

## CHAPTER I

### INTRODUCTION

#### 1.1. Background of the Report

Tourism is an activity that is related to social, cultural, and economic aspects as the movement of people to a country, place or region outside the environment usually for personal, family, business or professional purposes (United Nations , 2010). This activity also gives people knowledge to understand locals' experiences in facing the challenge of life. Ardhaey (2011), stated that tourism is interconnected industries, selling products to tourists as well as various other customers: hotels, airlines, travel agencies, etc. Tourism also helps the economy of a country because it can buy goods or services offered in several tourism destinations visited. Tourism destinations are not limited by ages, genders, locations, languages, or money. Tourism activities are also strongly supported by the globalization era because in the globalization era where information about tourism activities can spread very easily throughout the world which resulted in the growth of the number of tourism actors.

Globalization has a big influence on the tourism sector. People are getting easy to access and find out some destinations that have never been visited. According to Reddy (2016), in this globalization era a lot of countries using English for communication. When people want to travel to countries that using the English is the main language and it is an important thing to understand. With globalization and an understanding of the global language will greatly affect the countries tourism

activities especially in Indonesia because it can facilitate the search for information about tourist attractions in Indonesia and can be more introduce about tourist destinations in Indonesia to local and international tourists.

Indonesia has a lot of tourism destinations that can attract both domestic and foreign tourists to come. There are so many attractive tourist destinations, starting from nature, heritage, religious and culinary tours. There are some destinations in Indonesia such as Bali Island, Komodo Island, Special Region of Yogyakarta, etc. Each destination has different characteristics. Bali Island is known as the island of the god because of a lot of temples in Bali and also a lot of nature destinations in Bali. Komodo island is known as the house of komodo dragons because there are a lot of komodo dragons in komodo island, komodo island also has beautiful beach is known as pink beach. Last but not least is Special Region of Yogyakarta is known as the cultural region in Indonesia because of a lot of cultural destinations in Yogyakarta.

Special Region of Yogyakarta is one of the cities in Indonesia with the largest number of tourists from domestic and international. According to *Buku Statistik Kepariwisata Tahun* (2018) Yogyakarta, International tourists that visited Yogyakarta were approximately 416.372/ year and also local tourists that visited Yogyakarta were approximately 5.272.719/ year in 2018. That means a lot of international and local tourists who interested to see the beauty of Yogyakarta. The spirit of togetherness from each people in Yogyakarta in building tourist destinations makes a lot of tourists want to visit Yogyakarta (Wisnumurti, 2013). There are several cultural tourism destinations such as *Ketandan Village*, The

Palace of Yogyakarta, *Batik* Museum, etc.; historical tourism destinations such as *Prambanan* Temples, *Kauman* Great Mosque, Monument to The Recapture of Yogyakarta, etc.; educational destinations such as *Taman Pintar* Yogyakarta, The World Landmark *Merapi* Park, Museum *Anak Kolong Tangga*, etc.; last but not least, culinary tourism destinations such as *Gudeg*, *Klatak* satay, etc. With so many tourism destinations, the Special Region of Yogyakarta has several ways to introduce it to tourists. From mouth to mouth, creating a calendar of event, and advertisement in various media

According to Terkan (2014), advertising has a crucial role in communication to tourist. Communication in advertising is needed to ensure that tourists can understand about tourism destinations. There are aims of the advertising such as, educates tourists about the tourism destinations, giving information about destinations, and also can persuade tourists going to the tourism destinations. Tourism brochure is an effective tool, they contain valuable information about tourism destinations (Salehi, 2014). Brochure is one of the media that contains important information about destination that can be visited and with the existence of brochure is very helpful for tourists in choosing what destinations that want to visit. Most tourists who enjoy the beauty of Yogyakarta get recommendations from brochures, tourist guides, relative and friends. So, Yogyakarta still has to promote tourism destinations, especially promotion via brochures. Because there are many international tourists who visited Yogyakarta, it is necessary to update the brochure by using English as the global language.

The reason for the writer interested in observing this area of study is to improve his English skill. Other reasons are, first, it can educate the writer to be aware of any historical and cultural tourism destinations that are located in Special Region of Yogyakarta. Second, the writer can explore more information about the best way to promote Kampung Wisata tourism destination. Last but not least, the writer entitled this final report as “TRANSLATING CULTURE-SPECIFIC ITEMS FOR TOURISM BROCHURES TO PROMOTE KAMPUNG WISATA TOURISM DESTINATION IN YOGYAKARTA TOURISM OFFICE”.

## **1.2. Statement of the Problems**

- 1.2.1. What were culture-specific items found in creating tourism brochures to promote Kampung Wisata in Yogyakarta Tourism Office?
- 1.2.2. What were strategies used in creating tourism brochures to promote Kampung Wisata in Yogyakarta Tourism Office?

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

- 1.3.1. To discover the culture-specific items found in creating tourism brochures to promote Kampung Wisata in Yogyakarta Tourism Office.
- 1.3.2. To discover the strategies were used in creating tourism brochures to promote Kampung Wisata in Yogyakarta Tourism Office.

