

## **TRANSLATION TECHNIQUE ON TOURISM PROMOTION TEXT BY THE DEPARTMENT OF CULTURE AND TOURISM OF MERAUKE REGENCY**

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### **ABSTRACT**

The purpose of this research is to classify the types of translation technique used in translating tourism promotion text by the Department of Culture and Tourism of Merauke Regency. The cultural differences between the two languages present a challenge for translators working on tourism brochures. A good illustration of the cultural differences between high and low contexts is the verbs used to promote tourism. The researcher used the theory of translation technique in classifying the types of translation techniques. The method of this study was a descriptive qualitative. The data were taken from tourism promotion text by The Department of Culture and Tourism of Merauke Regency and its translation. The analysis was done in three stages, namely: (i) data condensation, a process of selecting, focusing, simplifying, abstracting, and/or transforming the data; (ii) data display, an organized, compressed assembly of information that allows conclusion drawing; and (iii) conclusion drawing. Based on the data analysis, it was found that 8 of 18 techniques. These include (1) Literal Translation, (2) Adaptation, (3) Amplification, (4) Descriptive, (5) Calque, (6) Borrowing, (7) Transposition, and (8) Generalization. These techniques include literal (12 data or 27%), adaptation (5 data or 12%), amplification (6 data or 14%), descriptive (7 data or 16%), calque (3 data or 7%), borrowing (4 data or 10%), transposition (4 data or 10%), and generalization (2 data or 4%). The result of this research showed that literal translation was the most frequent technique used.

**Keywords: tourism promotion text, cultural differences, translation technique**

### **INTRODUCTION**

Translation plays a crucial part in the dissemination of information to bridge the gap between linguistic and cultural barriers. Translation is a type of communication that aims to bridge cultural and linguistic gaps between nations by linking two languages. Cultural differences are also conveyed when translating from one language to another. Torop (Torop, 2002:593) emphasizes the importance of cultural elements in translation, stating that translation cannot be separated from the idea of culture. Cultural differences between the Source Language (SL) and the Target Language (TL) present a challenge for translators; therefore, sufficient cultural knowledge is required in translation.

The process of transferring the content of the source language into the receptor

language is known as translation. According to Machali (2009:26), a translator recreates the content of a text in another language through translation. This delivery is not simply a replacement activity, because the translator in this case performs new communication activities using the results of previous communication activities (i.e. text), but also by taking into account the social context in which the new text will be read or communicated. The translator attempts to build a "bridge of meaning" between the producer of the source text and the reader of the target text in the new communication activity.

Translation entails transforming the original language (SL) into the target language (TL). According to Larson (1984), in translation, the form of the original language (SL) is replaced by the form of the

target language (TL). People who do not comprehend the source language can therefore receive information from it. Understanding the information in a source text is difficult; good translation, as well as good translators, are required. However, becoming a good translator capable of producing excellent translations is not as simple as it appears. The translator must understand not only the meanings but also the method and quality of the translation.

Generally, in the process of translating a language, there is often contact between one language and another. Language contact can occur by transferring the meaning or message from the source language (BSu) to the target language by finding a word with an equivalent meaning in the target language (BSa).

Every region has a different culture. This results to difficulties in translating culture-specific concepts. For example, the equivalent word "Halloween" in other languages is difficult to locate. Or the Batak culture, which holds a "marhusip" event, which means whispering, but in Batak custom, "marhusip" means closed talks or can also be called negotiations or talks between the family delegation of the prospective groom and the representative of the bride's parents regarding the amount of dowry that the male party must provide. It is difficult to locate in English, Arabic, or Chinese equivalent of the word "marhusip."

