

CHAPTER 1

INTRODUCTION

1.1. Background of the report

Tourism is one of the development efforts in countries all over the world. It means tourism is really important for a country. Tourism can be used to develop the country. The way is we as a host of tourism destination offers something that can be used to spoil visitor's eyes so they pay to see our things and they paid for it. According to Evelyn, Peter, and Bruno (2020), tourism is a channel for solving poverty and infrastructure development. It means from tourism can be used to becomes main income for some people and also helped to make area near tourist attraction developed from the money gained from tourism activity. Tourism can continue to grow by knowing what tourists feel about the tourism destination, so it will increase the number of tourists visiting. Dongoh, Heetae, and Kyle (2019) stated that "Studies have shown that the emotional attachment of tourists to destinations positively influences their perceptions and reactions to tourism in the destination. Such emotional ties often vary based on previous experiences of tourists at their destination." Indonesia is one of countries that use tourism to build infrastructure and develop economy to solve poverty problem.

Bali as part of Indonesia is the biggest economic contributor in the tourism sector. Bali has many tourist attractions like beaches, mountains, temples, rice fields, waterfalls, and a national park. Bali is famous trough the tourism attraction.

Most of Bali people work as a tour guide or tourist owners so most of their income is from tourism. Even though Bali has many tourism attractions and already famous all over the world, Bali still need a promotion because most of Balinese people income is from tourism activity and if there is no promotion number of visitors in Bali may be decrease and the income of Balinese people will also decrease if the visitor of Bali reduced. Trough promotion, visitors in Bali can be increase every year. Promotion can comes in many ways, such as book, photo, video, brochure and many more. Brochure is one of the most effective tools for promotion especially tourism. Brochure is an advertisement media that has multi functions and can be found anywhere. According to Sarikaya and So”nmez (2000), brochure is printed promotional material that contains tourist information that will be important on the choice of vacation destination. A brochure usually contains information with pictures and was designed properly to make people interested to read it. In Bali, there are many brochures about tourism attraction and brochure from souvenir center. Those brochures were sent to Bali Government Tourism Office and most of those brochures are written in Indonesian language. That is not effective to promote Bali with those brochures because most of Bali visitors was foreign visitors and with the Indonesian language brochures to do the promotion to foreign visitor, promotion activity trough those brochures is not a good idea and not effective at all. In order to make those brochures become effective to be used as promotion media to visitors, especially foreign visitors, those brochures need to be translated first to make foreign visitors know about

information in the brochure and make the promotion through those brochures more efficient.

Bali Government Tourism Office as the one who plays a key role in all of Bali tourism activity has the responsibility to make tourism activity in Bali greater in many ways, such as handling complaints, doing surveys about tourism worthiness, promoting Bali domestically and abroad, and etc. Bali Government Tourism Office has four employment sectors such as Tourism Destination Sector, Tourism Resource Sector, Marketing Sector, and Tourism Industry Sector.

Promotion Section of Bali Government Tourism Office is one of the sections from the Marketing Sector. Promotion Section is in charge of promoting Bali in many ways such as books, photos, videos, brochures, and many more. Promotion Section has an event to promote Bali abroad. Promotion Section receives many brochures from tourism attractions and Promotion Section will bring those brochures when they go to promote Bali abroad on those events. Because those brochures are in Indonesian language, Promotion Section usually translates those brochures first and then brings them when the promotion event is about to start. In this occasion, I was interested in how to translate promotion brochures effectively in the Promotion Section of Bali Government Tourism Office. I would like to make a report about "Methods and Strategies in translating promotion brochures in Bali Government Tourism Office."

1.2. Statement of problem

There are problems in this report as follows

- 1.2.1 What are the translation methods to be used to translate promotion brochure at Bali Government Tourism office?
- 1.2.2 What are the translation strategies to be used to translate promotion brochure at Bali Government Tourism office?

1.3. Purpose of the report

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

- 1.3.1. Find the translation methods that used to translate promotion brochure
- 1.3.2. Find the translation strategies that used to translate promotion brochure

1.4. Significance of the Report

- a. For the writer

This final report is beneficial for the writer become the good translator with sharpening the writer's translating skills and presenting the information to foreigner trough promotion brochure.

- b. For alma mater

To make a good relationship between Airlangga University and Bali Government Tourism Office so Airlangga University graduates can work there as a contract worker.

c. For the company

To help Bali Government Tourism Office familiar to many students from outside Bali Island and Bali Government Tourism Office can received many internship requests from outside of Bali Island.

d. For other Interns

To help and provide other Interns find internship place that could be helpful for Interns to gain experience and knowledge about Bali Tourism.

1.5. Review of Related Literature

1.5.1. Methods of translation

According to Newmark (1988), there are several methods of translation such as *word-for-word translation*, *literal translation*, *faithful translation*, *semantic translation*, *adaptation*, *free translation*, *idiomatic translation* and the last is *communicative translation*. The writer, in translating promotional information, must pay attention to these eight methods.

