

CHAPTER I

INTRODUCTION

1.1. Background of the Report

Tourism has been Ngawi's mainstay of the sector since 2017, and it obtains more attention from the local government since then. By using the slogan "Visit Ngawi" for foreigners and "Piknik ning Ngawi Asik" for domestic, it is expected to be able to increase visitors. According to Simanjutak, Tanjung & Nasution (2017), tourism is one of the types of industry that expands the marketing of business products and jobs that has an impact in increasing national income using a multiplier effect.

Ngawi Regency has many historical sites, cultural tourism, and natural attraction. This district has the potential to be developed into a tourist destination that is worth visiting by foreign tourists. These places have begun to grow among foreign tourists who visit these historical sites. To increase the number of foreign visitors, promotion is needed. Through the promotion and tourism marketing program, some of the efforts are made, among others; Gravity Festival, Paragliding, Jadoel Market, Ngawi Night Carnival, Ngawi Batik Fashion, distribution of promotional materials in the form of Leaflets to Hotels, and plans to distribute to travel agents engaged in International Services.

Judging from the data of foreign tourist, visits of the Department of Youth, Sports, Culture, and Tourism, hereinafter refers to as *Disparpora Kabupaten Ngawi*. In 2017 the number of foreign tourist visits was 75 visitors. But in 2018, the number of foreign tourist visits was 145, and in 2019, foreign tourist experienced a very drastic decline that only recorded 18 visitors. From these data, it can be concluded that the Tourism Promotion is conducted by the government towards foreign tourist, is very lacking. Therefore, to increase the number of foreign tourist visting Ngawi, Disparpora should be creative in choosing, designing, and disseminating information about tourism destinations and attractions in Ngawi So that it can attract international community's attention.

According to Herman (2012), promotion is an activity of disseminating information to the consumer/traveler candidates. Promotional activities should be ideally done on an ongoing basis through some media which are supposed to reach the target market, whether it is printed or shared through electronic media.

In this case, marketing strategies in tourism is needed. Promotion through print media and electronic media is the most effective way to introduce a country's culture and tourism sector to the world. Therefore, bilingual promotion media is needed at the Ngawi Tourism office to facilitate the foreign tourist to understand the message of the source language easily.

The writer did her internship at Ngawi Tourism Culture Youth and Sport. In addition, Ngawi Tourism Culture Youth and Sport is one of the tourism sectors that is provided in Ngawi. As a tourism service provider, it was necessary to intensify the promotion so that it is better known by domestic and foreign tourists. To increase foreign exchange, of course, foreign tourists were very helpful in this regard, so the promotion by using a Bilingual leaflet was very much needed and currently the Ngawi Tourism office did not have English or bilingual leaflets, so the writer decided to raise the topic of the translate tourism promotion leaflet strategy.

1.2. Statement of the Problem

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

- 1.2.1. What strategies were applied to translate tourism promotion leaflet from Indonesia to English in Ngawi Tourism Culture Youth and Sport?
- 1.2.2. What language style was used in translating tourism promotion leaflet?

1.3. Purpose of the report

- 1.3.1. To discover what strategies were applied to translate tourism promotion leaflet from Indonesia to English in Ngawi Tourism Culture Youth and Sport.
- 1.3.2. To discover the language style was used in translating tourism promotion leaflet.

1.4. Significant of the Final Report

1. For the writer

This final report is beneficial for the writer in developing the writer's experience comprehension in real work. It is also to develop the writer's writing skills. Furthermore, it is beneficial for the writer to gain more knowledge and information about methods, problems, and strategies in translating.

2. For English Diploma Program

It is beneficial for English Diploma to improve the ability and skills of the student, encourage the corporation with Universitas Airlangga, and explore the knowledge in improving the quality of English Diploma students' ability in translating tourism advertising leaflet.

3. For company/institution

It can be used as a reference to make leaflets that can be understood by domestic and foreign tourists. Especially, it can be very useful to promote tourism to international level, and is expected to increase the number of foreign visitors to visit Ngawi Regency.

4. For interns

It is beneficial for English Diploma to improve knowledge and experience in translating tourism leaflet, and in being excellent translator.

1.5. Review of Related Literature

1.5.1. Promotion Leaflets

Promotion is one of the important things in introducing a product that we present. According to Alma in Suryadana (2015), promotion is a form of marketing communication. It is a marketing activity that seeks to spread information, influence or persuade, and remind the target market of the company and its products to be willing to accept, buy, and be loyal to the products offered by the company concerned.

Promotion leaflets is used to introduce tourism destination in Ngawi Regency offline. According to Tjiptono (2008) the main purpose of promotion is to inform, influence and persuade, and remind target customers about the company and its marketing mix.

1.5.2. The Strategies in Translating Tourism Promotion Leaflet

There are translation strategies that can help the writer in the process of translating tourism promotion leaflets to get the translations produced according to the source language. There are two kinds of translation strategies structural and semantics. The structural strategy is a translation strategy that uses consideration of the structure. There were three strategies: The first is addition, addition here is the addition of words in TL because the TL structure does so. The addition of this type does not matter of choice but a necessity. The first is addition. Addition here is the addition of words in TL because the TL structure does so. The addition of this type does not matter of choice but a necessity.

The second is subtraction; subtraction means that there is a reduction in structural elements in TL. As with additions, this reduction is a must. The third strategy is a transposition; the transposition is used to translate clauses or sentences. In addition, this strategy is to change the original structure of the source language (SL) into the target language (TL) sentence to get the perfect translation results. According to Toury (1980), the main goal of transmission is to achieve acceptable translations in the target culture.

