

The translation of English tourism news text into Indonesian

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Abstract – Translating a text could be done by those who have knowledge about the source language and the target language of a text. The fourth-semester students of STIBA Saraswati Denpasar can be also said to able to do a translation. For this research, the text about tourism is given, since they have already taken the English for tourism subject, and it is hoped that they will understand the special terms of tourism well. This research applied descriptive qualitative, using the data source from the translations of tourism text entitled “Strolling Relaxingly on the Shore of Kuta Beach, President Jokowi Assured that Bali is Safe to Visit” into Indonesian. The research focuses on finding the translation procedure conducted by the students in translating the text and analyzes the reason for applying those procedures by using the theory of translation procedures from Newmark (1988). The result of this research shows that there are three procedures applied mostly by the students in translating the text. First is naturalization because many words in the text were translated into the same terms in the source language, but they have changes in morphology form in the target language. Second is through translation because the students were likely to translate the text literally following the structure of the sentences in the source text. Meanwhile, the other procedures applied were cultural equivalent, shift/transposition, and transference.

Keywords: translation procedures, cultural equivalent, shift / transposition, transference

1. Introduction

Translation is one of the main subjects which followed by the students of English Literature of STIBA Saraswati Denpasar. This subject is given to the students of the third and fourth semester. They do the translation of English texts to Indonesia and vice versa. In the third semester, the students have Translation 1 subject meanwhile at the fourth semester they have Translation 2.

In the fourth semester, the students are considered to do the translation because they have enough supporting theory, such as grammar, vocabulary, writing, and also reading. Moreover, at the first meeting, the students are introduced to some theories of translation as the guidance in doing the translation.

This product of translation is interested to be analyzed in a purpose to recognize the ability of the students in understanding the theories of translation given, especially the translation procedure, in the example the choice of equivalents, sentences structure, and the meaning that is going to be delivered from the source text to the target text. Therefore, it is expected that the students will produce a good translation.

This study discussed the procedure of translation in an Indonesian text and the reason of the occurring. The theory used comes from Newmark (1988) about translation procedures, they are: Transference, Naturalization, Cultural equivalent, Functional equivalent, Descriptive equivalent, Componential analysis, Synonymy, Through-translation, Shifts or transpositions, Modulation, Recognized translation, Compensation, Paraphrase, Couplets, and Notes. Newmark (1988:5) states that translation is a craft consisting in the attempt to replace a written message and/or statement in one language by the same message and/or statement in another language.

2. Method

The text that used in this research is tourism text. This was chosen because according to on the tracer study conducted by the college, it is about more than 60% of graduates work in the tourism industry and also many active students also work in this industry. Then, this research would be able to help the graduates or the students to work in the industry, to understand the translation procedure, and the special terms in tourism

This research applied qualitative method which presented the result descriptively. The data source was the translations of 26 fourth semester students of STIBA Saraswati Denpasar. They translated an Indonesian text entitled 'Strolling Relaxingly on the Shore of Kuta Beach, President Jokowi Assured that Bali is Safe to Visit' which was taken from the website Visit Indonesia.

(<http://www.indonesia.travel/ph/en/news/president-jokowi-assured-that-bali-is-safe-visit>).

3. Results and Discussion

Newmark (1988b) stated that there is the difference between translation methods and translation procedures. He writes that "[w]hile translation methods relate to whole texts, translation procedures are used for sentences and the smaller units of language" (p.81). The procedures of translation are *Transference*, *Naturalization*, *Cultural equivalent*, *Functional equivalent*, *Descriptive equivalent*, *Componential analysis*, *Synonymy*,

Through-translation, Shifts or transpositions, Modulation, Recognized translation, Compensation, Paraphrase, Couplets and Notes.

Transference: it is the process of transferring an SL word to a TL text. It includes transliteration and is the same as what Harvey (2000:5) named “transcription.”

Naturalization: it adapts the SL word first to the normal pronunciation, then to the normal morphology of the TL. (Newmark, 1988b:82).

Cultural equivalent: it means replacing a cultural word in the SL with a TL one. however, “they are not accurate” (Newmark, 1988b:83).

Functional equivalent: it requires the use of a culture-neutral word (Newmark, 1988b:83).

Descriptive equivalent: in this procedure, the meaning of the CBT is explained in several words. (Newmark, 1988b:83).

Componential analysis: it means “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.” (Newmark, 1988b:114)

Synonymy: it is a “near TL equivalent.” Here economy trumps accuracy. (Newmark, 1988b:84).

Through-translation: it is the literal translation of common collocations, names of organizations and components of compounds. It can also be called: calque or loan translation. (Newmark, 1988b:84)

Shifts or transpositions: it involves a change in the grammar from SL to TL, for instance, (i) change from singular to plural, (ii) the change required when a specific SL structure does not exist in the TL, (iii) change of an SL verb to a TL word, change of an SL noun group to a TL noun and so forth (Newmark, 1988b:86).

Modulation: it occurs when the translator reproduces the message of the original text in the TL text in conformity with the current norms of the TL, since the SL and the TL may appear dissimilar in terms of perspective (Newmark, 1988b:88).

Recognized translation: it occurs when the translator “normally uses the official or the generally accepted translation of any institutional term.” (Newmark, 1988b:89)

Compensation: it occurs when loss of meaning in one part of a sentence is compensated in another part (Newmark, 1988b:90).

Paraphrase: in this procedure, the meaning of the CBT is explained. Here the explanation is much more detailed than that of descriptive equivalent (Newmark, 1988b:91).