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

### **1.4.1. For the writer**

1.4.1.1. To have a new connection with other people outside the campus.

1.4.1.2. To improve the writer ability in utilizing English especially for writing skill.

1.4.1.3. To get a lot of knowledge about to be a staff in Yogyakarta Tourism Office.

### **1.4.2. For almatamater**

1.4.2.1. To make Universitas Airlangga more popular by showing that Universitas Airlangga has a lot of smart students who did great in the internship program.

1.4.2.2. To help in establishing a bilateral relationship between Universitas Airlangga and Yogyakarta Tourism Office.

### **1.4.3. For the institution**

1.4.3.1. To introduce Yogyakarta Tourism Office to junior in English Diploma.

1.4.3.2. To evaluate their communication skill especially in English Language.

### **1.4.4. For other interns**

1.4.4.1. To motivate the other interns to make a better final report using this as a guideline.

1.4.4.2. Urge them to be more active in finding internship place and various problems.

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

### **1.5.1. Tourism Brochures**

Holloway (2004) stated that the main purposes of a brochure or advertising are informing, persuading, and reminding. Brochure in tourism industry is a vital part which can be a way to promote and inform the tourists about tourist destinations. One of the main functions of tourism brochure is to provide a service information on tourist destination (Luo & Huang, 2015). Brochure is one of preferred ways for tourists to gain information about tourist destinations.

In this globalization era which sharing information is getting easier, there are a lot of platform that tourists can access to gain information about tourist destinations. But still, some tourists prefer to use printed brochure, guide book, and tourism map to fulfill their need in gaining information. According to Suradnya (2006), brochure is an important source of information in Indonesia. Many brochures in Indonesia are written in Bahasa Indonesia, but then tourist destinations should consider that tourists can comes from another country. Due to the demand of brochure, tourist destinations management should be able to accommodate the tourists' needs. A tourist destination management should provide a bilingual brochure, since the number of foreign tourist visits in Yogyakarta is increasing every year.

### **1.5.2. Culture-specific Items Concept**

According to Newmark (1981), translation is a form of craft that aims to replace message/statement from one language into the same message/statement in

another language. Yet, sometimes it is impossible to do when a translator finds some specific cultural items that are strongly related to a particular culture.

Terestyényi (2011) said that in some literature of translation exist several names for the words consider culture-specific items, they are *realia* (the real things), culturally bound items, and culture-specific items. In these terminologies include some words that can not be easily well-defined. These words are not only defined as objects, but also words indicate concepts that are related to a particular culture.

Based on Vlahov and Florin (1980) statement (cited by (Tellingner, 2003)), *realia* is divided into several categories: 1) **geographical items** (geographic formations, man-made geographical objects, flora and fauna that is special to a certain place); 2) **ethnographic** (food and drink, clothing, places of living, furniture, pots, vehicles, names of occupations and tools); 3) **art and culture** (music and dance, musical instruments, feasts, games, rituals and their characters); 4) **ethnic** (names of people, nicknames); and 5) **socio-political** (administrative-territorial units, offices and representatives, ranks, military realia).

### 1.5.3. Translating Strategies for Culture-specific Items

It is mentioned that translation is close to culture (Terestyényi, 2011). Nida (1964) stated that a translator should facilitate the transfer message, meaning, and cultural elements from one language (SL) into another language (TL) and build equivalent response from receivers. Translators use various methods or strategies to transfer the essence of the original text. According to Zare-Behtash (2009), translation of texts from one culture into another usually expects more than a simple

choice of what can be translated or what cannot, i.e. it requires a preference between two translation procedures, namely domestication, and foreignization.

#### **1.5.3.1. Foreignization strategies**

Purwanti and Mujyanto (2015) stated that in foreignization strategies of translation, a translator attempts to take the TL readers to the foreign culture and make them feel the linguistic and cultural differences. According to Risna (2016), there are some advantages and disadvantages to foreignization strategies of translation. The advantages such as translated text feel seem like the culture of the source text, any change of intercultural learning, reader of target text understand the culture of the source text.; the disadvantage such as text of source text often complex and not natural in the translated text, reader might feel foreign through the cultural term, negative aspects from source text might influence the reader.

According to Newmark (1988), there are some strategies that can be applied in foreignization process, they are:

- a. Notes: is additional information in a translation. In this his strategy the translator should explain the meaning of the word or phrases in the note.
- b. Compensation: is said to occur when the loss of meaning, sound- effect, metaphor, or pragmatic effect in one part of a sentence is compensated in another part, or in a contiguous sentence.
- c. Recognized-translation: is the official or the generally accepted translation of any institutional term.



- d. Through-translation: is the literal translation of common collocations, names of organizations, and the components of compounds and perhaps phrases, which is also known as calque or loan translation.
- e. Transference: the process of transferring an SL word to a TL text.

