing emerges in the framing devices, particularly in the representation of actors and lexical choices. In the SL, the actor is clearly identified as "*Kementerian Komunikasi dan Digital (Kemkomdigi),*" which provides a precise institutional reference. Meanwhile, the TL simplifies this into "Govt" in the headline and later refers to "the Indonesian Ministry of Communication and Digital Affairs (Komdigi)" in the lead. This shift reduces the specificity in the headline and creates a more generalized impression of authority. In addition, the lexical choice changes from "*menangani*" to "removes," which introduces a stronger and more direct action. While "*menangani*" implies handling or managing, "removes" suggests a definitive action of elimination. These differences indicate that the framing device is partly changed, as both the actor representation and the wording of the message are modified.

Another shift can be observed in the framing degree, particularly in terms of intensity and emphasis. The SL presents the information in a relatively neutral and descriptive manner, focusing on the number of contents handled. In contrast, the TL intensifies the message by using a larger numerical figure and by emphasizing removal as a decisive action. The inclusion of "most tied to online gambling" also broadens the issue and suggests a wider digital problem. This results in a stronger impression of scale and impact in the TL. Therefore, the framing degree can be categorized as strengthened.

In terms of framing tone, both the SL and the TL maintain a negative evaluative stance toward online gambling. The SL conveys this through its focus on government efforts to handle harmful content, implicitly indicating that such content is problematic. Meanwhile, the TL reinforces this stance by emphasizing removal and linking the majority of digital posts to online gambling. Although the TL adopts a slightly more assertive tone due to stronger lexical choices, the overall evaluative orientation remains consistent. Thus, the framing tone can be categorized as remaining negative.

This pattern is also reflected in the lead. The SL clearly states that 2.1 million online gambling contents have been handled within a specific time frame, maintaining a focused and consistent narrative. In contrast, the TL expands the information by referring to "2.8 million pieces of negative content," which introduces a broader category beyond online gambling. This sh ift further supports the observation that the framing meaning is expanded, as the TL adds new elements that are not explicitly present in the SL.

In terms of translation equivalence, the translation demonstrates dynamic equivalence, as it conveys the general idea that the government has taken significant action to address harmful digital content, particularly related to online gambling. However, the changes in numerical data, scope, and emphasis indicate that the message is not fully equivalent to the SL. The TL reshap es the original information to present a broader and more impactful narrative, which may be more engaging for the target audienc e.

Nevertheless, the core message remains understandable, and the communicative effect is still comparable. Therefore, the equivalence achieved can be considered dynamic equivalence.

8) Example 8

Table. 8 Example 8

Data 17a	S L	14/ 10/ 25	***Kemkomdigi blokir 23 ribu rekening transaksi perjudian daring*** *Jakarta (ANTARA) - Kementerian Komunikasi dan Digital (Kemkomdigi) bekerja sama dengan Otoritas Jasa Keuangan (OJK) telah memblokir terhadap 23.929 rekening yang digunakan untuk aktivitas transaksi perjudian daring atau judi online.* *Selasa, 14 Oktober 2025 14:43 WIB*
Data 17b	T L	14/ 10/ 25	**Indonesia blocks nearly 24,000 bank accounts linked to online gambling** Jakarta (ANTARA) - Indonesia's Ministry of Communication and Digital, in collaboration with the Financial Services Authority (OJK), has blocked 23,929 bank accounts linked to online gambling transactions as part of a nationwide crackdown, Minister Meutya Hafid said on Tuesday. October 14, 2025 21:15 GMT+700

A close reading of Data 17 reveals how the translation of the headline and lead represents government action against online gambling through several framing indicators, including framing meaning, framing devices, framing degree, and framing tone. These indicators help to identify whether the message is preserved or adjusted in the process of translation.

First, in terms of framing meaning, the translation can be categorized as remaining the same. The SL headline "*Kemkomdigi blokir 23 ribu rekening transaksi perjudian daring*" and the TL headline "Indonesia blocks nearly 24,000 bank accounts linked to online gambling" both convey the same core message, namely the blocking of bank accounts associated with online gambling activities. The central idea, which highlights government intervention against illegal financial transactions related to online gambling, is clearly maintained in the translation. Although there are minor adjustments in the representation of the actor and the numerical expression, these do not alter the essential meaning of the message. No significant information is added or omitted in the TL. Therefore, the framing meaning remains the same or consistent between the SL and the TL.

Second, the difference becomes more apparent in the framing devices, which can be categorized as partly changed. In the SL, the actor is explicitly identified as "*Kemkomdigi,*" which reflects a specific institutional focus and provides clarity regarding which government body is responsible for the action. In contrast, the TL replaces this specific reference with the more gener al term "Indonesia," thereby shifting the representation from an institutional level to a national level. This generalization broadens the scope of authority and may create a stronger impression of nationwide involvement. In addition, the TL introduces the phrase "linked to online gambling," which clarifies the relationship between the bank accounts and the illegal activity. This added explicitness helps international readers better understand the context. These adjustments in lexical choice and actor representation indicate that the framing devices are not fully preserved but only partly changed.

