

CHAPTER I

INTRODUCTION

1.1. Background of the Study

Indonesia has a lot of interesting tourist attractions, so many foreign tourists choose Indonesia as their tourist destination. According to Lexico dictionary (2020), Tourism is “the commercial organization and operation of vacations and visits to places of interest.” Tourism is believed to be an industry that can improve economic growth because it can make a positive impact on the lives of surrounding communities if it is managed properly. Yogyakarta is a province that has many tourist attractions, such as Prambanan Temple, Parangtritis Beach, Merapi Mountain, and so on. Currently, many tourism objects are developed especially in the Sleman Regency. One of the attractions that grow in the Sleman District is *Desa Wisata* (Tourism Village). According to Sleman Regulation Number 11 of 2015 concerning the master plan for regional tourism development in 2015-2025, the tourism village is a form of integration between attractions, accommodation, and supporting facilities presented in a structure of community life that integrates with applicable procedures and traditions.

The concept of a Tourism Village is a concept that is considered as one way to improve the welfare of the community. Hadiwijoyo (2012) claimed that, “Tourism Village is a rural area that offers an overall atmosphere that reflects the authenticity of the countryside both from socioeconomic, socio-cultural, customs, daily life, has a unique architectural building and spatial structure, or unique

economic activities and interesting and has the potential to develop various components of tourism, such as attractions, accommodation, food and beverages, and other tourism needs.”

For the tourist attractions to be known to many people, tourism promotion is carried out, for example, placing banners on the street corner, making tourism advertisements on television, internet, magazines or newspapers, and through social media. Prakoso (2015) states that the media is a valuable thing in promoting Indonesian tourism whether to its own people or foreigners. When someone is going on vacation and is confused about determining their destination, they will look for references through the internet or social media. Therefore, promotion through the internet and social media is very effective. Coupled with good reviews from previous visitors makes people more confident to make choices.

One way to promote village tourism is by creating articles or descriptions to be shared on websites or blog spot. With the aim of marketing domestically and abroad, the descriptions are made in two languages, namely Indonesian and English. According to Lexico dictionary (2020), Language is “the method of human communication, either spoken or written, consisting of the use of words in a structured and conventional way”. In the process of writing the description, the writer used Indonesian language to write the description, then translate it into English. The translation process that is widely used today is to use machine translation. This technique is considered the easiest to translate a text. With the speed offered and the results are quite good this technique is widely used not only by translators, but also students who are in need. However, if the target language is

read again carefully then there are some sentences or words that look a little strange or incorrect. Therefore, editing needs to be done. The aim of editing is to make it understandable for foreign tourists to find out about the tourist attractions offered in the description.

Machali (as cited in TrigonalMedia, 2016) states that translation is an activity to change or transfer source text with the same equivalence in the target language and it needs to hold the same meaning with the writer intended. Translations come from one language, the source language and then transferred to another language or target language. Every country has a different main language, even in a country some people use more than one language. Zakky (2020) states that, language is a media to communicate and interact to other people and it is intended to convey ideas, thoughts, information, etc. Language functions as a means of communication as well as a means of integration and adaptation. The choice of words in the target language must be appropriate so that the reader can receive the information conveyed properly. Descriptions that will be uploaded on the internet must be made as attractive as possible, so that readers are interested in visiting these tourist attractions. Besides being interesting, the information presented must also be clear and accurate. Making this description aims not only to attract local tourists, but also foreign tourists. Therefore, the description is made into two languages namely Indonesian and English. The aim is to facilitate foreign tourists in absorbing the information contained in the description.

Djuharie (2005) stated that “oral and written translations put more emphasis on the meaning or message conveyed, so the most important thing in translation is

the result of the translation has the same meaning and meaning as the source language message.” From that definition, it could be understood that in the translation process the most important thing is the meaning or message contained in the source language can be conveyed properly. The style of language used in the target language will follow the culture of the target language. Good translation will produce texts that are easily understood and accepted by readers of the target language who do not understand the text from the source language. So this will also reduce the occurrence of a misunderstanding or language barrier.

In the translation process, a translator usually uses the translation method to perfect their work. Hatim and Mason (as cited in Machali, 2009) translation is an activity to prove the role of a language in social life. Now people can easily translate a language into the target language using only machine translation. But the results of machine translation are still imperfect. therefore, special skills or methods are needed to produce good translations.

