

CHAPTER I

INTRODUCTION

1.1. Background of the Report

Nowadays, the number of people who want to travel to tourism places in the world has been increasing. Usually, they want to visit popular tourism places such as Bali and Hawaii to get new experience, to learn new culture, and to spend time with their families. People who visit tourism places or popular tourism places are called visitors or tourists and they are the main subject of the new industry called tourism industry. United Nations World Tourism Organisation (2008) stated that “a visitor is a traveler taking a trip to a main destination outside his or her usual environment, for less than a year, for any main purpose like business, leisure, or another individual purpose other than to be engaged by a resident entity in the countries or places visited. These trips taken by visitors qualify as tourism travel. Tourism refers to the activity of some visitors” (p. 10).

Tourism industry has become one of the biggest economic sectors in the world. According to UNWTO (1991), tourism contains the activities of people traveling and staying in places outside of their common environment for not more than one continuous year for leisure, business, and other purposes (as cited in Camilleri, 2018, p 4).

In Indonesia, there are two famous tourism regions, Bali and Jakarta were taken from Denpasar Tourism Data (2018). Bali is located in the middle of Indonesia. So, Bali is the strategies for tourism places in Indonesia. Bali has long been known as a tourism place in the world even sometimes it is more popular than Indonesia in international communities. According to Koldowski (2003), the island of the Gods encouraged cultural tourism with local persons in the Bali lifestyle (as cited in Woko, 2015, p 66). Bali has long promoted cultural tourism in the world to the international communities with Bali lifestyle. So, it makes Bali is more popular than Indonesia because international tourists are interesting in Bali lifestyle. In, Bali there was 9,7 million tourists visiting in 2018 were taken from Denpasar Tourism Data (2018). So, in order to increase the number of tourists for the next years, Bali province through Denpasar Tourist Information Centre has done some promotion strategies to promote tourisms in Denpasar city for spesific and Bali for general, such as promoting through Denpasar tourism website and through tourism books or brochures.

The fact of brochures as a tourism promotional way has been one of the best strategies in tourism promotion (Argorni, 2012). The product of tourism such as brochures, tourism book, and guide books are important in tourism industry because they makes it easier for tourists to gain some information about tourism aspect, to promote the tourism industry to all people, and also make it as a tool for communicating with tourists.

Today, communication is not only talking to each other but there is other way such as translation. Imre (2012) explained that translation is indirect communication because it has been a part of communication between different peoples, languages, and also cultures. By Imre's statement, it is showed that translation is a part of communication. Translation is known as the text of original culture and being translated into target language becomes part of the culture with all the consequences (Khukhuni & Nelubin, 2006). Translation is not only to translate from source language to target language but also to give some information to others. Unfortunately, translation is not easy, because of some problems and difficulties. According to Al-Darawish (1983), "General difficulties in doing translation are no two languages are exactly the same in terms of phonological, morphological, lexical, syntactic, and semantic featured" (p. 89). The difficulties and problems of translation can be prevented if the translator know the terms of translation.

To avoid the difficulties and problems in translation, there are some strategies that translator should be cognized. Loescher (1991) stated "Translation strategy as a potentially conscious procedure for solving a problem faced in translating a text, or any segment of it" (p. 8). Translator should know the procedure or the strategies before doing translation to solve the problem in translation activities. According to Hariyanto and Suryawinata (2003), there are two strategies of translation, there are structural and semantic strategy. Based on that explanation, translation strategies are important to translate source language to target language because to avoid ambiguity language. Language has some

different terms. For instance, in English, there are some tenses, but in *Bahasa*, there are no tenses. According to Pagel (2000), “One could then take archaeological information and infer how many languages would have been spoken in any place in the past, and obtain a far higher number than 6,500” (p. 19). Based on that, translator should know some languages in the world to support their translation process because amount of language in the world is 6,500 languages. So, translator at least need to know some of that languages especially in English.

Translator has important things: concentrates on the personal growth and the translator's knowledge (Robinson, 1997). Translator should know their translation knowledge and also, translator should have big concentration when doing the translation activities because it affects to the translation result and give some impacts to the readers.

Translation is an important thing in tourism industry because some tourists come from different countries and translation is needed to change source language to target language to make easy communication in tourism industry. The example of translation in tourism industry is tourism book because it is important to give the tourists understanding the strategies of source language to target language. This condition indicates the fact that tourism books as tourism promotional objects have been one of the most common important things in tourism industry.