Third, with regard to the framing degree, the translation can be considered strengthened. The SL presents the information concisely and straightforwardly, primarily focusing on the number of accounts that have been blocked. It delivers the message efficiently without extensive elaboration. On the other hand, the TL expands the information, particularly in the lead, by including additional contextual elements such as "as part of a nationwide crackdown" and attributing the statement to Minister Meutya Hafid. These additions enhance the sense of scale, coordination, and authority behind the action. As a result, the translated version presents the issue with greater intensity and a broader scope, suggesting that the effort is part of a larger and more systematic government initiative. This increased emphasis indicates that the framing degree is strengthened in the TL.

Fourth, in terms of framing tone, both the SL and TL can be categorized as negative. The SL conveys a negative stance toward online gambling implicitly through the reporting of enforcement actions, which suggests that such activities are illegal and problematic. The TL maintains this negative orientation and reinforces it through the use of expressions such as "nationwide crackdown," which carries a stronger connotation of urgency and seriousness. While the TL appears slightly more assertive in its wording, the overall evaluative direction does not change. Both texts position online gambling as an issue that requires strict government action. Therefore, the framing tone remains negative in both the SL and the TL.

Finally, from the perspective of translation equivalence, the translation demonstrates dynamic equivalence. The TL successfully conveys the main communicative purpose of the SL, which is to inform readers about government measures taken to combat online gambling. Although there are shifts in framing devices and an increase in framing degree, these changes serve to enhance clarity, readability, and relevance for the target audience, particularly international readers who may not be familiar with specific Indonesian institutions. The message remains functionally equivalent, and the intended impact on the audience is preserved. Therefore, the equivalence achieved in this translation can be categorized as dynamic equivalence.

9) Example 9

Table. 9 Example 9

Data 19a	S L	01/ 11/ 25	***Di KTT APEC, Prabowo: RI kehilangan 8 miliar dolar karena judol*** *Jakarta (ANTARA) - Presiden RI Prabowo Subianto menyebutkan Indonesia diperkirakan kehilangan 8 milliar dolar AS setiap tahunnya akibat aliran dana keluar melalui perjudian daring (judi online/judol). Sabtu, 1 November 2025 15:29 WIB*
Data 19b	T L	01/ 11/ 25	**Prabowo: Indonesia loses US$8 billion a year to online gambling** Jakarta (ANTARA) - Indonesian President Prabowo Subianto revealed that Indonesia is estimated to lose around US$8 billion every year due to capital outflows from online gambling activities, stressing the need for a global response to tackle the issue. November 1, 2025 17:27 GMT+700

As shown in Table 9, the comparison between the SL and the TL in Data 19 reveals several shifts in framing, particularly in the way the issue of economic loss due to online gambling is constructed and presented.

First, in terms of framing meaning, the translation can be categorized as added. The SL headline and lead present the issue primarily as an economic loss experienced by Indonesia due to online gambling activities. The emphasis is placed on the quantifiable financial impact, namely the estimated loss of US$8 billion annually. In contrast, the TL retains this core information but expands the meaning in the lead by adding the clause "stressing the need for a global response to tackle the issue." This element is not explicitly stated in the SL. By introducing this idea, the TL reframes the issue from a national economic concern into a broader global problem that requires international cooperation. Since additional meaning is introduced without removing the original information, the framing meaning is categorized as added.

Second, in terms of framing devices, the translation can be categorized as partly changed. The SL headline includes the phrase "Di KTT APEC," which functions as a contextual marker situating the statement within an international forum. This element highlights the significance of the statement as part of a global discussion. However, in the TL headline, this contextual reference is omitted, resulting in "Prabowo: Indonesia loses US$8 billion a year to online gambling." The omission reduces contextual specificity and shifts the focus directly to the economic issue. Despite this, the TL still retains key elements such as the main actor, the quantified loss, and the issue of online gambling. Therefore, while there are adjustments in lexical choice and contextual framing, the overall structure remains recognizable, indicating that the framing devices are partly changed.

Third, regarding framing degree, the translation can be categorized as strengthened. The SL presents the issue in a descriptive and straightforward manner, focusing on reporting the financial loss caused by online gambling. In contrast, the TL intensifies the message by introducing the idea of a "global response," which elevates the issue from a national concern to one of international importance. This addition increases the perceived urgency and scale of the problem, suggesting that the issue extends beyond Indonesia and requires coordinated action. As a result, the TL presents the issue with greater emphasis and broader scope. Therefore, the framing degree is strengthened.

Fourth, in terms of framing tone, both the SL and the TL are categorized as negative. The SL presents online gambling as a harmful activity that leads to significant economic loss, thereby conveying a negative evaluation of the issue. Similarly, the TL maintains this negative stance by emphasizing the financial impact and reinforcing the seriousness of the problem through the addition of a global perspective. Although the TL introduces a broader context, the evaluative direction remains consistent. Therefore, the framing tone is negative and maintained.

Finally, from the perspective of translation equivalence, the translation demonstrates dynamic equivalence. The TL does not fully preserve the structure of the SL, particularly in the omission of contextual information in the headline and the ad dition of interpretive meaning in the lead. However, it successfully conveys the core message regarding Indonesia's economic loss due to online gambling. The adjustments made in the TL enhance clarity and relevance for an international audience while maintaining the communicative purpose of the SL. Therefore, the equivalence achieved can be considered dynamic equivalence.