First is *Word-For-Word Translation*. According to Newmark (1988) The SL word-order is preserved and the words translated singly by their most common meanings, out of context. Cultural words are translated literally. The main use of word-for-word translation is either to understand the mechanics of the source language.

Second is *Literal Translation*. According to Newmark (1988) The SL grammatical constructions are converted to their nearest TL equivalents but the lexical words are again translated one-by-one, out of context. Same as word-

for-word method but slightly changed the grammatical structure while word-for-word did not changed the grammatical structure at all.

Third is *Faithful Translation*. According to Newmark (1988) A faithful Translation attempts to reproduce the precise contextual meaning of the original within the constraints of the TL grammatical structures. It 'transfers' cultural words and preserves the degree of grammatical and lexical 'abnormality' (deviation from SL norms) in the translation. It attempts to be completely faithful to the meanings and the text-realisation of the SL writer.

Fourth is *Adaptation Translation*. According to Newmark (1988) Adaptation is the 'freest' form of translation. It is used mainly for plays (comedies and poetry; the themes, characters, plots are usually preserved, the SL culture converted to the TL culture and the text rewritten. The deplorable practice of having a play or poem literally translated and then rewritten by an established dramatist or poet has produced many poor adaptations.

Fifth is *Semantic Translation*. According to Newmark (1988) Semantic Translation is methods that nearly same as Faithful Translation but different because it must take more account of the aesthetic value from the gorgeous and natural sounds of the source language text and compromising on 'meaning'.

Sixth is *Free Translation*. According to Newmark (1988) Free Translation reproduces matter without manner, or the content without the form of original. Usually it's a paraphrase for much longer than the original, also-called 'intralingual translation', often long and exaggerated, and not translation at all.

Seventh is *Idiomatic Translation*. According to Newmark (1988) Idiomatic translation 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.

The last is *Communicative Translation*. According to Newmark (1988) Communicative Translation 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.

1.5.2. Strategies of translation

According to Venuti (2001), there are seven strategies of translation such as *Borrowing*, *Calque*, *Literal*, *Transposition*, *Modulation*, *Equivalence* and the last is *Adaptation*. The writer in translating promotional information should consider these seven strategies.

First is *Borrowing*. According to Venuti (2001) Borrowing is strategy that used to tackle a meta-linguistic difference. It is the simplest strategy of translation that means using source language terms in the target text.

Second is *Calque*. Venuti (2001) stated that "Calque is a special type of borrowing in which the borrowed expression is literally translated into the target language."

Third is *Literal*. According to Venuti (2001) Literal means rendering a source language text into the appropriate idiomatic or grammatical that equal in the target language.

Fourth is *Transposition*. According to Venuti (2001) Transposition is substituting one word class with another without changing the meaning of the message. This translation technique/strategy introduces a change in grammatical structure.

Fifth is *Modulation*. According to Venuti (2001) Modulation means changing in point of view. For example is changing part of speech.

Sixth is *Equivalence*. According to Venuti (2001) Equivalence refers to rendering two situations by different stylistic and structural methods; these two texts include the source text and its equal text which is the target text.

The last is *Adaptation*. According to Venuti (2001) Adaptation refers to those situations when cultural differences happen between the source language and the target language. Thus, translation can be considered as a special kind of equivalence which is situational similarity. This strategy achieves a more familiar text and can be accepted by wider readers.

1.6. Method of the Report

1.6.1. Location and Participant

The writer conducted a case study on Promotion Section in Bali Government Tourism Office consisting of 3 male and 3 female workers for 7 weeks. On processing this, the writer asked permission from the Head of Promotion Section to taking some brochures and interviewing the Head of Promotion section, Pak Yadnya for the data. Thankfully, the writers permitted

to taking some brochures and doing interview to gain the data that the writer needed.

1.6.2. Data Collection

1.6.2.1 Semi-Structured Interview

The writer had written the interview with the Head of Promotion Section, Pak Yadnya about Promotion Section annual events and about Bali Government Tourism Office. There were several questions that the writer asks to fulfill the information that the writer needed. Transcription was attached in the appendices.

1.6.2.2 Brochures

The writer was asked by the Head of Promotion Section to translate a meeting result that already converted into news that will be uploaded on Bali Government Tourism Office official web and also asked to translate promotion brochures. Thus, the writer asked for the brochures to be the writer data for his Final Report. For the writer data, the writer took one tourism destination brochure and one information brochure.

1.6.3. Data Analysis

In terms of data analysis, the writer used triangulation of data collection techniques to answer the statement of the problem as follows:

Unit Analysis	Data Collection Techniques
The translation methods and strategies to translate promotion brochures in Bali Government Tourism Office	Semi-structured Interview (Interview with pak Yadnya) Take the Sample (Brochures)

Following up the table above, the writer had analyzed the data from the unit 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 Report

