BORROWING STRATEGY FOR WORDS RELATED TO COVID-19 PANDEMIC IN RUNNING TEXTS ON INDONESIAN TV CHANNELS

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ABSTRACT

This study attempts to investigate the borrowing strategies used by Indonesian TV channels to translate words related to covid-19 pandemic displayed in the running texts along with their readability and acceptability. The research is a descriptive and qualitative in nature. The data were collected by note-taking, analysis, questionnaire of running texts and test techniques in the form of sentences containing borrowed words from source language (English) into target language (Indonesian). To know the types of borrowing strategies, the borrowed words and the language was analysed based on the writer's borrowing classification. The parameter of readability was used to assess the readability of the borrowed words and the criteria of acceptability were applied to explain their acceptability. The research findings show that the most widely used strategy for borrowed words in the running texts of Indonesian TV channels is transliteration. In addition, most of the borrowed words they used are less readable and less acceptable.

Keywords: borrowing strategy, words related to covid-19 pandemic, running texts

INTRODUCTION

Borrowing is a common translation strategy which means that a translator makes a conscious choice to use the same word in the target text as it is found in the source text (Grassilli, 2015). It is a process of transferring the source language message into the target language in which the words which are borrowed of the text become "loan words" because there is no change in the terms of form. The borrowing translation means a word(s) taken directly from another language with an intention to create a stylistic effect. By applying this strategy the translator is allowed to put a text within a particular cultural context clearly through the register of the word it uses. Borrowed words are often printed in italics when they are considered to be "foreign". In translating borrowing words from source language into target language, many translators often

experience difficulties so that the results are less readable and less acceptable to readers, listeners or viewers (Purnomo, 2017, 2020).

According to Molina & Albir (2002), borrowing is divided into two types, i.e. pure borrowing and naturalized borrowing. Similar to Molina & Albir, A'yun (2013) also classified borrowing into pure borrowing (without any change) and naturalized borrowing with adjustment to spelling rules in the target language). Furthermore, she stated that in Indonesian, pure borrowing can be found in common nouns such as *bank, editor, film, golf, villa,* etc.; in proper nouns such as *papa, Cinderella, November,* etc. and in adjectives such as *junior, mental, modern,* etc. meanwhile naturalized borrowing can be found in nouns such as *aktor, aktris, sekretaris, Juni, komisaris, sel,* etc. and in adjectives such as *misterius, politis, romantis, teknis, tropis,* etc. Slightly different from Molina & Albir and A'yun, the writer proposes new terms in the classification of borrowing, namely (1) transliteration and (2) adaptation. Transliteration is a translation strategy that maintains the source language words in their entirely, both in sound and in spelling. Adaptation is a further step of transliteration. By adapting the source language words, the sound and the spelling are adjusted to the rules of the target language in order to be more natural.

Until now many interesting studies have been carried out on borrowing strategy. Suryasa (2015) in his study intended to describe borrowing technique in the translation of Bali Live Magazine into Indonesian revealing that the borrowing techniques used to translate the source language items into the target language are full absorption of words without any modification of pronunciation (pure borrowing) and the implementation of naturalized borrowing technique indicating a modification of pronunciation (referred to Indonesian *Ejaan yang Disempurnakan*). Permatasari et. al (2020) investigated borrowing strategy as reflected in the Rainbow Rowell's novel *Fungirl*. Their study shows that the translator more often uses naturalized borrowing to avoid misunderstanding from the readers whom understand the message better than ones uses pure borrowing. Noftariani (2019), in her research aimed at describing translation techniques used in translating cultural terms in the novel entitled *Origin* by Dan Brown and its Indonesian version reveals that the translators often borrow words from the source text to be used in the target text since it makes the translation acceptable and easy to be understood by the readers. In addition, borrowing is the easiest translation technique where the translator does not need to find equivalent linguistic item in the target text.

Numerous English words are borrowed into Indonesian and they are usually technical terms. During the covid-19 pandemic which has been happening for almost two years (March 2019 until August 2021), dozens of English words has been translated into Indonesian by using borrowing strategies in printed, electronic and social media. This is interesting to study, especially in areas related to the type of strategy, readability and acceptability. The analysis of this study is focused on the borrowing strategy used to render English language elements into Indonesian language in electronic media, especially in the running texts on Indonesian TV channels.

