An Analysis of Lexical Accuracy in Meta AI Automatic Translation of Buttonscarves Beauty's Instagram Captions

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Abstract: This research examines the lexical accuracy of Meta AI's machine translation in translating Instagram's captions in English into Indonesian on the @buttonscarvesbeauty account. Using a descriptive qualitative analysis based on Molina and Albir's (2002) taxonomy, the research evaluates lexical fidelity, translation strategies, and the accuracy of meaning transfer through the aspects of accuracy, appropriateness, and acceptability. The results show varied translation performance, with significant challenges in handling beauty related technical terms and marketing language. Simple terms such as "hydration" (hidrasi) demonstrate high accuracy, while more complex terms like "fine," "airbrushed," and idiomatic expressions such as "Make every wink count" are translated literally, losing their persuasive function. The system tends to rely on literal translation with limited use of modulation, transposition, and adaptation strategies. The findings suggest that machine translation is still inadequate for marketing content, which requires cultural adaptation and persuasive language. Beauty brands still need a human touch to keep their brand identity and message consistent. This study looks at how effective machine translation is in social media marketing, and gives practical suggestions to improve the quality of automatic translations in commercial settings.

Keywords: translation machine, Instagram caption, translation problems.

1. INTRODUCTION

Instagram has become a widely used platform, and one of its key features is an automatic translation tool, often referred to as IgT. This feature allows users to translate captions and comments, facilitating communication across different languages. This tool, based on technology such as Meta AI automatic translation, exemplifies the broader use of computer software to convert text between natural languages (Meta, 2023).

Over the past decades, MT has advanced significantly—especially with the development of Neural Machine Translation (NMT), which uses deep learning to produce translations that sound more natural compared to older rule-based or statistical methods (Koehn, 2020). Its biggest strengths are speed and easy access, which work well for fast-moving platforms.

However, MT still has its flaws. One major issue is the mismatch between words and sentence structures across languages, which can mess up the meaning (Cronin, 2013). Even when a word only has one meaning, translation can still go wrong because languages express ideas differently (Ardianto, 2021). Instagram captions, in particular, often contain slang, brand terms, or culturally specific references that machine translation tools may misinterpret—resulting in awkward phrasing, unclear messages, or loss of tone (Susanti, 2018; Yanti, 2019).

The emergence of new media, particularly digital platforms and social networks, has reshaped translation practices. Munday (2022) notes that digital communication—especially on platforms like Instagram—is informal, fast-paced, and multimodal. This poses a challenge for machine translation systems, which must adapt to stylistic nuances and platform-specific communicative purposes. While MT is useful, it often struggles to preserve tone, emotional impact, and cultural relevance in user-generated content.

Studies show that while MT can give decent literal translations, it often misses the cultural context, which weakens the message (Kuswardarni & Sari, 2022). The technique used in translation affects how clear and accurate the result is. A good translation should feel like it was originally written in the target language - it should keep the meaning and flow naturally (Hartono, 2020).

Current state-of-the-art MT systems like Meta AI are not entirely independent from human input; rather, they are built and refined using large datasets of human-generated translations (Bowker, 2020). This means that even the most advanced MT systems are ultimately reliant on human translation expertise for their effectiveness (Quah, 2006).

In the digital marketing context, especially on social media platforms like Instagram, accurate translation of promotional content plays a crucial role in brand communication. For instance, the captions used in Buttonscarves Beauty's Instagram account serve not only to inform but also to persuade and engage an international audience. One of the most critical issues in MT is the lexical and structural mismatch between source and target languages, which can distort meaning and compromise the clarity of the translation (Adlina, 2020). While machine translation may suffice for low-stakes, personal comprehension (*translation for assimilation*), the stakes are much higher when translation is used for public-facing content like advertising or branding (*translation for dissemination*). In such cases, errors in translation— especially lexical ones—can negatively affect brand image or lead to miscommunication (Kenny, 2022).

Understanding translation strategies and the challenges inherent in translating between languages, such as English to Indonesian, and offers valuable insights applicable to machine translation evaluation (Nababan, 2008). This research looks at how accurate Meta AI's translations are in the Instagram captions of Buttonscarves Beauty. It focuses on lexical precision, identification of false friends, translation strategies employed, and how these affect clarity and naturalness.

2. RESEARCH METHOD

This study adopts a descriptive qualitative method to examine the lexical accuracy of machine translation in Instagram captions. This approach is appropriate for exploring language phenomena in-depth, particularly how meaning is transferred from one language to another. The focus lies in interpreting the translation output rather than quantifying it, aligning with the goal of analysing nuanced language use and translation strategies in the domain of beauty advertising.

