

## CHAPTER I

### INTRODUCTION

#### 1.1. Background of the Report

In these days, the number of people who want to travel to tourism places has been increasing. Mostly, they want to visit new tourism places for discovering new cultures, spending time with their friends or families, and finding better weather. Many people who visit new tourism places have triggered a new industry called tourism industry. According to Henniker and Kraft (1996), tourism is the sum of phenomena relationship arising from the travel and stay of none residence, and so far, they do not lead the permanent residence and are not connected with earning activity.

In Indonesia, there are two famous tourism regions, Jogjakarta and Bali. Jogjakarta is a special province divided into five regions: Yogyakarta City, Kulon Progo, Sleman, Bantul, and Gunung Kidul. In Jogjakarta City, there were 496.293 foreign people visiting in 2018. It increased from 435.655 foreign people in 2017. In order to increase the number of tourists for the next years, Jogjakarta City, through Tourism Office of Yogyakarta City, has done some promotion strategies to promote tourisms in Yogyakarta City, such as promoting through website, promoting in Indonesia Embassy in foreign country, and promoting through guide books.

Guide books are books of information about a tourism place made for tourists. According to Lew (1991), guidebooks provide a framework for experiencing a place. Guidebooks are also used to increasing the number of tourists in Tourism Office of Yogyakarta City. It published guidebooks in Bahasa Indonesia with English translation, so the foreign tourists would understand information in the books.

According to House (2001), translation is reproduction of a texts in source language in an equivalent text in target language. The translators have to find similar meaning between a language and another language when they are trying to translate something. In addition, according to Kamil (2014), it is important for a translator to give the meaning of source text in a clear and comprehensible manner while transferring the message of original text. Based on that explanation, a good translation is needed, especially in tourism sector, because it will help foreign people who do not speak in Bahasa Indonesia to understand the information that is written on guide books.

The writer did an internship in Tourism Office of Yogyakarta City. The reason why the writer did an internship in Tourism Office of Yogyakarta City was because he thought that doing internship in Tourism Office of Yogyakarta City would be beneficial for him and it could be adding his experience. Tourism Office of Yogyakarta City is a place which is responsible to hold tourism events in Yogyakarta and promote tourism places across Yogyakarta City.

At Tourism Office of Yogyakarta City, the writer was asked to be a part of promotion team. The responsibilities of promotion team are promoting tourism events held, promoting tourism places, translating guidebooks, and promoting Yogyakarta City through social media. There were two people appointed as translator: the writer, who was asked to translate a guidebook, and his internship partner, who translated the promotion in social media. There were two people promoting through social media, one person promoting tourism events held, and the other two people promoting tourism places.

The writer found this topic interesting because the writer wanted to know what translation methods and translation strategies were used by promotion team when they dealt problem like this. There must have been many problems that promotion team had in order to deal with translating guidebooks. That was why the writer wanted to discover the translation methods and translation strategies used by the promotion team in Tourism Office of Yogyakarta City to translate guidebooks.

## **1.2. Statement of Problem**

There are two main problems in this report, those are:

1. What were translation methods used in translating guidebooks in Tourism Office of Yogyakarta City?
2. What were translation strategies used in translating guidebooks in Tourism Office of Yogyakarta City?

### **1.3. Purpose of the Report**

The purposes of the report in the internship are in the following

1. Discovering what translation methods were used in translating guidebooks in Tourism Office of Yogyakarta City.
2. Discovering what translation strategies were used in translating guidebooks in Tourism Office of Yogyakarta City.

### **1.4. Significance of the Report**

1. For the writer
  - a. Understanding the translation methods used in translating a guidebook in Tourism Office of Yogyakarta City.
  - b. Understanding the translation strategies used in translating a guidebook in Tourism Office of Yogyakarta City.
  - c. Understanding the implementation of skill in translation that has been taught in English Diploma before.
2. For the alma mater
  - a. Maintaining and improving the relationship between Universitas Airlangga and Tourism Office of Yogyakarta City.
  - b. Increasing the number of scientific works for students of Universitas Airlangga.
  - c. Improving the quality of Universitas Airlangga students.

3. For Tourism Office of Yogyakarta City
  - a. Improving the quality of translation in guidebook of Tourism Office of Yogyakarta City.
  - b. Increasing the number of foreign tourists in Yogyakarta City.
  - c. Introducing English in tourism for readers.

## **1.5. Review of Related Literature**

### **1. Translation**

According to Catford (1965), translation is a process of replacing words from a language into another language who has equivalent meaning. In translation, a translator, a person who does translation, must try to translate the text with the meaning and language style closer with the source language. In addition, according to Nida and Taber (1974), reproducing in the receptor language the closest natural equivalent of the source-language message, first in terms of meaning and secondly in terms of style.