The writer conducted her intership in Dinas Pariwisata Kabupaten Sleman, she made a description article about the tourist-attractions especially the Tourism Village which is widely developed in Sleman Regency to collect cases for her study. Visitors to these tourist-attractions are not only local tourists but also foreign tourists. Therefore, the writer is interested in raising the theme of translation in the description of tourist-attractions for the promotion of international tourism so that the foreign visitors can easily understand the tourist-attractions that are available in Kabupaten Sleman. If the foreign tourists understand about Indonesian tourist-attractions they will interested to visit Indonesia. Tourism marketing carried out by

related agencies as a systematic and integrated effort to increase tourism growth at the national and international level (Wahab, 1988).

1.2. Statement of the Problems

1. What are the translation methods used in translating tourist-attraction description in Dinas Pariwisata Kabupaten Sleman?
2. What problems does the writer face in translating the description of tourist-attraction in Dinas Pariwisata Kabupaten Sleman?

1.3. Purpose of the Report

1. To find out translation method used in translating tourist-attraction description in Dinas Pariwisata Kabupaten Sleman
2. To discover the problems that the writer faces in translating the description of tourist-attraction in Dinas Pariwisata Kabupaten Sleman

1.4. Significance of the Report

1.4.1. For writer

For the writer, the final report could help her get more knowledge about translation method, as well as implement all of the knowledge during her internship at Dinas Pariwisata Kabupaten Sleman. Problems encountered during the creation of the tourist-attraction description can be overcome properly. Assessment given by the supervisor is also very helpful for the writer in making a tourist-attraction description that is suitable to be posted on the institution's website.

1.4.2. For *alma-mater*

It is beneficial to implement the writing skills during the study in English Diploma. The student could get any knowledge about translation method and experience in translation field during her internship at Dinas Pariwisata Kabupaten Sleman.

1.4.3. For company or institution

It is beneficial to build a good connection between Universitas Airlangga Vocational Faculty and Dinas Pariwisata Kabupaten Sleman, to improve the quality of Universitas Airlangga Vocational Faculty students, to increase the quality of translation in Dinas Pariwisata Kabupaten Sleman, and to Explore and applying ability from Universitas Airlangga Vocational Faculty students in translation and advertising field.

1.4.4. For other interns

For other interns, it is beneficial in informing how to make a good quality translation and from the problems faced by the writer when making a description can be studied in order to minimize the same problem, so that the translation process can run better and produce higher quality translations.

1.5. Review of Related Literature

1.5.1. Definition of translation

Jiri Levy (as cited in Trigonal Media, 2016) explained that “translation is a process of choosing, because when translating, a translator must decide on one equivalent from several possible equivalents.”

1.5.2. Function of translation

According to transubstantiation (2016) The translation function is the same as the language function, which is to communicate. The job of a translator is not just to transfer the language from the source language into the target language. More than that, the function of translation is to convey the function of the original text and make it equivalent in the target language. Translators must also pay attention to the culture and grammatical structure in the source language so that the resulting translation can look natural. If the purpose of the translation is to convey the message, usually a translator slightly changes the translation method they use to be able to convey the message properly. Paopola (2012) found several function of translation, they are:

1. Communication of information

The aim is to make readers who don't know another language or source language, still understand the message being conveyed. Translations must be oriented to the reader so that the message to be communicated can be conveyed properly.

2. Scientific or technical matter

Now English has become a language of knowledge, many scientific works and other works written in English. The translator must be more careful in translating a work. The reader is the main consideration when translating a text. for example, when a translator translates books for students, the choice of language used must really be considered not to be too technical or too difficult.

3. Translation of literary language

Literary translation is of particular concern to translators, because the task is more than making the text in the target language look natural. However, the translator has to bring the world of connotations alive in the target language, which is not a mean task.

4. Good translators

The job of translator is to made the readers in the target language understand the text even they do not know the source language. In such cases the translator has to smooth the text and make the text understandable to the reader.

5. Understanding the contexts

Translation basically have to be reader-oriented. The translator has to keep this in mind that the choice of translation method is very important. This also means that the translator must translate the content correctly and pay attention to the culture in target language.

1.5.3. Translation method

Newmark (1988) states that there are eight translation method, they are:

1. Word-for-word translation: in which the SL word order is preserved and the words translated singly by their most common meanings, out of context.
2. Literal translation: in which the SL grammatical constructions are converted to their nearest TL equivalents, but the lexical words are again translated singly, out of context.