Every type of text serves a unique social purpose, which influences the generic structure and lexicogrammatical characteristics that are used. This research focuses its analysis on Bahasa Indonesia to English translation of tourism promotion text. Tourism is a medium that allows people to learn about and identify new things that are not found in their native country. When traveling, particularly outside of one's own region or nation, an obstacle emerges in the form of cultural differences and language barriers. A traveler's linguistic barrier can be alleviated by translation. Tourism texts that can be accessed directly online include

brochures, magazines, guidebooks, and booking pages for tickets and tour packages. Given the variety of tourism texts, it is fair to say that translators face numerous challenges in producing good translated texts that are easily understood by tourists.

The cultural differences between the two languages present a challenge for translators working on tourism brochures. A good illustration of the cultural differences between high and low contexts is the verbs used to promote tourism; in Indonesian, the word invitation is used, whereas, in English, the word imperative is more common.

A translator must follow a number of steps in order to preserve the meaning of the SL in a typical translation process. As much as feasible, the meaning must be preserved. Actually, this is the step in the translation procedure that is most crucial. Newmark (1988:5) also states that often, but by no means always, it is rendering the meaning of a text into another language in the manner the author intended the text. Therefore, a translator must be able to communicate the author's intended meaning using the writing and linguistic nuances that have been adjusted for the target language in addition to translating the meaning from the source language into the target language. Language must be modified to match the diversity of languages used in the text because language style has a significant impact on readability.

While Nida and Taber (1982:12) stated the closest natural equivalent of communication in the source language must be reproduced in the target language, first in terms of meaning and then in terms of style. A translator must discover the correct meaning equivalent in the target language when translating written and spoken texts. This is done to maintain the message conveyed in the target language consistent with the message conveyed in the source language. In this article, the researcher trying to analyze the translation techniques used by the translator in translating tourism promotion text from Bahasa Indonesia into English

through analyzing the technique used by the translator.

The purpose of this research is to classify the types of translation technique used in translating Tourism Promotion Text by The Department of Culture and Tourism of Merauke Regency. The researcher used the theory of translation technique by Molina and Albir (2002) in classifying the types of translation techniques.

**METHODS**

This study is a descriptive-qualitative that provides a qualitative answer to the issue of translating SL into TL. This research is said to be a descriptive qualitative method because the findings of this research will be described in the form of words. According to Moleong (2007), descriptive qualitative research is a research method that collects descriptive data in the form of written or spoken words from people and observable behavior.

The data were the words, phrases, and clauses in Tourism Promotion Text. While the source of the data was taken from Tourism Promotion Text by The Department of Culture and Tourism of Merauke Regency. According to the theory of Miles, Huberman, and Saldana (2014:10), data were examined in three steps: (1) data condensation, (2) data display, and (3) conclusion drawing and verification. The process of choosing, focusing, simplifying, abstracting, and transforming data is referred to as data condensation. In analyzing the data, the researcher used the theory of translation technique by Molina and Albir (2002). The steps done by the researcher were as follows: The researcher began by reading both the tourism promotion text and its translation. The researcher then found the data from SL to TL. The researcher underlined the object in the data. Lastly, the data from SL and TL were put together side by side.

**RESULT AND DISCUSSION**

**Analysis of Translation Techniques**

According to Molina and Albir (2002), there are 18 translation techniques: adaptation, amplification, borrowing, calque, compensation, description, discursive creation, established equivalent, generalization, linguistic amplification, linguistic compression, literal translation, modulation, particularization, reduction, substitution, transposition, and variation. In this study, the researcher focused on the translation of the word, phrase and clause. In this tourism text, researchers find 43 datum that are translated using 8 translation techniques with the following details:

**1. Literal Translation**

A literal translation is a translation technique used by translators by translating the phrase word for word.

SL	Salah satu monument yang tertua dan yang paling terkenal terletak di pusat kota Merauke.
TL	One of the oldest and the most famous monument is located in the central town of Merauke.

The data showed the translator used literal translation technique in translating the sentence. The translator translates the sentence word by word. The translator used literal translation technique to translate the sentence from Bahasa Indonesia into English. The sentence literally translated without any reduction and addition of information.