### **2. Translation Methods**

According to Newmark (1988), there are eight translation methods; they are word-for-word translation, literal translation, idiomatic translation, semantic translation, adaptation, free translation, faithful translation, and communicative translation.

a. Word-for-word Translation

According to Catford (1965), word-for-word translation is bounded at word-rank, but it may include some morpheme-morpheme equivalences. Based on explanation above, word-for-word translation is a translation method that translates the target language to be similar with the source language.

b. Literal Translation

According to Newmark (1988), literal translation is a translation which the source language grammatical structure is converted to its nearest target language grammatical structure. In literal translation, the source language grammar structure is changed to the target language grammar structure.

c. Free Translation

According to Newmark (1988), free translation produces target language text without the style, form, or content of the original text. It does not matter if the target language grammatical structure is different with the source language grammatical structure in this translation method.

d. Faithful Translation

According to Newmark (1988), faithful translation tries to render the closest and most precise contextual meaning to that of the original while, at the same time, observing target language grammatical structure. Based on explanation above, the cultural language will be translated, but the grammatical error still exists.

e. Semantic Translation

According to Newmark (1988), semantic translation is different with faithful translation in taking more account of the aesthetic value of the source language text. Based on explanation above, semantic translation pays more attention on the aesthetic value of the source text.

f. Adaptation

According to Newmark (1988), adaptation is the “freest” translation which is always used in translating plays. Based on explanation above, the cultures in source language is adapted to the target language cultures.

g. Idiomatic Translation

According to Newmark (1988), idiomatic translation reproduces the message of the original, but may distort nuances of meaning by preferring colloquialism and idioms where these do not exist in the original. In this translation, the translator replicates the meaning of the source language, but the translator changes the meaning by using idioms which exist in target language, but they do not exist in source language.

h. Communicative Translation

Communication strategies attempts to produce on its readers an effect as close as possible to that obtained on the readers of the original (Newmark, 1981, p. 38). Based on statement above, communicative translation is a translation process

where the translator tries to make the contextual meaning from source language, so the translation can be accepted by the readers.

### 3. Translation Strategies (Translation Procedures)

According to Newmark (1988), translation procedures are used for sentences and the smaller unit of language. In translation literature, translation strategies are called as translation procedures. In addition, according to Vinay and Darbelnet (1995), there are seven translation procedures; they are borrowing, calque, literal translation, transposition, modulation, equivalence, and adaptation. Borrowing, calque, and literal translation are direct translations and transposition, modulation, equivalence, and adaptation are oblique translations.

#### a. Borrowing

According to Newmark (1988), borrowing is the process of transferring a source language word to a target language text as a translation procedure. Sometimes, the translator can borrow foreign words for his translation result.

#### b. Calque

According to Vinay and Darbelnet (1995), calque is a special kind of borrowing whereby a language borrows an expression form of another, but then translates literally each of its elements. Based on explanation above, the translator borrows foreign words and translates each word to another language.

c. Literal Translation

According to Vinay and Darbelnet (1995), literal, or word for word, translation is the direct transfer of a SL text into a grammatically and idiomatically appropriate TL text. Based on explanation above, the translator directly translates words in source language to target language.

d. Transposition

According to Newmark (1988), transposition involves a change in the grammar of source language to target language. Based on explanation above, the translator has to replace the original sentence to another sentence to get equivalent meaning in target language.

e. Modulation

According to Vinay and Darbelnet (1995), modulation is a variation of the form of the message, obtained by a change in the point of view. Vinny and Darbelnet added that this change can be justified when translation result is awkward in target language.

f. Equivalence

According to Vinay and Darbelnet (1995), equivalent is a condition when one and the same situation can be rendered by two texts using completely different stylistic and structural methods. Based on explanation above, equivalence is translation procedure which is used to transferring the sentence in the source

language by transferring the sentence to the closest equivalence of sentence in target language in different structure.

g. Adaptation

According to Vinay and Darbelnet (1995), adaptation is used in a case where the type of situation being referred to by the source language message is unknown in the target language culture. Based on explanation above, the translator has to replace the word in the source language by adapting the suitable word in the target language.

## **1.6. Method of the Report**

### **1. Location and Participants**

In this study, the writer conducted an internship at Tourism Office of Yogyakarta City, which is located at Jl. Suroto No.11, Kotabaru, Gondokusuman, Yogyakarta City, Special Region of Yogyakarta. The writer observed on how the writer translated a guidebook for Tourism Office of Yogyakarta City. The translators were the writer and the writer's friend who also did internship at Tourism Office of Yogyakarta City.

### **2. Data Collection**

To gather data, I used two data collection techniques: observation and theories. In terms of observation, the writer observed how the writer translated a guidebook. I used observations by Garner (2012) in observing how the writer translated a guidebook.

In terms of theories, the writer used theories as part of data collections from journals, books, and online books that were collected to help the writer in finding the answer from his observation. Not only did the data collections help the writer to get the answer, but they also helped the writer in translating a guidebook.

### 3. Data Analysis

In terms of data analysis, the writer used the triangulation of data collection techniques to answer the statement of problem. Further, in accordance with the statements of problem, the writer could generate two units of analysis which could be answered by using triangulation of data collection techniques. Let's take a look at the following table.

Unit of analysis	Data collection techniques
Translation methods used by the translator in translating a guide book in Tourism Office of Yogyakarta City	Observation Theories
Translation procedures used by the translator in translating a guide book in Tourism Office of Yogyakarta City	Observation Theories

Following up the table above, the writer analyzed the data collected from the unit of analysis. After the writer found the data, the writer used the findings from the data to answer statement of the problem.

### 1.7. Framework of the Final Report

