

## **A Translation Analysis of Tourism Terms from Indonesian into English**

Hertika Sianturi  
English Language and Literature  
Universitas Pendidikan Indonesia  
hertika\_sianturi@yahoo.com

### **ABSTRACT**

This research is entitled *A Translation Analysis of Tourism Term from Indonesian Into English*. The aim of the research is to discover the tourism terms found in the textbook, to examine the procedures of translation used in translating the Indonesian tourism terms into English, and to identify the quality of the tourism terms' translation. This research employed a descriptive analysis with a qualitative approach as a method. It is based on Newmark's theory on translation. There are 19 procedures of translation according to this theory; the translator in this study applied only 12 procedures in translating the tourism terms. Therefore, the quality of tourism terms' translation in the bilingual textbook is in grade four or in excellent level. However, it can be proved that the transposition is the most frequently applied by the translator of the textbook in translating the tourism terms. It involves grammatical changes in translating tourism terms from Indonesian into English. On the other hand, the tourism textbook has many terms that require grammar changes in *Bahasa* Indonesia.

**Keywords:** *Tourism terms, Translation Procedures, Textbook*

## INTRODUCTION

Throughout the time, English has become an important part of life. It is used as a second language in some countries and an official language in many international organizations. Crystal (1997) defines English as:

A global language because it is spoken as a first language, a second language or third language by people around the world. He further explains that in order to gain a global status, two things should be considered. First, the language must be recognized as an official language and it is widely used. Second, although the language does not have any official status, it is widely and popularly taught as a foreign subject. (p. 2)

From the excerpt above, English has fulfilled the criteria as a global language because it is used as an official language in many countries and taught in many schools in the world. Consequently, much information and knowledge people get from various sources, namely television, textbook, magazine, articles,

newspaper, radio, and the Internet as the current media are available in English. Considering that not all the readers could catch the message when they read the books are written in English, translators help people to find translated books everywhere. Those books are growing rapidly about economy, social, education, and technology. Thus, translation also has an important role of educating the world, especially in communication.

Translation aims to render the message from the source language into the target language. In other words, a translator must be able to deliver the message of the original version of a source text to the target readers. Nowadays, however translation has a problem in creating a good translation; it is difficult for the readers to find a readable translation product. It is caused by some factors; one of them is the translator's lack of knowledge both in translation and the component of language, one of which is terminology.

People are aware that countries have terms that are different from those

used in other countries. Translators have to pay attention to how to translate terms in order that the target reader received the meaning of the source language as well. In translating the terms, an appropriate procedure is needed to deliver the message of the original version of the language. Newmark (1988) stated that "Translation procedures are used for sentences and smaller units of language". To get a good translation, the translator has to transfer the meaning of the text by using some different procedures. There are several kinds of translation procedures that are proposed by some experts such as Newmark (1988), Vinay and Darbelnet (2000), Catford (1965). Among them are literal, transference, through-translation, paraphrase, shift of translation, and modulation. Translators should be able to choose an appropriate procedure to translate the terms.

This study aims to discover the translation procedures used in translating the tourism terms from a bilingual textbook entitled *Mengukur Lapangan Kerja dalam Industri Kepariwisata lebih dari Neraca Satelit Pariwisata;*

*Studi Kasus Indonesia* (2011). The book which was written by Gunawan and friends has been translated by Nicky Ferland (2011) into English. It is one of the books produced by ILO Country Office for Indonesia.

## **METHODOLOGY**

This study employed a descriptive analysis with a qualitative approach to obtain the answers of the research problems. The descriptive method, according to Fraenkel and Wallen (1993:38), is a method used to explain, analyze, and classify something through various techniques, surveys, interviews, questionnaires, observations and tests. It is appropriate for this study because the questionnaires were used to collect the data. Therefore, this study used numbers and percentages to describe the data and the findings.

## **FINDINGS AND DISCUSSION**

Data presentation shows that there are 124 tourism terms that were found in the textbook. Those tourism terms were classified in order to present the results

more accurately. According to Leiper in Pinata (1990: 29-30) as mentioned previously, there are seven sectors, namely the marketing sector, the carrier sector, the accommodation sector, the attraction sector, the tour operator sector, the miscellaneous sector, the coordinating sector, and the marketing sector in the tourism industry are used as the classifier.

The data presentation describes the number of tourism terms and its percentages. The most dominant frequency of tourism terms is marketing sector which has 31 terms (24.8 %). For the second dominant frequency of tourism terms is attraction sector which have percentage of 21.6 with the amount of 27 terms. Tourism management sector is the third dominant frequency of tourism terms which has 20 terms (16 %). The next sequence of tourism terms frequency is accommodation sector which has 12 of percentage with the amount of 15 terms. The tour operator sector which has 10 terms (8 %) turns out to be the fifth dominant frequency of tourism terms in this data. There are miscellaneous and coordinating sector in the next sequence

for it has similar amount of terms. There are eight terms (8.4 %). The less dominant frequency of tourism terms is from the carrier sector which has six terms (4.8 %).

The results of identification and analysis of translation procedures used in translating all tourism terms in the textbook show that the translator applied 12 translation procedures of 19 translation procedures. They are literal, transposition, and naturalization, and cultural equivalent, functional equivalent, through translation, synonymy, recognized translation, reduction, expansion, triplets, and couplets. All of them were used to translate each of tourism terms found in the textbook. Literal translated 19 terms. There are four terms in the marketing sector; three of them are carrier sector; three terms for accommodation sector. Literal also translated three terms of attraction sector. For the tour operator, miscellaneous, and coordinating sector, there is only one term which is translated literally.