10) Example 10

Table. 10 Example 10

Data 26a	S L	18/ 12/ 25	***Menkomdigi: Negara hadir lindungi masyarakat dari dampak judi daring*** *Jakarta (ANTARA) - Menteri Komunikasi dan Digital (Menkomdigi) Meutya Hafid menyatakan penurunan transaksi judi daring (judi online atau judol) merupakan wujud komitmen pemerintah dalam melindungi masyarakat dari dampak sosial dan ekonomi dari praktik ilegal itu.* *Kamis, 18 Desember 2025 09:17 WIB*
Data 26b	T L	18/ 18/ 25	**Decline in gambling transactions reflects effective measures: minister** Jakarta (ANTARA) - Communication and Digital Affairs Minister Meutya Hafid said the decline in online gambling transactions reflects the Indonesian government's effective and well-targeted measures to curb the practice. December 18, 2025 10:47 GMT+700

A detailed comparison between the SL and TL in Data 26 reveals several shifts in framing, particularly in how government action is represented in the headline and lead.

First, in terms of framing meaning, the translation can be categorized as reduced. The SL headline "*Menkomdigi: Negara hadir lindungi masyarakat dari dampak judi daring*" emphasizes the role of the state in protecting society, explicitly highlighting the social and economic impacts of online gambling. This constructs a protection-oriented narrative in which the government is positioned as a guardian of public welfare. In contrast, the TL headline "Decline in gambling transactions reflects effective measures: minister" shifts the focus to the outcome of government action, namely the decline in gambling transactions. The explicit reference to social and economic impacts, as well as the notion of state protection, is not retained in the TL. Although the general topic remains the same, some elements of meaning are omitted. Therefore, the framing meaning is reduced.

Second, in terms of framing devices, the translation can be categorized as partly changed. The SL uses the expression "*negara hadir lindungi masyarakat*," which carries a strong rhetorical and ideological nuance emphasizing state presence and responsibility. In contrast, the TL reformulates this into "reflects effective measures," which is more technical and policy-oriented. Additionally, the SL foregrounds the actor "*Menkomdigi*," while the TL foregrounds the outcome "decline in gambling transactions." This shift in lexical choice and information structure alters how the message is presented, indicating that the framing devices are partly changed.

Third, regarding framing degree, the translation is weakened. This weakening is evident in the omission of value-laden expressions in the SL, such as "*lindungi masyarakat*" and "*dampak sosial dan ekonomi*," which emphasize protection and the serious consequences of online gambling. These expressions contribute to a stronger emotional and evaluative intensity in the SL. In contrast, the TL uses more technical expressions such as "decline in gambling transactions" and "effective and well-targeted measures," which focus on measurable outcomes rather than social impact. The absence of explicit references to societal consequences, combined with the use of more neutral and policy-oriented language, reduces the overall intensity of the message. Therefore, the framing degree is weakened.

Fourth, in terms of framing tone, both the SL and TL are categorized as positive. The SL conveys a positive evaluation of government action through its emphasis on protecting society from harm. Similarly, the TL expresses a positive tone by highlighting the effectiveness of government measures in reducing online gambling transactions. Although the basis of evaluation differs, the overall direction remains favorable toward government action. Therefore, the framing tone is still positive.

The lead further reinforces these findings. The SL explicitly connects the decline in online gambling transactions to the government's commitment to protecting society from its social and economic impacts. In contrast, the TL focuses on the effectiveness of government measures without explicitly mentioning these broader consequences. This omission supports the classification of reduced framing meaning and weakened framing degree, as the emphasis shifts from social protection to policy effectiveness.

From the perspective of translation equivalence, the translation demonstrates dynamic equivalence. The TL successfully conveys the main idea that government measures have contributed to a decline in online gambling transactions. Although there are shifts in meaning, devices, and degree, these adjustments adapt the message to a more policy-oriented and internationally accessible form. The communicative purpose remains intact, and the message is still clearly understood. Therefore, the equivalence can be considered dynamic equivalence.

V. CONCLUSION

This study concludes that the translation of online gambling news from Indonesian into English does not simply transfer information, but actively reconstructs meaning through transframing. Translation operates as an interpretive practice that reshapes how social issues, government authority, and policy responses are presented to the target audience. Therefore, equivalence in news translation is better understood as the preservation of communicative impact rather than formal similarity. The findings reveal a clear pattern in which target texts tend to highlight policy effectiveness, institutional authority, and measurable outcomes, while reducing culturally embedded, rhetorical, and emotive elements found in the source texts. This shift reflects an adaptation to international journalistic conventions that prioritize clarity, neutrality, and conciseness. As a result, online gambling is often reframed from a socially oriented issue into a more policy-driven and performance-based narrative. Overall, dynamic equivalence predominates, as the core meaning, evaluative stance, and intended message are maintained despite shifts in framing. Transframing thus emerges as a key mechanism through which translation not only conveys information but also shapes interpretation and influences public perception in global news discourse.

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