SL	Acara lain yang ditampilkan adalah tari tradisional, <b>lomba dayung satu kaki</b> , lomba panahan, lomba anyam rambut dan gulat tradisional.
TL	The other agendas that can be enjoyed in this event are <b>one foot oaring</b> competition, archery

	competition, plaiting hair competition, and wrestling competition.
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The translator decides to use the literal translation technique to translate the phrase **lomba dayung satu kaki** into a **one-foot oarin competition**. The translator works word for word. Because there is no equivalent in the target language, the translation is less natural. The phrase " **lomba dayung satu kaki** " is a source language cultural term that does not exist in the target culture. The translator should have used a different translation technique. The descriptive translation technique is preferable. The phrase **lomba dayung satu kaki** is translated by keeping the cultural term but adding a description so the translator understands what the phrase means.

## 2. Adaptation

Adaptation is a translation technique used by translators by replacing the cultural elements of the source language with decorative items that have the same characteristics in the target language, and those cultural elements are familiar to the target reader.

SL	Kabupaten Merauke mempunyai dua musim yaitu <b>kemarau dan hujan</b> .
TL	Merauke regency has two seasons, <b>dry and wet</b> .

In this data, there is the phrase **kemarau dan hujan**. which is translated using adaptation techniques, **dry and wet**. The phrase **kemarau dan hujan** in the dictionary has the meaning "dry and rain". In the case of the translation of the phrase **kemarau dan hujan** the translator replaces the source language culture element (SL) with the target language culture element (TL). Translation using adaptation techniques is

also intended so that readers in the target language can understand the message conveyed in the text.

## 3. Amplification

This technique is used to introduce details that are not found in the BSu (Source Text): information, explicative paraphrasing.

SL	Pesta Inisiasi Anak, Upacara Taman Sasi, Pesta babi pada penyerahan tanah adat, " <b>Kaka</b> " untuk membalas budi pada orang yang berjasa
TL	Child initiation ceremony, making Sasi ceremony, pig feast when selling and buying the land happens, <b>Kaka ceremony</b> held is usually held to reward to somebody who is considered as meritorious to other family

In this data, there is the word which is translated using the amplification technique, "**Kaka**". However, in the case of this translation, the translator adds information with words "ceremony". This is done so that the translator can convey the message accurately. So that the translation of the word "Kaka" becomes "**Kaka Ceremony**"

SL	Pesta Ndambu merupakan salah satu pesta yang dilaksanakan untuk menunjukkan keberhasilan seseorang yang terlihat dari kualitas hasil panen yang memuaskan.
TL	Ndambu feast is one of the feast that is organized to show the successfulness of someone <b>in gardening</b> that can be seen from the result of the harvest.

The data above showed that the translator used amplification technique. The

phrase *in gardening* is added by the translator in order to give new clearer information for the target reader.

#### 4. Descriptive

To replace a word or phrase with a definition of its structure or purpose., e.g., to translate English *cow-creamer* into Indonesian *poci yang berbentuk sapi untuk tempat susu*.

SL	<b>Sagu Sep</b> biasa dihidangkan secara berbeda sesuai dengan bahan campurannya
TL	<b>Sagu Sep is traditional foods of Marinds derived from sago palm.</b> It's served in various tasted base on the ingredients.

In this data, there is the phrase Sagu Sep which was translated using descriptive techniques. The phrase **Sagu Sep** is translated into *Traditional foods of Marinds derived from sago palm*, which describe the form, namely, form of sago. This technique is used by translators so that readers in the target language can receive and understand the message conveyed.

SL	Sagu Sep dihidangkan dengan <b>Wanggilamo</b>
TL	Sagu sep is served with Wanggilamo (Sago mixed with roasted meat)

The data above showed that the translator used description technique in translating the word. The word **Wanggilamo** will be very difficult for the target reader to understand, so the translator describes it as **Wanggilamo (Sago mixed with roasted meat)** to

make it easier to understand.