Running texts are news texts in a fast-paced writing format located at the bottom of television, which contain the latest news in various fields and packaged briefly (Triadi, 2017, p. 110). As a type of written language, running texts have distinctive characteristics, i.e. short,

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dense, simple, fluent, clear and interesting. Running texts on TV channels in Indonesia are all written in the form of sentences in which all letters are capitalized.

Since Indonesian TV viewers are enthusiastic to update news by reading the running texts related to covid-19 pandemic, especially during the period of Enforcement of Restrictions on Community Activities, it is important to conduct a research with the objective to reveal the types of borrowing strategy in sentences of the running texts, their readability along with their acceptability used by Indonesian TV channels.

METHODOLOGY

The research method used is descriptive qualitative. The data were taken during *Pemberlakuan Pembatasan Kegiatan Masyarakat* 'Enforcement of Restrictions on Community Activities' starting from early July to the end of August 2021. They were collected using techniques of note-taking, analysis, questionnaire and test. They take 100 data in the form of sentences containing borrowed words related to covid-19 pandemic from running texts of five Indonesian TV channels. The five Indonesian TV channels are TVRI, tvone, KOMPASTV, iNews, and METRO TV.

The note-taking technique was carried out by observing and recording running texts containing borrowed words related to covid-19 pandemic that are broadcasted on the television channels. Then identification of the types of borrowed words was done by analyzing patterns and types of the words taken from English by the writer. After that, levels of readability were done by distributing questionnaire to be filled out by selected respondents, i.e. 25 university students and 25 lecturers. Finally, test technique was carried out to find answers whether television viewers could understanding deals with acceptability which was packed in a running text format containing borrowed words related to the covid-19 pandemic.

RESULTS AND DISCUSSION

Based on the data analysis, research findings can be described and discussed as follows:
Analysis of Borrowing Strategy Types
By analysing the data based on the types of borrowing strategy, it was found that Indonesian TV channels use both transliteration strategy and adaptation strategy written in borrowing words related to pandemic covid-19 displayed in the running texts.

1. Transliteration
The following is an example of transliteration in the running texts of Indonesian TV channels:
Datum 1/PB: PEMERINTAH BELUM MEMUTUSKAN UNTUK LOCKDOWN JAKARTA MESKIPUN KASUS COVID-19 MENINGKAT.
In datum 1/PB, the translator simply collects the words LOCKDOWN and COVID-19 from the available source language (English), and therefore this strategy is called

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transliteration. The reason for the translator may be that the equivalents of these words do not exist in the target language. By including these two borrowed words, the entire sentence in the running text means that the government had not decided to impose lockdown on Jakarta even though the covid-19 cased increased.

Another example of transliteration in the running texts of Indonesian TV channels is as follows:

Datum 2/PB: MENLU RI: 300 OXYGEN CONCENTRATOR DAN 1 TON OKSIGEN CAIR DUKUNGAN INDIA TIBA HARI INI.

In datum 2/PB, the phrase OXYGEN CONCENTRATOR is taken from the source language (English) for granted and inserted into the target language (Indonesian) sentence by the running text writer. The possibility that occurs is that the running text writer has difficulty to find the equivalent of the word *concentrator* in the target language so that the word is still borrowed by using transliteration strategy and juxtaposed with the word *oxygen* to form the noun phrase *oxygen concentrator*. This is different from the noun phrase in the next part of the sentence, i.e. *OKSIGEN CAIR* where the running text writer has found the equivalent of English adjective phrase *liquid oxygen* translated into Indonesian adjective phrase *oksigen cair* so that the adaptation strategy is used. By inserting the noun phrase oxygen concentrator into the sentence, the entire running text means that the Indonesian Foreign Minister stated that 300 oxygen concentrators and one ton of liquid oxygen sent by the Government of India arrived on the day the news was broadcasted.

2. Adaptation

The following is an example of adaptation in the running texts of Indonesian TV channels:

Datum 1/NB: MENKO MARVES LUHUT BINSAR PANJAITAN MEMINTA MEMPERCEPAT VAKSINASI DAN DISTRIBUSI OBAT.

In datum 1/NB, the words VAKSINASI and DISTRIBUSI are taken from the source language VACCINATION and DISTRIBUTION and then adapted into target language by adjusting the pronunciation and their writing to fit the rules of the target language. Thus, the whole sentence in the running text means Coordinator Minister for Maritime Affairs and Investment Luhut Binsar Panjaitan asked to accelerate vaccination and drug distribution.