The semantic strategy is a translation strategy that uses consideration of meaning. This strategy is usually operated at the level of words, phrases, or clauses. This strategy includes: borrowing strategy; borrowing is a strategy of translating Source Language (SL) brought into the text of the target language (TL). Borrowing includes transliteration and naturalization. Transliteration is a translation strategy that maintains the Source Language (SL) as a whole, including sound and writing. The naturalization is related to transliteration. Naturalization is also called adaptation.

The second is cultural equivalent. with this strategy, the translator uses the typical language in the target language (TL) in order to replace the typical language in the source language (SL). It should be noted that the SL special language is a typical language in TL. This strategy might not be able to maintain the accuracy of meaning because the culture of one language with another language is clearly different. But this strategy can make TL sentences readable.

The third is descriptive equivalent and componential analysis. According to Newmark (1988), this strategy aims to describe the meaning or function of the source language (SL). This descriptive strategy is often placed together in a glossary.

The fourth synonym, synonym is the use of target language (TL) which is almost the same with the source language (SL) which is general in nature if reluctant to use componential analysis. This strategy was taken because compounding analysis can disrupt the target language (TL) sentence lines. According to Newmark (1988) synonyms are appropriate when a literal translation is not possible and because the word is not important, especially adjectives or adverbs.

The fifth is recognized translation, recognized translation that is often used official TL that has been standardized. If the translator uses this strategy, the translator can get two benefits. First, he can save time and, second, he can participate in giving direction to the development of Indonesian on the right track. According to (Newmark1988) this procedure uses the translation of accepted institutional terms. The sixth is depreciation and expansion, depreciation means depreciation of the source language word (SL) where some components are removed. Expansion is the opposite of shrinkage, here the word element is expanded in target language.

The seventh is adding. Adding in here is different from the addition of a structural strategy, this addition is done for clarity of meaning. The translator includes additional information in the translated text because he believes that the

reader really needs it. According to Newmark (1988), Additional information can be placed in the text, in the form of footnotes or at the end of the text. This strategy is usually used to help translate words related to culture, technical, or other sciences.

The eighth is omission / deletion, it means deletion of words or some source language text (SL) in the target language (TL) text. The consideration is that the words or parts of the BSu text are not so important for the whole BSa text and are usually rather difficult to translate. The last one is modulation strategy, modulation is a strategy for translating phrases, clauses, or sentences. So, changes in perspective in the application of modulation techniques. This strategy is used in the translation of words with literal meanings does not produce a reasonable or flexible translation.

1.5.3. Language Style Used in Translating Tourism Promotion Leaflet

There are some styles of language used in translating promotional leaflets; they are:

The first is familiar language. The use of familiar languages gives a sense that consumers are involved in the advertisement. According to Grey (2008), a familiar language is the use of second person pronouns to address the readers and give a friendly attitude. This means that if you use the word "you" in an advertisement, it shows that consumers are involved in it.

The second is vocabulary. We should choose the simplest vocabulary and the clearest vocabulary. It aims to attract and facilitate consumers to understand

the purpose of the text. According to Grey (2008), language in an advertisement must be easily understood by the reader. Using Simple vocabulary will make the reader remember even if they only see it for a moment.

The third style is informative, it is important in promoting because of a knowledgeable customer/visitor always loves to buy the products/services if they meet their needs their specific needs very well. According to Shimp (2003) advertising serves to inform a product's characteristics and uses and make consumers aware of the product. In order to inform the customer/visitor where they could find their needs.

1.6. Methods of the Report

1.6.1. Location and Participant

The writer did her internship in the marketing division at Tourism Promotion in Ngawi Regency Youth, Sport, Culture and Tourism Office. In this case, the writer's job was to translate the leaflet. The leaflet in Ngawi Tourism was in Bahasa Indonesia. Therefore, the writer decided to translate the leaflet from Bahasa Indonesia to English. Based on the slogan "Visit Ngawi," the purpose of the leaflet was to attract tourists from all over the world. Thus, Ngawi Tourism Office should have an English marketing media so that all the tourists would easily know what tourist attractions that was available in Ngawi.

1.6.2. Data collection

2. Physical artifacts

In conducting the case study, the writer used physical artifacts. The document itself is in the form of an Indonesian-language leaflet that will be translated into English to retract all news products that have been produced by an intern translator, and the original text in the source language to find out the method used.

3. Feedback

After the writer finished her works in translating promotion leaflet, she went to met her supervisor. The supervisor check her translated promotion leaflet and gave feedback. The feedback just about the content that should be aadded in promotion leaflet. Then, the supervisor accepted her promotion leaflet that was in bilingual and the promotion leaflet would be publish in 2021.

4. Observation

The writer observe to understand the strategies used in translating and the language style used in promotion leaflet. She observed the work she has done during the internship. After that, she analyzes her work with the strategies and the language style mentioned above. By observing her work, the writer was able to include the strategies and the language style in the procces of translating promotion leaflet.

4.1.1. Data Analysis

Data analysis is the activity of changing the result data from data collection into information that is used to draw conclusions. The writer analyzed the data by reading the physical artifact, the translated promotion leaflet, and combine the feedback. she also used several references to know the correct strategies and language style to be used in translating news.

No	Unit of analysis	Data collection techniques
1	The strategies in translating promotion leaflet	<ol style="list-style-type: none"> 1. Physical artifact 2. Translated leaflet 3. Feedback
2	The language style in promotion leaflet	<ol style="list-style-type: none"> 1. Physical artifact 2. Translated leaflet 3. Feedback

1.7. Framework of the Report