SL	Rasa dari bakso Merauke ini sangat khas karena terbuat dari olahan <b>daging sapi dan rusa</b>
TL	The taste of Merauke's meat ball is very specific because it is made from <b>fresh meat of beef and deer</b> .

Translator used description technique in translating the phrase *daging sapi dan rusa*. The translator decided to add word "fresh" in translating the text above.

#### 5. Calque

It is the literal translation of a foreign word or phrase; it can be lexical or structural, e.g., the English translation Police Academy for the Indonesian Akademi Polisi.

SL	Pantai ini memiliki hamparan pasir yang luas serta dijadikan <b>kegiatan rekreasi</b>
TL	This beach has beautiful sandy beach that offers <b>recreational activities</b>

Calque technique was used to translate the phrase **kegiatan rekreasi**. The phrase **kegiatan rekreasi** does not translate into *activity recreational*, however, it translated into *recreational activities* as this corresponds to the target language structure.

#### 6. Borrowing

It is a type of translation that takes a word or expression straight from another language. It can be pure (without any change), e.g. to use the English word *urine, horizon, diameter, stereo, and neutron* in Indonesian text, or it can be naturalized (to fit the

spelling rules in the TT (Target Text), e.g., *gol, informasi, and tes*.

SL	Salah satu <b>monumen</b> tertua dan yang paling terkenal terletak di pusat kota Merauke
TL	One of the oldest and the most famous <b>monument</b> is located in the central town of Merauke

The data above showed that the translator used natural borrowing technique. The word *monumen* is adjusted to the pronunciation and the spelling of the target language into *monument*. Actually, the word *monumen* is an Indonesian vocabulary that also comes from English.

SL	<b>Karnaval</b> 17 Agustus merupakan kegiatan dalam rangka memperingati kemerdekaan RI
TL	This <b>carnival</b> is the activity to celebrate Indonesian Independent Day

The data showed that the translator used pure borrowing technique in translating the word. In this data, the word *festival* means an annual celebration or anniversary. *Festival* then purely borrowed by the translator without adjusting spelling or pronunciation of the target language.

### 7. Transposition

It is a change in a grammatical category, such as glasses becoming *kacamata* in Indonesian. It transitions from plural to singular.

SL	Tarian Gatsi adalah tarian umum dari suku Marind yang menggambarkan bahwa orang marind selalu <b>patuh</b> pada
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	budayanya
TL	Gatsi dance is a traditional dance from Marind tribe, showing their <b>loyalty</b> towards the culture

The translator used transposition technique in translating the word "patuh" into "loyalty". He changed the grammatical structure of the source language. The word "**patuh**" in SL is classified as an adjective, this is then changed by the translator. The word **loyalty** in TL is classified as a noun.

### 8. Generalisation

This technique uses more general terms in Target Language for more specific SL. This is done because TL does not have a specific equivalent.

SL	Pondok Jagung
TL	Corn House

The translator uses generalisation technique in translating **Pondok Jagung**. The word "**pondok**" means cottage, hut, cabin. The translator translate the phrase **Pondok Jagung** into a more general meaning to be **Corn House**. Thus, this phrase applied generalization technique because the translator translated the text more general in order to make the readers understand the text.

### CONCLUSION

There are 43 datum of word, phrases and clauses in tourism promotion text by The Department of Culture and Tourism Of Merauke Regency. The translator used 8 of 18 techniques proposed by Molina and Albir (2002). These include (1) Literal Translation, (2) Adaptation, (3) Amplification, (4) Descriptive, (5) Calque, (6) Borrowing, (7) Transposition, and (8) Generalization.. These techniques include literal (12 data or 27%), adaptation (5 data or 12%), amplification (6 data or 14%), descriptive (7 data or 16%),

calque (3 data or 7%), borrowing (4 data or 10%), transposition (4 data or 10%), and generalization (2 data or 4%). The result of this research showed that literal translation was the most frequent technique used.

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