The analysis of translation techniques is guided by the widely recognized framework of translation techniques proposed by Molina and Albir (2002: 498). While not all eighteen techniques are applied, this study draws upon a relevant subset including: Literal Translation, Modulation, Transposition, Borrowing, Adaptation, Calque, Reduction, Amplification, Established Equivalent, Discursive Creation, Omission, and Incorrect Translation (Molina & Albir, 2002). These techniques help identify how Instagram's machine translation tool renders English captions into Bahasa Indonesia, particularly in a marketing context.

The data for this study comprises English-Indonesian caption pairs sourced from the official Instagram account of Buttonscarves Beauty (@buttonscarvesbeauty). A total of 40 captions were selected, resulting in 350 data points from the original English captions and their corresponding translations automatically generated by Instagram's built-in machine translation tool.

To evaluate the translations systematically, a structured analytical framework is applied. For each selected phrase or segment, the following components are assessed:

1. Original Caption (EN): The phrase or sentence in English taken directly from the Instagram post.
2. MT Output (ID): The automatic Indonesian translation provided by Instagram.
3. Word/Phrase: The specific lexical item under analysis.
4. Indonesian Equivalent: The translated word or phrase as it appears in the MT output.
5. Translation Strategy: The technique used by the MT tool to render the word or phrase, classified according to Molina and Albir's categories. For instance, "Cooling sensation" is categorized as Literal Translation, while "Miracle Cooling Filter Primer" involves a combination of Modulation and Transposition. Similarly, "Sebum control" employs Borrowing and Calque, and "flawless lashes" is classified under Literal Translation.
6. Transferred (Yes/No): An assessment of whether the meaning and nuance of the original expression are preserved in the translation. For example, "Cooling sensation" is marked Yes because the meaning is accurately conveyed, whereas "Fine Blurring Mattifying

Primer" translated as "Primer Mattifying Blurring Baik" is marked No due to the mistranslation of "Fine."

7. Analysis: A detailed explanation of the translation outcome, including discussion of the technique used, appropriateness in context, accuracy, and any observed issues such as false friends, misleading literal meanings, or semantic gaps. For instance, "airbrushed" translated as "disikat udara" is identified as an inaccurate literal translation, resulting in an unnatural phrase. The phrase "Make every wink count" does not work when translated word for word—it loses the intended meaning. This part also looks at when it makes more sense to just keep certain terms, like product names, to stay consistent with the brand.

This comprehensive framework enables a nuanced exploration of how machine translation handles specialized vocabulary and expressions in the beauty marketing domain. By examining lexical choices, tone, and context preservation, the study aims to uncover common translation challenges such as semantic distortion, unnatural phrasing, and failure to convey persuasive language-issues commonly reported in previous research.

3. Result and Discussion

This study employed a descriptive qualitative method to evaluate the lexical accuracy of Instagram captions translated automatically by Meta AI. Drawing on Molina and Albir's (2002) taxonomy of translation techniques, the analysis covered some captions from Buttonscarves Beauty's official Instagram account, originally composed in English and machine-translated into Indonesian. Each caption was examined for lexical fidelity, appropriateness of translation strategy, and the naturalness of meaning transfer in the target language. The findings reveal varied translation performance, with some successful renditions but a substantial number of lexical and contextual inaccuracies, especially in marketing and beauty-related language. The analysis results are presented in the diagram, followed by the discussion.

Figure 1 Distribution of translation techniques in machine-translated captions.
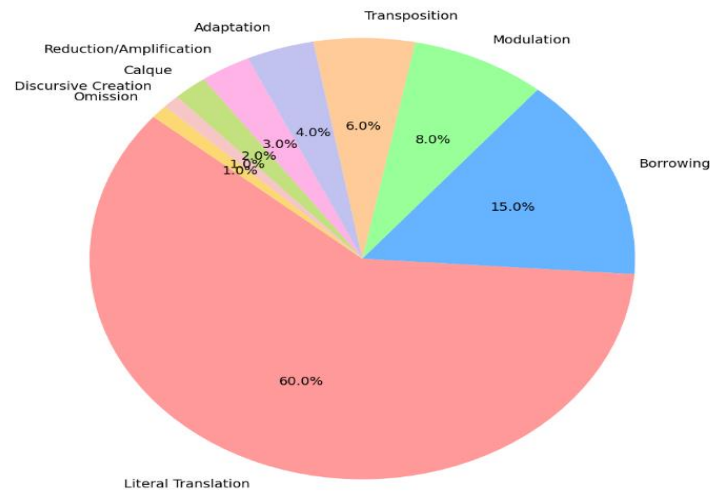
The most striking finding is the overwhelming dominance of literal translation, which comprises 60% of all translation techniques employed in machine-translated captions. This substantial proportion indicates that automated translation systems heavily rely on direct, word-for-word conversion methods when processing captions. The prevalence of literal translation suggests that current machine translation algorithms prioritize straightforward linguistic conversion over more sophisticated or culturally nuanced approaches, likely due to the relative simplicity and consistency of implementing direct translation rules.