The writer conducted his internship in Denpasar Tourist Information Centre. Denpasar Tourist Information Centre is one of the popular tourism offices in Indonesia especially in Bali, which develop tourism aspect with the mottos of

Indonesia tourism “Wonderful Indonesia”. The topic that the writer would like to observe is about translation problems and strategies when translating the tourism book. Tourism book is the guidebook for tourists in Denpasar, Bali. In this case, the writer did translation of Denpasar City Tourism Book from Bahasa to English because some tourists in Denpasar, Bali are foreign tourists. Denpasar Tourist Information Centre was built on new order of Indonesia to develop tourism, especially in Bali. Not only is Denpasar Tourist Information Centre a tourism office but also a public service mall which serves local tourists and also foreign tourists with providing a tourism book for tourists.

In this condition, the writer is interested to solve problems in translation and to make a good translation using translation strategies in Denpasar City Tourism Book. The purpose of writing this report is to solve problems, to find out the strategies in translation, and to get knowledge about how to do the translation of the Denpasar City Tourism Book. So, the writer would like to make a good final report about “Problems and Strategies in Translating Denpasar City Tourism Book at Denpasar Tourist Information Centre”.

1.2. Statement of Problem

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

1. What problems are found in translating Denpasar City Tourism Book?
2. What are the strategies of translation used to translate Denpasar City Tourism Book?

1.3. Purpose of the Report

The purpose of the report is:

1. To discover problems in translating Denpasar City Tourism Book.
2. To discover what the strategies of translation used to translate Denpasar City Tourism Book.

1.4. Significance of the Report

For the writer:

1. Getting knowledge about problems and strategies of translating used in Denpasar City Tourism Book.
2. Implementing the writer's translation skills in writing final report.
3. Sharing the writer's experience during his internship to others.
4. Gaining more knowledge about the relation between translation and tourism at Denpasar Tourist Information Centre.

For the alma mater:

1. Maintaining and improving the relationship between Universitas Airlangga and Denpasar Tourist Information Centre.
2. Increasing the number of scientific works for students of Universitas Airlangga

3. Improving the skill of students in Universitas Airlangga.

For the company or institution:

1. Evaluating while improving the English skills in translation aspect at Denpasar Tourist Information Centre.
2. Increasing the number of foreign tourists in Denpasar City.
3. Introducing and developing English tourism language to the tourists for knowledge not just giving information about tourism description.

For other interns:

1. Other interns can understand of making a good translation at Denpasar City Tourism Book.
2. Other interns can understand the problems and strategies of good translation at Denpasar City Tourism Book.

1.5. Review of Related Literature

1.5.1. Translation

Translation is an activity of translating some texts into another text with the same meaning to make readers understand about the translation result. According to Catford (1965), translation is the replacement of material in source language by equivalent material in the target language (p.20). Source language is the original language before translator doing translation, and target language is translation result from translate activity. Source language and target language are important to translator because translator should know the meaning of source language and target language should be similar. But for the tenses or grammatical

structure, is acceptable if it different because each language has different terms. Sugono (2008) stated that the translator is the person who translates the language. Based on that, translator can translate language according to their ability in translation aspect. Translator is a part of job that is categorized into part time job and full time job. Translator who translates in office is called full time job. Translator who translates in their home is called part time job because they are have another job beside as translator. Translator has final result of their translate activities and it is called translation product.

According to Bell (1991), translation is a product or result from the translation process. Based on that, Translation process or activity is produce translation result or product to the readers. Translation product should be understood by readers and should not change the meaning of source language to target language. Translator should know the terms of translation to avoid misunderstanding translation product when did translation process.

1.5.2. Problems in translation

Translator may find problems when doing translation process but they can prevent that. According to Nord (1991), translation problems as main points which demonstrate a challenge for all translators in a specific language combination. In translation, translation problems are challenge for translator so translator should know what is the problems in translating before doing translation process.

One of the difficulties of a translator has to face is the concept of ambiguity (Newmark, 1988). Translator should avoid ambiguity when translating

text because it makes the readers confused and becomes inappropriate translation for readers. According to Newmark (1988), ambiguity is a stretch of the source language, normally a word or syntactic structure, having probably more than one meaning (p. 218 & 219). The first problem of translation is ambiguity, translator should know their target language is not ambiguous when translating source language to make it easy to read and understand the target language by the readers.