Another example of adaptation in the running texts of Indonesian TV channels is as follows:

Datum 2/NB: WALIKOTA DEPOK MUHAMMAD IDRIS AKAN LAKUKAN TES SWAB KELILING.

In datum 2/NB, the noun phrase TES SWAB is borrowed from the source language SWAB TEST and then the pronunciation and its spelling is adjusted to fit with the rules of the target language, i.e. modified-modifier pattern *(swab test)* in English is changed into modifier-modified pattern *(tes swab)* in Indonesian. Thus, the meaning of the whole sentence in the running text is that Mayor of Depok Muhammad Idris will organize swab test from area to area.

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Following the analysis of 100 sentences taken as the data, the frequency of borrowing strategy types in the running texts is presented in the following table.

Table 1. Percentage of Borrowing Strategy Types (N=100)

Borrowing Types	TV 1	TV 2	TV 3	TV 4	TV 5	Total
Transliteration	17(85%)	16(80%)	15(75%)	13(65%)	12(60%)	73%
Adaptation	3(15%)	4(20%)	5(15%)	7(35%)	8(40%)	27%
Total	**20 (100%)**	**20 (100%)**	**20 (100%)**	**20 (100%)**	**20 (100%)**	**100%**

Table 1 shows that from 100 samples of data analysis of the borrowed words used in the running texts, they have gotten 73% are transliteration and 27% are adaptation. So, it can be inferred that the most widely used strategy for borrowed words in the running texts of Indonesian TV channels is transliteration.

The research findings support Suryasa's findings (2015) that borrowing technique used to translate the message of source language into the target language are full absorption of words without any modification of pronunciation and the implementation of naturalized borrowing technique indicating a modification of pronunciation. On the other hand, the research findings do not support the findings of Permatasai et. al (2020) who found that translator more often to use naturalized borrowing to avoid misunderstanding from the readers whom more understand if message of the words in source language are translated or just taken natural.

Analysis of Readability

Nababan in Sari (2019, pp. 43–44) stated that readability is related to how easily a translation can be understood by the target readers. Furthermore, Nababan classified readability into three types, i.e. readable, less readable and unreadable. Readable translation is a translation which is very easy to understand without reading the word(s) more than once. The translation is considered less readable when it is quite easy to understand by the target readers. They probably need to read the word(s) more than once to get the meaning. Meanwhile, translation is considered unreadable if it is difficult for readers to understand.

1. Readable Borrowed Words

Readable borrowing words are words that are very easy for TV viewers to understand when reading them in the running texts by reading them once.

The following is an example of readable borrowed words in the running texts of Indonesian TV channels:

Datum 1/RBW: MENKOPOLHUKAM MAHFUD MD: ADA KELOMPOK YANG MEMANFAATKAN SITUASI PANDEMI UNTUK MENYERANG KEBIJAKAN PEMERINTAH.

In datum 1/RBW, the phrase SITUASI PANDEMI is borrowed from the source language PANDEMIC SITUATION and then adjusted for the pronunciation, its spelling and

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grammatical structure fitted with the rules of the target language, i.e. modified-modifier pattern and adjective phrase in English into modifier-modified pattern and noun phrase in Indonesian. So, the meaning of the whole sentence in the running text is Coordinating Minister for Political, Legal and Security Affairs Mahfud MD: There are community groups that use the pandemic situation to confront government policies.

Based on the questionnaire filled out by the respondents, all university students (25 people) and all lecturers (25 people) stated that they were able to understand the sentence containing the phrase *pandemic situation* well. Thus, it can be inferred that the words in the sentence of the running text is readable.

Another example of readable borrowed words in the running texts of Indonesian TV channels is as follows:

Datum 2/RBW: SATGAS: SAAT INI JUMLAH MASYARAKAT YANG SUDAH DISUNTIK VAKSINASI DOSIS KEDUA MENCAPAI 17.475.996 ORANG ATAU 8,39 PERSEN.

In datum 2/RBW, the words VAKSINASI and DOSIS are borrowed from the source language words VACCINATION and DOSAGE, and then adjusted for the pronunciation and their spelling matched with the rules of the target language. Therefore, the meaning of the whole sentence in the running text is Task Unit: Currently the number of people that already have the second dose vaccination reaches 17,475,996 or 8.39 percent.

Twenty-three of 25 university students and 19 of 25 lecturers claimed to be able to read message in the sentence containing words *vaccination* and *dose* easily. Therefore, it can be inferred that the message in the sentence of the running text is readable.