Couplets: it occurs when the translator combines two different procedures (Newmark, 1988b:91).

Notes: notes are additional information in a translation (Newmark, 1988b:91).

There were 40 words in the text “Strolling relaxingly on the shore of Kuta Beach, President Jokowi assured that Bali is Safe to visit” translated by using different procedures. The most procedure applied was Naturalization, followed by through translation, shift/transposition, modulation, cultural equivalent, and transference. Some of these words were translated with two different procedures. Below is the list of words with the translation procedures.

Word Procedure	Translation	Translation
status	status	transference
level	level	transference
radius	radius	transference
tourist	turis	naturalization
iconic	ikonik	naturalization
secretary	sekretaris	naturalization
governor	gubernur	naturalization
local	lokal	naturalization
international	internasional	naturalization
domestic	domestik	naturalization
comment	komentar	naturalization
activity	aktivitas	naturalization
maritime	maritim	naturalization
condition	kondisi	naturalization
analysis	analisis	naturalization
volcano	vulkanik	naturalization
meteorological,	meteorology	naturalization
climatology,	klimatologi	naturalization
geophysical	geofisika	naturalization
souvenir	suvenir	naturalization
souvenir	oleh-oleh, cinderamata	cultural equivalent
tourist	wisatawan	cultural equivalent
public communication	juru bicara	cultural equivalent
local people	orang lokal	through -
translation		
minister of tourism	menteri pariwisata	through -
translation		
secretary of state	sekretaris negara	through -
translation		
minister of construction	menteri konstruksi	through -
translation		
domestic tourist	turis/wisatawan domestik,	through -
translation		
public communication	komunikasi publik	through -
translation		
souvenir shop	toko souvenir	through -
translation		
volcano activities	aktivitas vulkano	through -
translation		
sample visit	kunjungan sederhana	through -
translation		
rolled up pants	celana yang digulung	through -
translation		
is declared	menyatakan	shift/transposition
took his shoes off	melepas	shift/transposition

blending in	berbaur, membaur, menyatu	shift/transposition
rolled up pants	melipat celananya ke atas	shift/transposition
vibrant with	semangat, mendukung	shift/transposition
announced	pengumuman	shift/transposition
took a relaxing stroll	berjalan santai	modulation
is confirmed	di	modulation
vibrant with	semangat, semarak, antusias	modulation
the globe	dunia	modulation
iconic	terkenal	modulation
barefooted	tanpa alas kaki, bertelanjang kaki	modulation

The occurrences of certain translation procedures in this text were proven by the analysis of the reason of using the procedure in the words mentioned. The theory from Newmark (1988) was used to analyze the translation of the students. Below were the examples of translation procedure occurrences done by the students.

Naturalization

SL:Bali is back to welcome tourists from all over the globe.....

TL:*Bali kembali menyambut turis dari seluruh dunia*.....

On the data above, the sentence of the source text uses word tourist inside. This word was translated into *turis* by most of the students. A procedure of translation applied here was naturalization because the students adapted the words from the source text then changed its morphology form to reconcile the pronunciation on the target language.

Through – Translation

SL: Through this simple visit, the president is showing the world.....

TL: *Melalui kunjungan sederhana ini, presiden menunjukan pada dunia*

The words simple visit was translated by most of the students as ‘kunjungan sederhana’, where actually the meaning of these words are ‘kunjungan singkat’ according to the context of the sentence. Since the equivalents were a literal translation, therefore the procedure applied here was through-translation.

Shift/Transposition

SL: After the alert status is lowered to level 2 (cautious) and declared that most of the island is safe to visit.....

TL: *Setelah status siaga diturunkan menjadi level 2 (waspada) dan menyatakan bahwa sebagian pulau aman untuk dikunjungi....*

The words declared above were in passive form and when it is translated will be *dinyatakan*. But the students translated it as *menyatakan* which is an active form. The translation procedure applied here was shift/transposition since the equivalent is involved the grammar changing, that is from the passive form into the active form.

Modulation

SL:Joko Widodo or Presiden Jokowi took a relaxing stroll along the shore.....

TL:Joko Widodo *atau Presiden Jokowi berjalan santai di sepanjang tepi pantai.*

For the equivalent of took a relaxing stroll, all the students translated it into berjalan santai. There is different perspective in seeing this meaning when the students copied the meaning from the source text into target text. The source text is using a verb phrase but then it is not common in the target text to use such a verb phrase.

Cultural Equivalent

SL: Aside from strolling in the beach, the president also visited souvenir shops

TL: *Selain berjalan-jalan santai di pantai, presiden juga mengunjungi toko cinderamata.*

Selain berjalan – jalan santai di pantai, sang president juga mengunjungi toko oleh-oleh.

The word ‘souvenir’ was translated using procedure naturalization by most of the students. But some of them also translated it into *cinderamata* and *oleh-oleh*. Those equivalents are common words used in the culture of the target language; therefore the students chose these equivalents.

4. Conclusion

Translation procedures help to translate words of a sentence correctly and accurately. Students applied some translation procedures in translating the words in the text given. The procedure that used the most is naturalization since there are many words from the English language are used in the Indonesian language with the same pronunciation but differ in morphology form.

It is also common for the society to use many words which derive from foreign terms. The other translation procedures applied by the students were through-translation because students are often doing the literal translation. The procedure cultural equivalent, shift/transposition, and transference also help the students to choose the best equivalents of the words.

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