Borrowing is the second most common technique at 15%. This happens when certain words or phrases are taken straight from the original language without being translated. Usually, this applies to proper names, technical terms, brand names, or cultural expressions that do not have a direct match in the target language. The high use of borrowing shows how machine translation still struggles when it faces words that simply cannot be translated directly.

Next, there are mid-level techniques used less often. Modulation makes up 8%—this means changing how something is expressed, like shifting the point of view, but still keeping the original meaning. Transposition comes in at 6%, where the grammar is adjusted, like changing word order or part of speech to fit the sentence structure of the target language. These methods need more advanced processing and are a bit more refined.

The rest are used even less, together only 12%. Adaptation and Reduction/Amplification are at 4% each, while Calque shows up 2% of the time. The least used are Discursive Creation and Omission—each just 1%. These low numbers show that machine translation still has trouble with strategies that need cultural sensitivity, creativity, or big structural changes.

Overall, the pattern shows that automatic caption translations still rely mostly on literal translation.

Lexical Accuracy and Common Errors

The analysis of the machine translation outputs revealed a significant divergence in quality when contrasting the rendering of straightforward, literal vocabulary with the translation of more nuanced linguistic elements such as idioms, figurative language, and domain-specific terminology critical to the beauty industry. It was observed that basic lexical items, which form the foundational descriptive layer of product information—terms like 'skin texture,' 'hydration,' 'volume,' and 'blendable'—were generally translated with a commendable degree of accuracy into their Indonesian equivalents: '*tekstur kulit*,' '*kelembapan*,' '*volume*,' and '*bisa dicampur*,' respectively. These instances of successful translation underscore the machine's capability in handling direct, one-to-one lexical mappings where the conceptual correspondence is clear and unambiguous. Such findings align with existing research, such as that of Hartono (2020), which also acknowledges the proficiency of translation tools in contexts demanding literal interpretation, particularly for concrete nouns and widely understood adjectives. This foundational accuracy is crucial, as these terms convey essential product attributes, yet the true test of translation efficacy in marketing lies in handling more complex linguistic constructs.

However, the proficiency observed with simple terms starkly contrasted with the considerable challenges that emerged when the source text incorporated more intricate linguistic features. A notable example arose with the adjective 'fine,' particularly in its role within a product name like "Fine Blurring Mattifying Primer." The machine translation rendered 'fine' as '*baik*,' a generic Indonesian term for "good." This translation, while not incorrect in a general sense, completely effaced the specific marketing nuance intended by 'fine,' which in this context suggests a delicate texture, refined quality, or subtle effect, rather than simple goodness, thereby distorting the product's branding and unique selling proposition. Similarly, the evocative term 'airbrushed,' intended to convey a flawless, smooth, and professional makeup finish, was literally translated as '*disikat udara*' (air-brushed/swept). This calque is not only incoherent within the Indonesian cosmetic discourse but also fails to evoke the desired imagery of perfection. A more contextually appropriate and semantically resonant rendering would have been '*efek airbrush*' (airbrush effect) or '*hasil akhir yang halus*' (smooth final result), which effectively communicates the intended aspirational quality of the product.