2. Less Readable Borrowed Words

Less readable borrowing words are words that are quite easy for TV viewers to understand when reading them in the running texts although they need to read the words more than once to get the meaning.

The following is an example of less readable borrowed words in the running texts of Indonesian TV channels:

Datum 1/LRBW: KEMENKES DORONG PENGGUNAAN TERAPI PLASMA KONVALESEN PADA PASIEN COVID-19.

In datum 1/LRBW, the phrase TERAPI PLASMA KONVALESEN is borrowed from the source language phrase CONVALESCENT PLASMA THERAPY which is adjusted for the pronunciation, its spelling and grammatical structure fitted with the rules of the target language. As a result, the meaning of the whole sentence in the running text is that Ministry of Health urges the implementation of convalescent plasma therapy in treating covid-19 patients.

Fifteen of 25 university students and 17 of 25 lecturers needed to read the phrase *terapi plasma konvalesen* more than once to understand the meaning. In other words, the message is quite easy to be understood by the target viewers. Therefore, it can be inferred that the message in borrowed phrase of the sentence in the running text is less readable.

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Another example of less readable borrowed words in the running texts of Indonesian TV channels is as follows:

Datum 2/LRBW: RUPIAH DITUTUP MELEMAH, TERDAMPAK MEREBAKNYA VARIAN DELTA.

In the above datum, the phrase VARIAN DELTA is borrowed from the source language phrase DELTA VARIANT which is adjusted for the pronunciation, its spelling and grammatical structure matched with the rules of the target language so that the meaning of the whole sentence in the running text is that rupiah is closed decrease, the impact of the spread of delta variant.

Nineteen of 25 university students and 21 of 25 lecturers claimed that it is quite easy for them to understand the message includes phrase VARIAN DELTA in the sentence. They need to read it more than once to get the meaning. Therefore, it can be inferred that the borrowed phrase of the sentence in the running text is less readable.

3. Unreadable Borrowed Words

Unreadable borrowing words are words that are difficult for TV viewers to understand when reading them in the running texts although they have read them many times to get the meaning.

The following is an example of unreadable borrowed words in the running texts of Indonesian TV channels:

Datum 1/URBW: MENKO PMK: VAKSINASI GOTONG-ROYONG BUKAN KOMERSIALISASI, TETAPI PERCEPAT HERD IMMUNITY.

In datum 1/URBW, the phrase HERD IMMUNITY is simply borrowed by the running text writer from the source language (English). It may be the running text writer does not find equivalence of the phrase in the target language. By including this borrowing phrase, the entire sentence in the running texts means that Coordinating Minister for Human Development and Culture: *Gotong royong* vaccination is not a commercialization, but an attempt to accelerate herd community.

All of 25 university students and 25 lecturers stated that they feel difficult to understand the message in the sentence containing the *herd immunity*. Thus, it can be inferred that the message in the sentence containing the phrase in the running text is unreadable.

Another example of unreadable borrowed words in the running texts of Indonesian TV channels is as follows:

Datum 2/LRBW: MENKO PMK MUHADJIR EFFENDI: DI MASA REHABILITASI DAN REKONSTRUKSI SAAT INI AKAN MUNCUL ERA NEW NORMAL.

In datum 2/LRBW, the phrase ERA NEW NORMAL is simply borrowed by the running text writer from the source language (English) with adaptation of the grammatical structure of the target language. It may be the running text writer does not find equivalent term of the phrase in the target language. By including this borrowing phrase, the entire sentence in the running texts means that Coordinating Minister for Human Development and Culture Muhadjir Effendi: In the time of rehabilitation and reconstruction, there will develop a new normal era.

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Eleven of 25 university students and 15 of 25 lecturers stated that they feel difficult to understand the message in the sentence containing the phrase ERA NEW NORMAL. Therefore, it can be inferred that the message in the sentence containing the phrase in the running text is unreadable.

Following the analysis of 100 sentences taken as the data, the frequency of borrowing strategy types in the running texts is presented in the following table.

Table 2. Percentage of Readability (N=100)

Readability	TV 1	TV 2	TV 3	TV 4	TV 5	Total
Readable	6(30%)	3(15%)	5(25%)	4(20%)	7(35%)	25%
Less Readable	10(50%)	14(70%)	12(60%)	12(60%)	9(45%)	57%
Unreadable	4(20%)	3(15%)	3(15%)	4(20%)	4(20%)	18%
Total	**20 (100%)**	**20 (100%)**	**20 (100%)**	**20 (100%)**	**20 (100%)**	**100%**

Table 2 shows that from 100 samples of data analysis of the readability for borrowed words used in the running texts, they have gotten 25% are readable, 57% are less readable and 18% are unreadable. So, it can be inferred that the most borrowed words used in the running texts displayed on Indonesian TV channels are less readable.