The second problem is lexical and grammatical errors, Moentaha (2006) stated that mistakes in translation can be divided into two parts, there are lexical and grammatical errors (p. 22). Lexical and grammatical errors are important in translation aspect because it can affect the result of translation. According to El-Farahaty (2016), lexical units of different cultures can have different functions and meanings (p. 482). Translator should study about lexical errors because one word in English has different functions and meanings. So, translator should know that the appropriate word between source language and target language has the same meaning in translation aspect. On the other side grammatical error is also important because grammatical mistakes are easy to notice and it is the main points to see whether translation quality is good or bad. According to Leacock (2010), "Grammatical errors is not on classified as an error in the grammar, but also is classified in usage or mechanic and subset of spelling errors" (p. 1). Based on that, Translator should study about the grammatical of errors because grammatical errors is not only in the grammatical aspect but also in spelling aspect so translator should know that their grammatical determination should be

easy to be understood by readers because it is important for their translation result.

The next problem is pragmatics. Levinson (1985) stated “Pragmatics is the study of those relations between language and context that are grammaticalized or encoded in the structure of a language” (p. 9). Based on that explanation, pragmatics are used in the context of the language by translator with their knowledge to get the meaning of the language.

The next problem is omissions, repetitions and additions. According to Ivacovoni (2000), omission means dropping a word or some words from the SLT while translating that may occur due to culture clashes between source language and target language. (p. 1016). Omissions happens if the language culture between source and target language are clashes. The other is repetitions. According to Karoly & Klaudy (2000), repetitions includes two concepts there are cohesive relation and lexical units. Cohesive relation which occurs when words or phrases are repeated in the same word order or almost the same and lexical unit which occurs when repetition is expressed using different words or phrases for example expressed using a synonym, opposite, hyponym, superordinate, metonym or unit which related to a previously mentioned lexical unit. (p.146).

Based on explanation above, translator should use lexical units which use the synonym, opposite, hyponym, superordinate, or metonym of their words to make a good translation result and avoid cohesive relation in translation. Next is about additions. Additions in translation are adding something to the SL which does not present in the TL (Dickins, Hervey & Higgins, 2002, p. 24). Based on that, translator should add appropriate words in target language to avoid ambiguity translation result. These problems are important to translator because it

makes translation result is being misunderstood by readers if translator give the wrong omissions, repetitions and additions in their translation result.

The last problem is about idioms and collocations. Idioms can be defined as a number of words when taken together which have a different meaning from the individual meanings of each word (McMordie & Seidl, 1988, p.12–13). Idioms makes a new meaning when two or more numbers of words are taken together. The other is about collocations. According to DeCarrico & Nattinger (1992), collocations as string of words that seem to have meaning, or a greater than chance possibility that cooccur in any text (p. 21). Based on that, collocations are formed from a string of words which must be together to get the appropriate meaning. These problem are also important in translation aspect: translator should know the meaning of idioms and collocations when they translate them from source language to target language because not all words can be juxtaposed to make the correct word in translation aspect.

1.5.3. Strategies in translation

According to Krings (1986), translation strategies as potentially, conscious plans for solving a translation activities problem (p. 268). The meaning of which is that translation strategies have some strategies to solve translation problem when the translator did translation activities to reach translation result.

Newmark (1988) called translation strategies as translation procedures (p. 81). Translation procedures is called translation strategy in translation literature. (Suryawinata, 2003. p. 67). Translation strategy is divided into 2 strategies, there are structural and semantic strategy. Structural strategy is divided

into several parts, there are addition, subtraction, transposition. The other one, semantic strategy is divided into several parts, there are borrowing, cultural equivalent, descriptive equivalent, componential analysis, synonym, formal translation, depreciation, expansion, addition, omission, deletion, and modulation.

Structural Strategy

1. Addition

Additions in translation are adding something to the source language which does not present in the target language (Dickins, Hervey & Higgins, 2002, p. 24). Based on that explanation, addition strategy should be used by translator to make the sentences are acceptable in target language.

2. Subtraction

Newmark (1981) stated used the word deletion or omission for subtraction (p. 149). Subtraction means that there is happened subtraction and deletion in the grammatical element of target language.

3. Transposition

According to (Darbelnet, 1995 & Vinay, 1958), that transposition is the most frequent structural change that Persian translator used it in their translations. Based on the explanation, translator should pay attention to structural change in source language to get equivalent meaning in target language.

Semantic Strategy

1. Borrowing

According to Albir & Molina (2002), borrowing is divided into two kinds. They are pure borrowing and naturalized borrowing. The pure borrowing is purely

borrowing the same word from source language to target language (p. 520). Based on that, the translator can use pure or naturalized borrowing in their translation activity.

2. Cultural equivalent

Newmark (1988) stated that “Cultural equivalent is approximate translation of cultural word in SL and translated by a TL cultural word” (p. 82-83). Based on explanation above, approximate translation some words from target language is the source language and target language has different cultural terms background.