Figure 2 Literal translation of *airbrushed* as *disikat udara* in Buttonscarves Beauty's Instagram account.
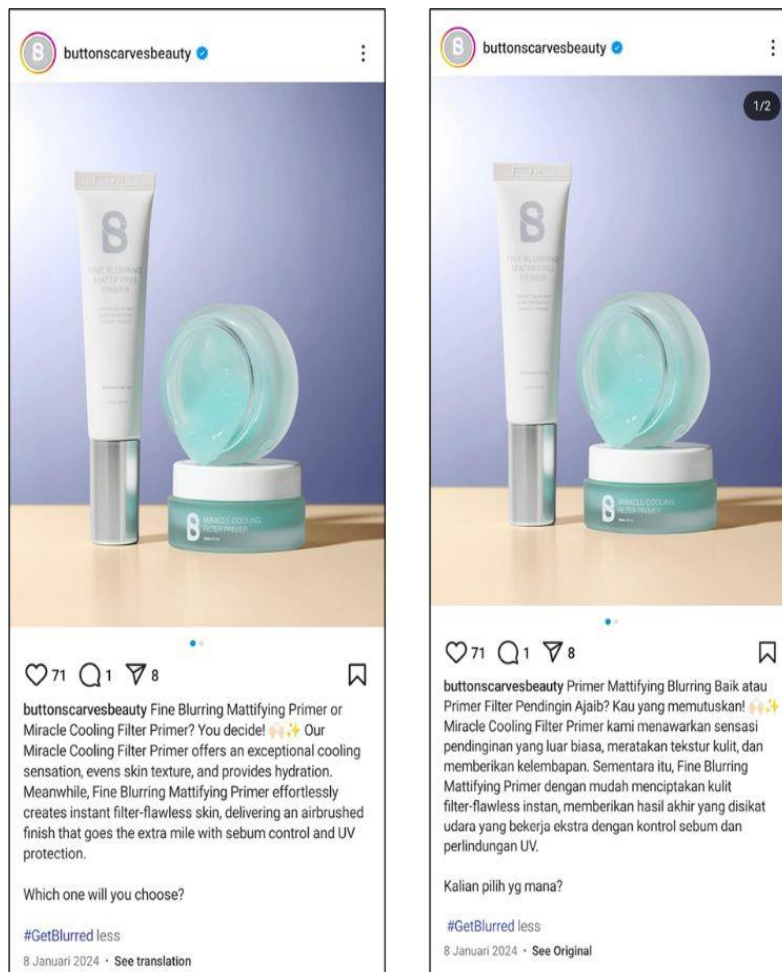

Further critical mistranslations were evident with terminology central to beauty product marketing. The word 'shade,' a cornerstone term used universally to denote specific color variants of cosmetic products, was incorrectly translated as '*neduh*' (to take shelter, or a shady place) or '*bayangan*' (shadow, reflection). Neither of these options successfully communicates the intended meaning of a distinct cosmetic hue, thereby creating significant confusion for potential consumers attempting to understand product offerings. In other instances, evocative descriptions like 'featherlight,' designed to emphasize a product's impalpable lightness, were translated literally as '*ringan bulu*' (feather light). While the components are literal, the resulting phrase is not idiomatically conventional or appealing in Indonesian marketing language. More natural and compelling alternatives, such as '*sangat ringan*' (very light) or the more poetic '*selembut bulu*' (as soft as a feather), would have more accurately captured the intended sensory experience and marketing appeal. These examples highlight the machine's struggle to move beyond literalism and grasp the functional and connotative meanings embedded in specialized vocabulary.

The translation of idiomatic expressions, which are deeply embedded in cultural and linguistic specificities, also presented substantial hurdles, frequently resulting in a failure to transfer the intended figurative meaning effectively. For instance, the catchy and motivational phrase "Make every wink count," designed to suggest that every gesture with the product should be impactful and meaningful, was reduced to '*buat setiap hitungan kedipan*.' This literal translation, focusing on the mere act of counting blinks, completely misses the figurative call to make each moment or application significant. Similarly, the powerful marketing phrase "command attention" was awkwardly rendered as '*memerintahkan perhatian*' (to order or command attention). This construction sounds overly assertive, almost militaristic, and lacks the desired subtlety of allure. A more stylistically appropriate and culturally resonant translation in a promotional context would be '*mencuri perhatian*' (to steal attention), which conveys a sense of irresistible charm and magnetism. These errors underscore the limitations of current machine translation in processing nuanced, culturally-laden figurative language.

Beyond lexical and idiomatic challenges, syntactic issues also pervaded the translated texts, leading to unnatural and stylistically jarring phrasing in Indonesian. A clear example was the translation of phrases involving gerunds or verb-derived nouns indicating product action, such as "every glides," which became '*setiap luncur*' (every slide/launch). This reflects an unnatural application of noun usage in Indonesian when describing the smooth application of a beauty product. The proper stylistic equivalents, which would resonate more naturally with an Indonesian audience and effectively describe the experience of using the product, would be '*setiap sapuan*' (every sweep/stroke) or '*setiap goresan*' (every stroke/line). The cumulative effect of these lexical, idiomatic, and syntactic inaccuracies is a significant dilution of the marketing message, potentially alienating consumers and undermining the brand's perceived quality and sophistication.