The research findings support the findings of (Noftariani (2019) who revealed that the translators often borrowed the words from the source text to be used in the target text since it will be acceptable and easy to be understood by the readers and it is the easiest translation technique where the translators do not need to find deep equivalence meaning using other words into the target text.

Analysis of Acceptability

Acceptability is related to cultural norm, concept and language (Nababan in Sari, 2019, p. 41). Furthermore, Nababan explained that there are three categories of acceptability, i.e. acceptable, less acceptable and unacceptable. Translation is categorized into acceptable if it sounds natural and appropriate with target culture and target language's principles. Less acceptable translation is when it sounds less natural and/or contains grammatical error. Meanwhile, translation is considered unacceptable if it sounds unnatural and the languages uses are inappropriate with target language's principles.

1. Acceptable Borrowed Words

The borrowing words are called acceptable if they sound natural and appropriate with culture and principles of target language that make them acceptable to the TV viewers.

The following is an example of acceptable borrowed words in the running texts of Indonesian TV channels:

Datum 1/ABW: MENKOPOLHUKAM MAHFUD MD PASTIKAN TINDAK TEGAS UNJUK RASA YANG LANGGAR PROTOKOL KESEHATAN.

In datum 1/ABW, the word PROTOKOL is borrowed from the source language word PROTOCOL and then adjusted for the pronunciation and its spelling matched with the rules of the target language. Therefore, the meaning of the whole sentence in the running text is that

Coordinating Minister of Politics, Law and Security Mahfud MD ensures firm actions to demonstrators who violate the health protocol.

Based on the results of acceptability test done by respondents, all of 25 university students and 25 lecturers stated that the translation sounds natural and appropriate with the target culture and target language's principles. Therefore, it can be inferred that the message in the sentence containing borrowed word in the running text is acceptable.

Another example of acceptable borrowed words in the running texts of Indonesian TV channels is as follows:

Datum 2/ABW: TEMPAT TIDUR PASIEN ISOLASI COVID-19 DI SURABAYA TERBUAT DARI KARDUS.

In datum 2/ABW, the phrase PASIEN ISOLASI COVID-19 is borrowed from the source language phrase COVID-19 ISOLATION PATIENT and then adjusted for the pronunciation and its spelling matched with the rules of the target language. Therefore, the meaning of the whole sentence in the running text is that covid-19 isolation patient beds in Surabaya are made of cardboard.

Sixteen of 25 university students and 18 of 25 lectuers claimed that the translation sounds natural and appropriate with the target culture and target language's principles. So, it can be inferred that the sentence containing borrowing phrase in the running text is acceptable.

2. Less Acceptable Borrowed Words

The borrowing words are called less acceptable if they sound less natural and/or contain grammatical errors that make them less acceptable to the TV viewers.

The following is an example of less acceptable borrowed words in the running texts of Indonesian TV channels:

Datum 1/LABW: PRESIDEN MINTA HARGA TES PCR TURUN HINGGA RP 450.000.

In datum 1/LABW, the phrase TES PCR is borrowed from the source language (English) phrase PCR TEST and then adjusted for the pronunciation, its spelling and grammatical structure matched with the rules of the target language but it still does not have an equivalent phrase in the target language (Indonesian). Thus, the meaning of the whole sentence in the running text is that the President requests the price of Polymerase Chain Reaction Test to be lowered to Rp 450,000.

Ten of 25 university students and 17 of 25 lecturers stated that the translation sounds less natural and is not appropriate with the target culture and target language's principles, especially in Indonesian pronunciation and spelling. So, it can be inferred that the message in the sentence containing borrowing phrase in the running text is less acceptable.

Another example of less acceptable borrowed words in the running texts of Indonesian TV channels is as follows:

Datum 2/LABW: ANGKA KEMATIAN TINGGI, MENKES INGATKAN PENTINGNYA UKUR SATURASI OKSIGEN PASIEN COVID-19.