The literal procedure was followed by transposition which was used to translate 42 tourism terms. This procedure was used to translate 12 terms in the marketing sector, two terms in accommodation sector, eight terms in attraction sector, five terms in tour operator sector, two terms for both miscellaneous and coordinating sector, and 11 tourism terms in tourism management. The next procedure is through translation which translated 10 tourism terms. It translated two tourism terms for each of accommodation and attraction sector. There is only one terms in coordinating sector and tourism management that is translated by through translation. It also translated four terms in marketing sector. Naturalization translated 12 tourism terms in this analysis. There is only one term found in marketing, tour operator, and coordinating sector. It naturalized five tourism terms in the accommodation sector. Both attraction and miscellaneous sector are two terms.

The fifth procedure based on this analysis is cultural equivalent. It

translated 10 tourism terms. Three of them are found in the marketing sector. There are five tourism terms in attraction sector. There is only one term found in tour operator and accommodation sector. The next is reduction which translated eight tourism terms. There is one term found in five sectors, namely carrier, accommodation, attraction, miscellaneous, coordinating, and tourism management. Reduction also translated two terms in marketing sector. Reduction is followed by expansion that translated three tourism terms. Each of them has one term that is translated by expansion. There are marketing sector, accommodation sector, and tourism management. The tenth procedure is triplets which translated nine terms. Three of them are marketing sector. Carrier and tour operator sector has only one term. Then there are two terms for attraction and coordinating sector. Couplets translated eight tourism terms where three of them found in tourism management. One term is in tour operator sector and two terms are in attraction and miscellaneous sector. The last two are recognized and synonymy procedure.

Each of them translated only one tourism term in the marketing sector.

Most of the quality of translation is excellent; the translation product is quite accurate, clear, and natural. The translation of tourism terms in the aspect of meaning and content is accurate and clear. In the aspect of clarity (fluency, stylistic, vocabulary, and mechanical structure), the translation of tourism terms in the textbook is quite easy to understand, but there are a few incorrect words and phrases. The last aspect is naturalness; it is about grammatical aspect. The translation of the textbook is generally made sense, read naturally, proper idioms and words.

## CONCLUSION

There are some conclusions are drawn as in the following. First, there are 124 tourism terms found in the bilingual textbook. Those terms are classified into eight categories of tourism industrial sectors. Those categories are dominated by the marketing sector with 31 terms, followed by attraction sector with 27 terms, tourism management with 20

terms, accommodation sector with 15 terms, tour operator sector with 10 terms, miscellaneous sector with eight terms, coordinating sector with eight terms, and carrier sector with six terms. Second, several categories of translation procedures are used by the translator to translate the terms from SL into TL using Newmark's theory. These procedures are transposition with 42 terms (34 %), then literal with 16 terms (15 %), naturalization with 12 terms (10 %). It is then followed by through translation and cultural equivalent with 10 terms (8%), triplets with nine terms (7 %), reduction with eight terms (6%), couplets with eight terms (6 %). Finally, expansion with three terms (2 %), and the last three, having the same percentage; are quadruplets, recognized translation, and synonymy with one term (1 %). The analysis shows that transposition is the most frequently applied by the translator because it involves grammatical changes in translating tourism terms from the SL into the TL. It denotes that the use of translation procedure is adjusted with the problems found in the ST. Though there are some aspects like misusing of

translation procedure, but the result reveals that the translator has applied appropriate translation procedures. Concerning the third research question about the quality of translation, the result reveals that the translation is mostly excellent. It is based on the questionnaire given to three respondents, analyzed by using Larson's theory of accuracy, clarity and naturalness, and confirmed by the findings of translation procedures in translating the tourism terms from the SL into the TL. Thus, it can be concluded that the tourism terms have been well-translated by the translator.

There are some suggestions intended to some participants related to the results of this study. Translators are recommended to have a comprehensive knowledge of source and target language, in terms of language characteristics, context, habits, and culture in order to transfer the message from source language into target language. Translators are also recommended to be able to choose translation procedures appropriately. Selecting has to be done because the use of translation procedures

determines the quality of a translation's work. The translation product will be acceptable if the translators use the right procedure to translate. This study also gives some suggestions for the translation lecturers. They are expected to teach the theory of translation more deeply. It will be better to teach other perspectives of translation. Thus, the students could improve their ability in translation. In addition, they are expected to teach more how to translate various genres of text. It is necessary because the students or the translators have to translate various kinds of text. It is recommended to pay more attention to the concept of terms in a text. Understanding the theory of the terms will ease the researcher to collect the data. Further research can be expanded by relating the topic to the current issues of the language. For instance, the topic "Corpus Based Study of Noun Phrase in Tourism Terms Translation" can be chosen to make a more interesting and challenging study. Moreover, future researchers would be better to have the most appropriate literary reviews in order to obtain better and more comprehensive results of their studies.

## REFERENCES

Abdullah, H. 1996. *Faktor-faktor yang Terkait dengan Terjemahan*. Program Pasca Sarjana IKIP. Tesis. Bandung, unpublished.

Catford, J.C. 1965. *A Linguistic Theory of Translation*. London: Oxford.

Crystal, D. 1997. *English as a Global Language*. Cambridge: Cambridge University press.

Newmark, P. 1988. *A Textbook of Translation*. New York and London: Prentice Hall International.

Vinay, J.P. and Darbelnet, J. 2000. *Methodology of Translation*. London and New York: Routledge.

Gunawan, et al. 2011. *Measuring Employment in the Tourism Industries beyond A Tourism Satellite Account: A Case Study of Indonesia*. Jakarta: ILO