Figure 3 Literal translation of *every glides* as *setiap luncur* in Buttonscarves Beauty's Instagram account.
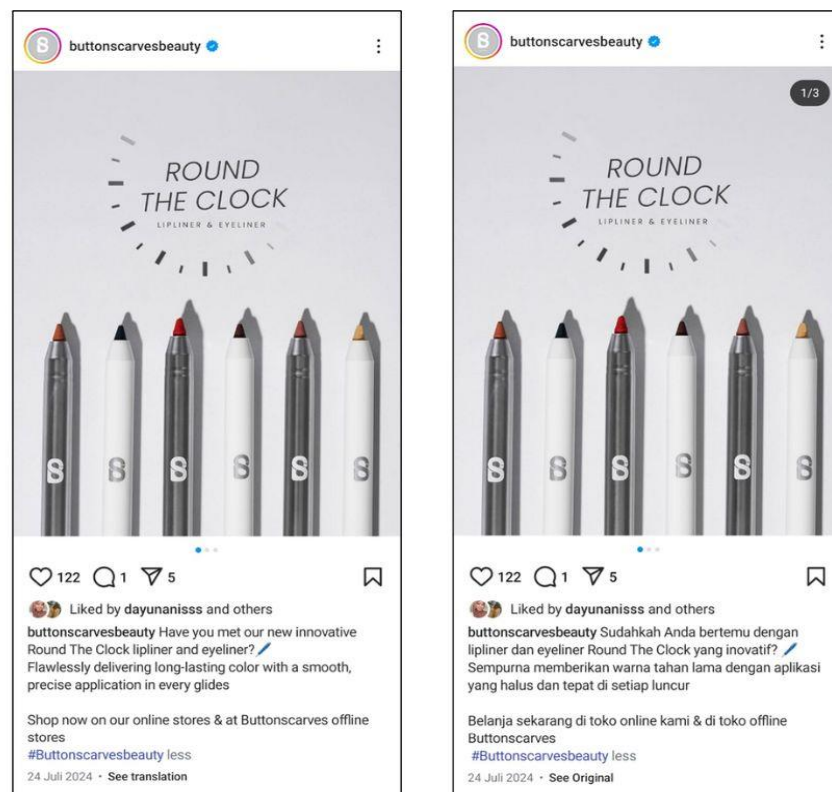

Beyond individual lexical or syntactic errors, the analysis also uncovered instances where entire promotional taglines, freighted with significant marketing intent, were conspicuously absent from the translated output. Key phrases such as "explore limitless looks" and "shine your way," designed to inspire creativity and resonate with the consumer's desire for self-expression, were found completely untranslated. These omissions are particularly detrimental as such lines encapsulate the brand's core message and invitation to the consumer, aiming to create an emotional connection and convey a lifestyle rather than just product features. The failure to render these impactful statements into the target language means that the persuasive essence of the campaign is significantly diminished, leaving a critical void in the communication and potentially leading to a disconnect with the intended audience who miss out on these engaging and aspirational calls to action. This indicates a severe breakdown in the translation process when faced with language crafted for its evocative power and persuasive appeal, rather than purely informational content.

The systematic failure to process and translate these stylistically rich and idiomatic promotional lines points to inherent limitations within the machine translation system's capabilities, particularly when encountering language that deviates from straightforward, literal constructions. Such omissions suggest that the system may struggle to identify these phrases as meaningful semantic units requiring holistic translation or may lack the sophisticated

understanding of figurative language and marketing rhetoric needed to generate appropriate equivalents in the target language. This inability to handle creative linguistic expressions is not an isolated observation; indeed, these shortcomings align with and underscore previous findings in the field. For example, research by Susanti (2018) and Yanti (2019) has also highlighted similar challenges, documenting how machine translation often falters when tasked with idiomatic expressions, culturally nuanced slogans, and other forms of persuasive language common in marketing, thereby reinforcing the notion that these are persistent areas of difficulty for automated translation technologies.

Figure 4 *explore limitless looks* and *shine your way* were untranslated in Buttonscarves Beauty's Instagram account.
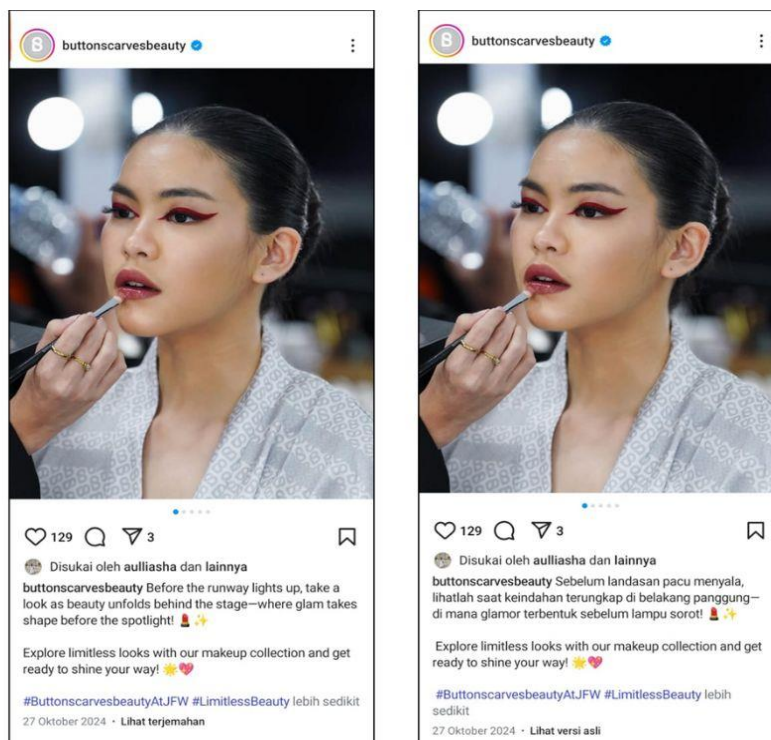
These findings support the claim that machine translation struggles with lexical holes—concepts with no direct one-word equivalent across languages—and often lacks the semantic precision needed for effective persuasive communication.