3. Faithful translation: it attempts to produce the precise contextual meaning of the original within the constraints of the TL grammatical structures.
4. Semantic translation: which differs from 'faithful translation' only in as far as it must take more account of the aesthetic value of the SL text.
5. Adaptation: which is the freest form of translation, and is used mainly for plays (comedies) and poetry; the themes, characters, plots are usually preserved, the SL culture is converted to the TL culture and the text is rewritten.
6. Free translation: it produces the TL text without the style, form, or content of the original.
7. Idiomatic translation: it reproduces the 'message' of the original but tends to distort nuances of meaning by preferring colloquialisms and idioms where these do not exist in the original.
8. Communicative translation: it attempts to render the exact contextual meaning of the original in such a way that both content and language are readily acceptable and comprehensible to the readership.

1.5.4. Translation problems

As states by Cbtranslateday (2018) just as in every field, there are several Translation Problems in the translation industry; some are faced by the translators, and some by the clients. They are:

1. Structure of the Language

The structure of language between one language and another can be different. It also occurs in the structure of language in English, for example laying

adjectives before nouns. In other languages it is also found that nouns are before adjectives, also verbs that are not affected by time. Translators must really understand the structure of the language in the target language so that the translation results are not chaotic and the message to be conveyed can be well received by readers of the target language.

2. Culture

Language culture used in each country is different, this depends on the community. There is a country whose language is polite and there is also a country whose language is sarcasm. The use of everyday sentences in formal language is also a bit difficult for translators. In translating, translators must understand the culture of the target language so that readers are not offended or unable to accept the results of the translation.

3. Compound words

Compound word is a combination of two or three adjectives and nouns that form new words and have different meanings. There are three kinds of compound word space or open compound word, closed or solid compound word, and hyphenated compound word. The difference between the three only lies in the way of writing in the combination of words.

4. Verbs made up of two words

In English there are several verbs that are made up of two words – usually, a combination of a verb and a preposition. For example: break up, break down, break into, break in, break off, break apart, break away; these all mean different things, though the common verb is break. Here the preposition which follows

immediately after gives it a completely different meaning. It is highly unlikely that translating the two words into the target language will give you the same meaning.

5. Missing terms

In a language we can find a word that is only owned by the country. That is because the culture that developed in the community in the country. For example, in Indonesia we recognize a disease that we call "masuk angin" while in other countries no translation of the term is found. This is a potentially difficult situation for the translator.

6. Words with several meanings

There are many words in English that have the same spelling and how to read but have different meanings depending on their use in a sentence. There are also words that have different spellings but the pronunciation is the same.

7. Technical Knowledge

Translators is a linguist who is expected to be able to convey the message or meaning of a text into another language. In technical texts, translators must understand the language or terms commonly used within the scope of the knowledge.

1.6. Methods of the Report

1.6.1. Location and Participants

The writer conducted a case study on herself at Dinas Pariwisata Kabupaten Sleman for 9 weeks. She was assigned by Dinas Pariwisata Kabupaten Sleman to make an article to describe tourist attractions in Indonesian and English to be posted

in the institution's website. Therefore, the writer tried to study the description she made in terms of the translation methods she applied as well as she can face problems that occur when translating the description she made.

1.6.2. Data collection

In carrying out the case study, several instrument were used:

1.6.2.1. Artefacts

Artefact is a document or media that is included in a portfolio to support or as a proof of work related to the portfolio that is made by the writer. The document used is a description of tourist attractions made by the writer. From the process of making the description the writer can find a study case to be discussed in this final report.

1.6.2.2. Daily journal

Daily journal contains reports on daily activities during internship in the Dinas Paariwisata Kabupaten Sleman. During the creation of the description the writer encountered several problems when translating documents. The writer wrote the difficulty in a daily journal as a reference in making this final report.

1.6.3. Data analysis

For analysing data, she was assigned by Dinas Pariwisata Kabupaten Sleman to make description about tourist attractions in Indonesian and English to be posted in the institution's website. The writer analyzes two documents, namely the article description of the source language and target language. Then, the document is analyzed by the methods proposed by an expert. the results of the

analysis show the method used during the process of translating the writer as well as the writer found difficulties in translating this article description. The writer also used daily journal as the document to know what the problem that the writer faced during translating the article description.



1.7. Framework of the report