In datum 2/LABW, SATURASI OKSIGEN is borrowed from the source language phrase OXYGEN SATURATION and then adjusted for the pronunciation, its spelling and

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grammatical structure fitted with the rules of the target language but still does not have an equivalent phrase in the target language. Therefore, the meaning of the whole sentence in the running text is that because of high death rate, the Minister of Health reminds people about the importance of measuring oxygen saturation of covid-19 patients.

Thirteen of 25 university students and 15 of 25 lecturers stated that the translation sounds less natural and less appropriate with the target culture and target language's principles. So, it can be inferred that the message of the sentence containing borrowing phrase in the running text is less acceptable.

3. Unacceptable Borrowed Words

The borrowing words are called unacceptable if they sound unnatural and the languages uses are inappropriate with target language principles that make them unacceptable to the TV viewers.

The following is an example of unacceptable borrowed words in the running texts of Indonesian TV channels:

Datum 1/UABW: WHO SARANKAN PHYSICAL DISTANCING KETIMBANG SOCIAL DISTANCING DEMI KESEHATAN MENTAL DI TENGAH PANDEMI CORONA.

In datum 1/UABW, the words PHYSICAL DISTANCING and SOCIAL DISTANCING are just borrowed from the source language phrases without adjustment with the pronunciation, their spelling and grammatical structure of the rules of the target language. So, the meaning of the whole sentence in the running text is that World Health Organization recommends physical distancing over social distancing for the sake of mental health in the middle of corona pandemic.

All of 25 university students and 25 lecturers stated that the translation sounds unnatural and the language uses are inappropriate with the target language's principles, especially in their pronunciation, spelling and grammatical structure. So, it can be inferred that the message in the sentence containing borrowing phrases in the running text is unacceptable.

Another example of unacceptable borrowed words in the running texts of Indonesian TV channels is as follows:

Datum 2/UABW: PEMERINTAH MINTA PASIEN BERGEJALA CORONA RINGAN LAKUKAN SELF-ISOLATION.

In datum 2/UABW, the phrase SELF-ISOLATION is only borrowed from the source language (English) phrase without adjustment with the pronunciation, its spelling and grammatical structure of the rules of the target language (Indonesian). Therefore, the meaning of the whole sentence containing borrowing phrase in the running text is that the Government requests patients with light corona symptoms to do self-isolation.

Eighteen of 25 university students and 19 of 25 lecturers claimed that the translation sounds unnatural and the language uses are inappropriate with the target language's principles, especially in its pronunciation, spelling and grammatical structure So, it can be inferred that the message in the sentence containing borrowing phrase in the running text is unacceptable.

Following the analysis of 100 sentences taken as the data, the frequency of borrowing strategy types in the running texts is presented in the following table.

Table 3. Percentage of Acceptability (N=100)

Acceptability	TV 1	TV 2	TV 3	TV 4	TV 5	Total
Acceptable	7(35%)	6(30%)	5(25%)	5(25%)	8(40%)	31%
Less Acceptable	8(40%)	10(50%)	11(55%)	9(45%)	9(45%)	47%
Unacceptable	5(25%)	4(20%)	4(20%)	6(30%)	3(15%)	22%
Total	**20 (100%)**	**20 (100%)**	**20 (100%)**	**20 (100%)**	**20 (100%)**	**100%**

Table 3 shows that from 100 samples of data analysis of the acceptability for borrowed words used in the running texts, they have gotten 31% are acceptable, 47% are less acceptable and 22% are unacceptable. So, it can be inferred that the most borrowed words used in the running texts displayed on Indonesian TV channels are less acceptable.

The above research findings support the findings of the research conducted by Sari (2019) who found few borrowed words related to Indonesian culture were treated more special in order to get the clearer translation.

CONCLUSION

This research has been able to meet the research objectives stated in the Introduction. The first objective relates to the types of borrowing strategy. The analysis has indicated that the most widely used strategy for borrowed words related to covid-19 pandemic displayed in the running texts Indonesian TV channels is transliteration. The second objective of the study concerns the readability. As proved in the analysis, the most borrowed words used in the running texts are less readable. The last objective focuses on acceptability. As proved in the analysis, the most borrowed words used in the running texts are less acceptable.

The findings of this study strongly indicate that the borrowing strategy is very important to obtain borrowing words that have high readability and acceptability. Therefore, it is necessary for the running text writers of the Indonesian TV channels to improve the quality of their translations in order to meet the wishes of TV viewers who are enthusiastic for news updates by reading the running texts related to covid-19 pandemic, especially during the period of Enforcement of Restrictions on Community Activities.

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