Translation Strategies Employed

The most frequently applied strategy was literal translation, which was evident in both accurate renditions (e.g., *hydration → hidrasi*, *texture → tekstur*) and problematic ones (e.g., *shade → bayangan*, *set and slay → mengatur dan membunuh*). While literal translation can be effective for direct lexical equivalents, its overuse often compromised stylistic appropriateness and meaning.

Figure 5 Literal translation of *shade* as *bayangan* in Buttonscarves Beauty's Instagram account.

The examination of translation techniques employed by the machine translation system revealed a varied landscape of approaches, with differing levels of frequency and success in rendering beauty marketing terminology and promotional language into Indonesian. Among these, the strategy of borrowing was utilized with notable selectivity and proved consistently successful, particularly in the critical area of maintaining brand and product nomenclature. For instance, established English brand names such as "Eyemazing Mascara" and "Hydraglow Reborn" were directly imported into the Indonesian text without alteration. This deliberate decision to retain the original branding aligns perfectly with established best practices in commercial and marketing translation, where the preservation of product identity is paramount for global brand recognition, consistency, and the safeguarding of brand equity across diverse markets.

As Kuswardarni & Sari (2022) highlight, maintaining the distinctiveness of a product name through borrowing is essential to avoid consumer confusion and leverage existing brand awareness, a crucial factor in the highly competitive beauty sector. This successful application of borrowing for proper nouns starkly contrasted with the system's handling of more descriptive or evocative language.

The application of modulation, which involves a change in the point of view or conceptualization of a phrase without altering its core meaning, and transposition, referring to a shift in grammatical categories, demonstrated a marked inconsistency in the machine-

translated outputs. There were instances of commendable application; for example, the English phrase "sleek box," describing product packaging, was rendered as '*kotak yang elegan*' (an elegant box). This translation serves as a positive example of modulation, effectively capturing the stylistic sophistication implied by "sleek" through the choice of '*elegan*,' thereby preserving the intended aspirational tone of the product presentation. However, this level of finesse was not uniformly applied.

A contrasting example is the term "travel-friendly," which was translated as '*ramah perjalanan*' (journey-friendly). While this literal interpretation is understandable, it strikes a less idiomatic and natural chord in Indonesian compared to more conventional phrasing like '*mudah dibawa saat bepergian*' (easy to carry when traveling) or '*praktis untuk perjalanan*' (practical for travel). The phrase '*ramah perjalanan*' feels like a direct calque of "X-friendly" constructs, and while terms like '*ramah lingkungan*' (environmentally friendly) are common, '*ramah perjalanan*' lacks the same idiomatic currency and user-benefit focus, highlighting a missed opportunity for more natural and persuasive language. This variability suggests that the system's ability to consistently identify and apply appropriate modulations and transpositions to achieve naturalness and stylistic equivalence is still developing.

Adaptation, a technique involving the substitution of source-language cultural elements with target-language equivalents to ensure relevance and comprehension, was another strategy that yielded mixed results. It was employed effectively in straightforward cases of localization, such as the anglicized city name "Venice," which was correctly adapted to its established Indonesian exonym, '*Venesia*.' This demonstrates a capacity for basic cultural mapping where direct equivalents are well-documented. However, the crucial application of adaptation was frequently absent where it was most needed—specifically in the translation of figurative expressions and marketing idioms that carry culturally specific connotations. For instance, the popular English phrase "go-to essentials," signifying products that are trusted, frequently used, and considered indispensable, was variously translated as '*barang-barang penting*' (important items/things) or, more perplexingly, '*perjalanan baru*' (new journey/trip). The former, '*barang-barang penting*,' is far too generic and completely loses the vital idiomatic nuance of reliability and habitual preference central to the "go-to" concept. The latter translation, '*perjalanan baru*,' appears to be a significant misinterpretation, failing entirely to convey any semblance of the original meaning. These examples underscore a critical gap in the machine translation's ability to recognize the need for cultural or conceptual adaptation when literal translations prove insufficient for idiomatic expressions, thereby failing to create an equivalent impact on the target audience.