### **1.5.3.2.Domestication strategies**

Purwanti and Mujiyanto (2015) stated that in domestication strategies of translation, a translator attempts to produce a TL translation as naturally as possible, translated text will be more familiar to the TL. According to Risna (2016), there are some advantages and disadvantages in domestication strategies of translation. The advantages such as the translated text are natural and communicative, any change of assimilation, reader of target text easy to understand the translated text.; the disadvantages reader might not interpret the text because the translator has interpreted the cultural term, faded of source text cultural term, reader does not get cultural term of source text.

According to Newmark (1988), there are some strategies that can be applied in domestication process, they are:

- a. Naturalization: succeeds transference and adapts the SL word first to the normal pronunciation, then to the normal morphology of the TL.
- b. Cultural equivalent: an approximate translation where an SL cultural word is translated by a TL cultural word.
- c. Descriptive equivalent: the translator uses some descriptions to clarify the meaning for his audience.

- d. Functional equivalent: applied to cultural words, requires the use of a culture-free word, sometimes with a new specific term; it, therefore, generalizes the SL word.
- e. Synonymy: is defined as a near TL equivalent to an SL word in a context, where a precise equivalent may or may not exist. This procedure is used for an SL word where there is no clear one-to-one equivalent.
- f. Componential analysis: is defined as comparing an SL word with a TL word which has a similar meaning but is not an obvious one-to-one equivalent, by demonstrating first their common and then their differing sense components. Commonly the SL word has a more specific meaning than the TL word and the translator has to add one or two TL sense components to the corresponding TL word in order to produce a closer approximation of meaning.
- g. Shifts or Transpositions: involves a change in the grammar from SL to TL. The first type of shift occurs when there is a change from singular to plural. The second type of shift is required when an SL grammatical structure does not exist in the TL. Finally, the third type of shift is the one where literal translation is grammatically possible but may not accord with the TL.
- h. Modulation: in this strategy, the translators try to create the message of the SL in the TL in conformity with the current norms of the TL (Maasoum, 2011). In modulation, the SL and the TL may be different in terms of perspective.
- i. Paraphrase: is an amplification or explanation of the meaning of a segment of the text. It is used in an anonymous text when it is poorly written or has important implications or omissions.

- j. Couplets, Triplet, and Quadruplet: this strategy occurs when the translator combines two or more than two different procedures for dealing with a single problem. They are particularly common for cultural words if transference is combined with a functional or a cultural equivalent.

Domestication	Foreignization
Synonymy	Transference
Cultural Equivalence	Through Translation
Functional Equivalence	Recognized Translation
Descriptive Equivalence	Compensation
Shifts	Notes
Modulation	
Naturalization	
Paraphrase	
Componential analysis	
Couplet, Triplet, and Quadruplet	

Table 1 Classification of Procedures Related to Domestication and Foreignization Strategies by Newmark.

Newark's classification is used here as the framework to analyze the translation strategies used in translating culture-specific items. The cases were selected from tourist brochure of a company.

Purwanti and Mujiyanto (2015) stated that both of these strategies are important in the translation process especially in the cultural aspects. They made two conclusions, firstly, in the translation process, if the translators attempt to produce a TL translation as naturally as possible and translated text will be more familiar to the TL, they have to consider the domestication strategy. Secondly, if the translator attempts to take the TL readers to foreign culture and make them feel the linguistic and cultural differences, they required a foreignization strategy.

## **1.6. Methods of the Report**

### **1.6.1. Location and Participant**

The writer conducted a study case on 3 of the staffs of Yogyakarta Tourism Office consisting of 2 permanent staffs and the writer as the junior staff for 9 weeks. The writer asked for agreement to input their data to this final report.

### **1.6.2. Data Collection**

In conducting data collection, the writer used observation and un-structured interview as the techniques to collect the data.

#### **1.6.2.1. Observation**

The writer used observation to discover how the staffs of Yogyakarta Tourism Office in creating a brochure regarding tourism in Yogyakarta. The writer transcribed the result of the observation as well.

#### **1.6.2.2. Unstructured Interview**

In order to gather the data, the writer used unstructured interview with the staffs of Yogyakarta Tourism Office to add the data after collecting data by the observation. This method is useful in a way to look for more data regarding the culture-specific items in tourism brochures and strategies used by the staffs in creating tourism brochures.

### 1.6.3. Data Analysis

In terms of analysis, the writer used observation and interview to answer the statement of problems.

Units of Analysis	Data Collection Techniques
The culture-specific items found in creating tourism brochures to promote Kampung Wisata in Yogyakarta Tourism Office	Observation and translation document
The strategies used in creating tourism brochures to promote Kampung Wisata in Yogyakarta Tourism Office	Observation and translation document

Table 2 Data Collection Techniques.

From the table above, the writer analyzed the data collection from each instrument separately based on the units of analysis. After the writer found patterns from each of data, the writer combined the findings from each data to answer statements of the problems.

### 1.7. Framework of the Report

