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Angkatan : 2015
Judul Tugas Akhir : Translating Travel Articles from Indonesian to English on Surya.co.id
Dosen Pembimbing : Nurul Fitri Hapsari, M.A.
Abstrak :

Background:

Information and Communication Technology (ICT) and English are very essential in this globalization era, especially in promoting tourism through travel articles translation. The impact of using English for promoting tourism could be seen in many examples. Japan as well as Indonesia's government receives constants positive impacts from promoting tourism using ICT and English. Surely, promoting tourism both Indonesia and East Java is not only government's obligation, but also private companies'. One of private companies that promote tourism through travel article translation is PT. Antar Surya Jaya through its website www.surya.co.id.

Purpose:

1. To discover the method of Indonesian-English translation used by PT. Antar Surya Jaya in translating travel articles in East Java Travel Guide on www.surya.co.id.
2. To discover the style of Indonesian-English translation applied by PT. Antar Surya Jaya in translating travel articles in East Java Travel Guide on www.surya.co.id.
3. To discover the mechanism of Indonesian-English translation followed by PT. Antar Surya Jaya in translating travel articles in East Java Travel Guide on www.surya.co.id.

Research methods: Observation, communication with colleagues (interview), and sample translation are the methods to collect the data.

Discussions:

The methods that were used are faithful translation (Newmark, 1988) and gist translation (Colina, 2015). Those methods selected because they could deliver the information of a certain attraction as well as promote it in the same time. The obstacle is the equivalence of the idea, especially in cultural terms. Since the purpose is to promote, the style of the translation is also promoting style. It characterizes with encouraging and appealing style in the translation. The obstacle for this point is the temptation of being repetitive. Last but not least, the mechanism is quite similar with the conventional one but with additional steps. For this last point, the obstacles are typo and grammatical mistake. All the obstacles are surely having each solution.

Conclusion:

Indeed, the methods that were used are faithful translation (Newmark, 1988) and gist translation (Colina, 2015). Those two fit well with the purpose of travel articles translation which is promoting certain attractions. The style of the translation surely is promoting. Meanwhile, for the mechanism is similar with the conventional mechanism of Newmark (1988) but with some additional steps.

Key words: translation, travel articles translation, promotive translation style, media company translation, tourism translation.