The techniques of calque (the literal, element-by-element translation of a source language expression) and discursive creation (the coining of a new term or phrase in the target language where no direct equivalent exists) were observed to be rare occurrences within the analysed dataset, and when they did appear, they were generally ineffective in producing natural or persuasive Indonesian. A salient example of an unsuccessful calque was the rendering of the colloquial English marketing phrase "brow game," which implies skill or excellence in eyebrow styling. This was translated literally as '*permainan alis*' (eyebrow game/play). While the individual words are translated directly, the resulting Indonesian phrase sounds unnatural and slightly absurd in a beauty context, potentially evoking images of a literal game involving eyebrows rather than the intended meaning of well-styled, impressive eyebrows. This demonstrates that simply transposing the lexical components of such an idiom fails to capture its intended stylistic flair or communicative intent. The scarcity and general ineffectiveness of these particular strategies suggest the machine translation system's limitations in either recognizing when such approaches might be necessary or in executing them with the creativity and linguistic sensitivity required for them to be successful in a marketing context.

Figure 6 Literal translation of *brow game* as *permainan alis* in Buttonscarves Beauty's Instagram account.
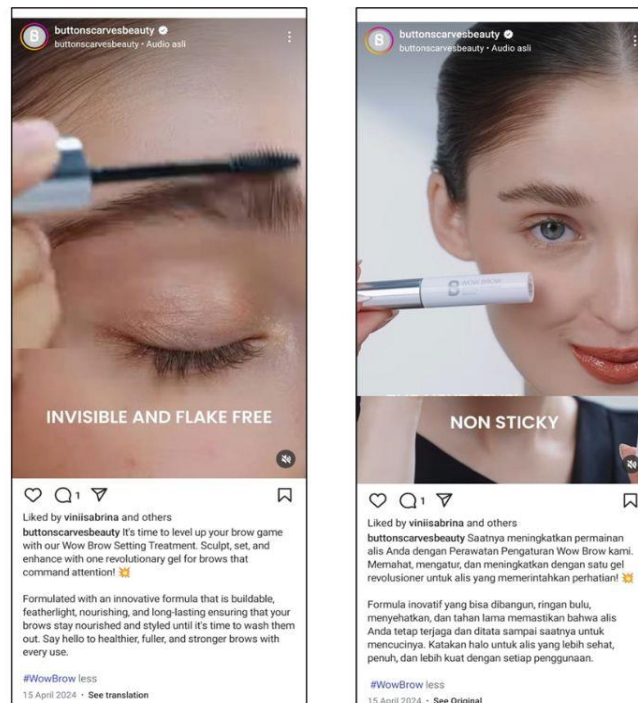
Likewise, *set and slay* became *mengatur dan membunuh*, a literal but semantically incongruent translation that misrepresents the phrase's empowering tone.

Figure 7 Literal translation of *set and slay* as *mengatur dan membunuh* in Buttonscarves Beauty's Instagram account.
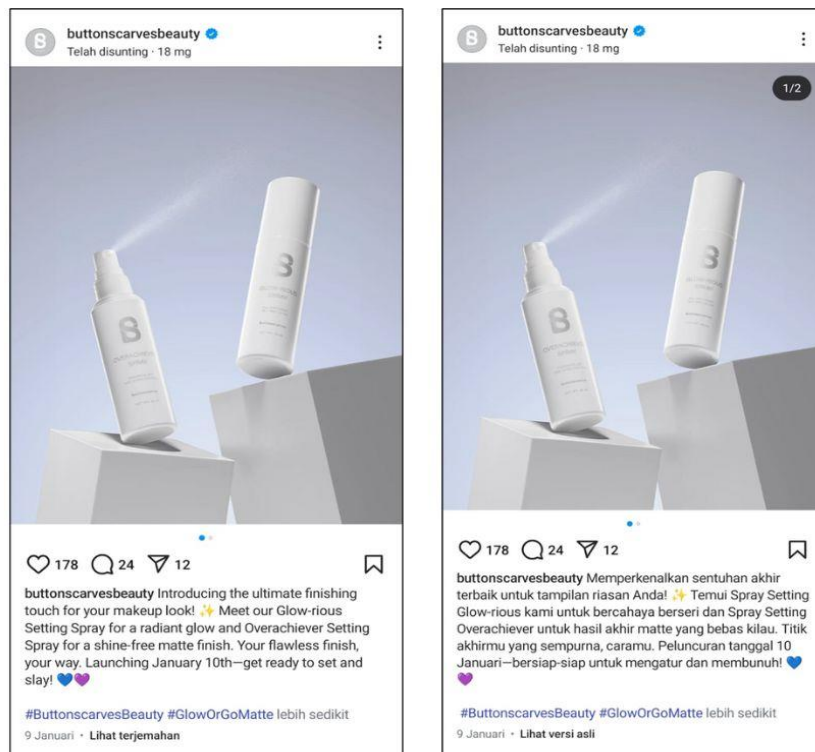
Reduction and amplification strategies were found in examples where complex phrases were simplified or elaborated. For instance, *luxurious texture* was translated as *tekstur mewah*, omitting the indulgent connotation. Conversely, *vibrant twist* became *sentuhan yang menyenangkan dan semarak*, adding more descriptors than present in the source but retaining positive affect.