3. Descriptive equivalent

According to Newmark (1988), descriptive equivalent is describing the meaning of the word in the source language to target language in several words. Based on that, source language must be explained in target language.

4. Componential analysis

Componential analysis it means comparing a source language word with a target language word which has a close meaning but is not an clear one to one equivalent, by demonstrating first their common and differing sense of components (Newmark, 1988b, p. 114). Componential analysis is comparing a common word from source language into target language with different sense of components.

5. Synonym

According to Newmark (1988), synonym is the nearest target language that is equivalent to source language in the sense of context, where a proper

equivalent may or may not exist (p. 84). Based on that, synonym of words from source language should be same in the sens or meaning in the target language.

6. Formal translation

Formal translation is translating certain words or phrases based on the already formalized words or phrases by the Department of Education and Culture Republic of Indonesia (Hariyanto & Suryawinata, 2003). Based on explanation above, formal translation should find words or phrases which are already formalized to translate some words or phrases.

7. Depreciation

According to Hariyanto & Suryawinata (2003), depreciation is strategy of translation that uses reduction to translate source language to target language. In translation, several words from source language should be reduced into fewer words in target language.

8. Expansion

Expansion adjustment is considered as translating one word in the source language by several words in the target language (Nida and Taber, 2003). Based on that, one word in source language should be expanded into several words in target language.

9. Addition

This translation strategy is different from structural strategy. According to Hariyanto & Suryawinata (2003), addition is adding extra information in order to clarify words or phrases. Based on explanation above, addition is adding some information to clarify some words or phrases.

10. Omission

Ivacovoni (2000) explained that omission means dropping a word or some words from the SLT while translating that may occur due to culture clashes between source language and target language. (p. 1016). In translation, omission is eliminating some words from source language to target language but the meaning of target language does not change.

11. Deletion

Deletion is deleting of a part or the whole part of the source language and the message is not conveyed in other parts of the target language and the meaning of the text is lost as well as the text (Albir & Molina, 2002). Based on that, deletion can be possible in one part or whole part in source language and makes the meaning of the target language is lost depending which part is deleted.

12. Modulation

According to Darbelnet & Vinay (1995), modulation is a variation of the form of the message, obtained by a change in the point of view. Based on their explanation, the translator should change the point of view of the source language.

1.6. Methods of the Report

1.6.1. Location and Participant

The writer conducted internship in Denpasar Tourist Information Centre consisting of 15 men staff and 16 women staff from the Denpasar Tourist Information Centre to help the writer. In this case, the writer collected consent from the staff to give permission for me to get some data during internship in

there.

In terms of the background of the staff, some staff were considered passive to communicate using English and they rarely used their own language like Bali language or *Bahasa* to communicate with each other, but some staff used English when communicating especially when foreign tourists came to the Denpasar Tourist Information Centre.

1.6.2. Data Collection

In accomplishing the case study, the writer used several instruments below:

1.6.2.1. Observation

In terms of observation, the writer observed all of things in translation when staff doing translation process. Observation is used in the social sciences as a strategy for collecting data about people, processes, and cultures (Kawulich, 2015). The writer used observation to know how the translation strategies used in tourism book.

1.6.2.2. Notes

The writer collected data about the translation strategies during observation using notes. The writer decided to write some strategies in translation with taking a notes to support his observation activities conducted during internship. The notes are helped the writer to know the strategies in translation.

1.6.2.3. Interview with staff

In order to gather a lot of data in translation aspect, the writer used interview with staff as other reference to help the writer to know translation strategies and problems. The writer could get some chance to interview with some staff like Mbok sagung, Bli harris, and Bli cahya. This method was useful in order to solve the translation strategies and problems and also problem solving possibilities by interviewing staff. The result of the interview would be transcribed as well.

1.6.3. Data Analysis

In terms of data analysis, the writer used triangulation of data collection to answer the statements of the translation strategies and problems, because the writer has several data collection techniques. Let's take a look at the following table.

Units of Analysis	Data collection techniques
Translation problems when translating Denpasar City Tourism Book.	Observation Interview with staff
Translation strategies used in Denpasar City Tourism Book.	Observation Notes Interview with staff

Table 1 Triangulation of data collection techniques

Following up the table 1 below, the writer analyzed the data collected from each of instruments separately based on the unit of analysis to know the strategies and problems of translation. After the writer find the answer from each data, the writer merged the findings from each data to answer statement of problem.

1.7 Framework of the report