Impact on Clarity and Naturalness

The clarity and naturalness of the Indonesian captions were often compromised due to the MT system's reliance on literal translation and poor handling of idiomatic structures. While some captions maintained grammatical correctness, they frequently failed to match the stylistic elegance and persuasive tone of the original texts. Koehn (2020) said good translation must feel like it was originally written in the target language. But in this study, that was not always true. Some phrases changed by modulation or transposition helped make the text smoother, but others did not keep the right meaning. For example, "soft-focus finish" was translated as *hasil akhir fokus lembut*, which does not describe the visual effect correctly. Phrases like "go with" were translated in ways that sounded awkward or like machine work, not natural or interesting.

This matches what Ardianto (2021) said—machine translation tools often miss the meaning and context, especially in ads where style, emotion, and culture are very important.

4. Conclusion and Suggestion

Conclusion

The analysis of machine translation (MT) for Buttonscarves Beauty's Instagram captions shows mixed results in translating English marketing content into Indonesian. The MT tool can handle many direct word-for-word translations and keeps grammar correct for simple phrases. But it often struggles with important parts of beauty marketing language.

The MT frequently gives literal translations that miss the special vocabulary and idiomatic meanings in cosmetics. For example, "Fine" becomes "baik," "airbrushed" turns into "disikat udara," "shade" is "bayangan," and "sculpt" is "memahat." These do not capture the real cosmetic meanings and often change what the original message wants to say. Also, phrases like "go the extra mile," "brow game," "Make every wink count," and "has your back" are translated literally in awkward or confusing ways. This shows the MT cannot properly handle expressions that need a non-literal meaning.

The MT often fails to keep the persuasive, elegant, or special nuances needed in marketing language. Even if the translations are sometimes technically right, they often do not sound natural or strong enough to connect with Indonesian audiences. Important phrases like calls to action, key product descriptions, and whole sentences are sometimes left out completely, which makes the marketing message weaker and incomplete.

There is too much reliance on literal translation. This works for simple phrases but causes problems with complicated structures, idioms, and special terms, resulting in unnatural or incorrect meanings. Borrowing words from English happens too, but sometimes without enough adjustment or explanation, which can confuse readers.

Suggestion

To truly improve the quality and impact of machine-translated Instagram captions for Buttonscarves Beauty's marketing in Indonesia, some important steps should be taken. First, it is necessary to build a strong, domain-specific dictionary by adding a complete vocabulary database made just for cosmetics and beauty terms into the machine translation system. This would prevent mistranslations of terms like "shade," "finish," "dewy," "creamy," "airbrushed," and "blending," ensuring their accurate and contextually appropriate rendering.

The MT system should be trained to recognize and accurately translate idioms and figurative expressions (e.g., "brow game," "go the extra mile," "wink count," "command attention," "has your back," "gift-to-go") into culturally appropriate and natural-sounding Indonesian equivalents, moving beyond literal word-for-word translations.

Generally, pure borrowing is preferable to avoid confusing literal translations that alter product identity. If a term is naturalized (e.g., "Spons"), it must be a widely accepted and clear equivalent in Indonesian.

Given the inherent complexities of marketing language and cultural nuances, mandatory human post-editing of MT output is highly recommended. Professional human translators can rectify lexical errors, improve fluency, restore naturalness, and ensure the persuasive tone and emotional appeal of the original caption are fully maintained.

Translation strategies should prioritize natural-sounding Indonesian, even if it necessitates departing from a literal structure. Techniques like Modulation, Transposition, Adaptation, and Discursive Creation should be employed where appropriate to ensure the translated text reads as if it were originally written in the target language. Sixth, mechanisms within the MT pipeline must be implemented to ensure that no key information, including product descriptions, calls to action, or essential descriptive phrases, is omitted from the translation, as these are vital for marketing effectiveness.

MT systems need to be developed or fine-tuned to better comprehend the broader context of sentences and account for cultural nuances that influence word choice and phrasing. This is particularly critical in beauty marketing, where language is highly tailored to resonate with consumer sensibilities.

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