TRANSLATION TECHNIQUES AND TRANSLATION ACCURACY OF ENGLISH TRANSLATED TEXT OF TOURISM BROCHURE IN TANAH DATAR REGENCY

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Abstrak

Penelitian ini bertujuan untuk menemukan jenis-jenis teknik penerjemahan yang digunakan oleh penerjemah dalam menerjemahkan teks dari Bahasa Indonesia ke Bahasa Inggris dalam brosur pariwisata yang terdapat di kabupaten Tanah Datar. Penelitian ini berdasarkan konseptual teori tentang teknik penerjemahan dari Molina dan Albir. Selain itu, penelitian ini juga bertujuan untuk menemukan tingkat keakuratan hasil terjemahan tersebut. Data penelitian ini berupa teks terjemahan Bahasa Inggris yang terdapat dalam brosur pariwisata di Kabupaten Tanah Datar, yang didapat dari Dinas Kebudayan dan Pariwisata Kabupaten Tanah Datar. Berdasarkan analisis data, ditemukan bahwa teknik penerjemahan harfiah, *(literal translation)* merupakan teknik yang paling banyak digunakan oleh penerjemah. Sedangkan dari tingkat keakuratannya, 60% data masuk kedalam kategori kurang akurat. Dari penemuan juga disimpulkan bahwa penerjemah cenderung mempertahankan ciri bahasa sumber didalam bahasa sasaran.

Kata Kunci: translation techniques, translation accuracy, tourism brochure

A. Introduction

The importance of English can be seen from the use of English in promoting the tourism potential in Indonesia to international world with the available of English translation in printed promotional media such as brochure. English translated text is used as a promotional media in tourism brochure to promote the tourism potential in Indonesia, for example is in tourism brochure in Tanah Datar Regency. The main purpose of translating is to facilitate the readers of the target language to understand the message of the source language with no difficulty. That's why the role of translation in promotional media is definitely important.

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Catford (in Malmkjær, 2005:24) defines translation as the replacement of textual material in one language (SL) by equivalent textual material in another language (TL). In this definition, Catford stressed that in the process of translation there should be an appropriate equivalence between the SL and also in TL. Newmark (1981:7) argues 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. In short, translation deals with two different languages; they are Source Language (SL) and Target Language (TL). The main point in translation is to re-tell, to transfer the message in SL to another language or TL without changing the characteristics or the style of the original text. So, even though the language is changing but the message in the SL is maintained in the TL.

The tourism brochures in Tanah Datar regency were published by Culture and Tourism Service of Tanah Datar Regency which contain the explanation about the tourism objects or tourism attraction, facilities, locations, and so on which are written in Bahasa Indonesia and the English translation. Even though it is produced by official department from the local government of Tanah Datar regency, the translated texts still have some weaknesses which may cause problems in understanding of the content by the foreign tourist. The problem of translation is seen in the following example:

> SL: Bukit Shaduali berlokasi di Jorong Panti dan Jorong Pabalutan Nagari Rambatan Kecamatan Rambatan. Hanya dengan waktu +- 10 menit dari Kota Batusangkar anda telah dapat menginjak kaki di Pesona Shaduali juga mudah dijangkau dari berbagai kota di Sumatera Barat, seperti dari Padang Panjang, Bukittinggi, Sijunjung, Sawahlunto, Payakumbuh dan Solok, yaitu antara 35 hingga 45 kilometer.
>
> TL: *Bukit Shaduali Indah located in Rambatan Village, it take 10 minutes from the Batusangkar city.*

From the example above, it can be seen that some information in the SL are not translated into the TL. It means that the translator uses the omission technique. As the result, the message from the SL is not accurately transferred into the TL. It is clear that the use of omission technique in this sentence is not appropriate since it affect the accuracy of the translation. The use of particular technique in the translation clearly affects the quality of the translation result itself. From the explanation above, it's obvious that the translation techniques influence the accuracy of translation. Appropriate technique applied by the translator result a good translation; however the inappropriate one will produce inaccurate translation. Besides the inappropriate technique, there are some grammatical problems in the example above such as the absent of the verb and the use of incorrect verb. In that case, it is important to see the accuracy of the translation.

There are several theories about types of translation techniques. Each theory has some different types of translation techniques. However, there are some concepts about the technique that still confusing until Molina and Albir came up with the classification which considered as better and clearer one. Moreover, these techniques have more comprehensive details from previous clarification of strategy, procedure, and technique of translation (Ardi, 2012:323).

According to Newmark (1988:81) translation procedures or translation techniques are used for sentences and the smaller units of language, while the translation method is related to the whole texts. Meanwhile, Molina and Albir (2002:499) state that translation techniques are used to describe how the result of translation functions related to the corresponding units in the source text. In this case, Molina and Albir use the translation technique as a tool to analyze the result of the translation. Furthermore, they add that the category of translation techniques allows us to describe the concrete steps taken by the translator in each textual micro-unit and achieve clear data about the general methodological option chosen. In addition, Ardi (2012:323) also explains that translation techniques as the strategy that has been applied in the translation product.

Accuracy is an important aspect in translation. However, to make an accurate translation is not an easy task for the translator. Sometimes, the change of meaning happens in the translation process. The difference language system between the SL and TL is one major factor which affects the accuracy in translation. According to Larson (1998:530) accuracy refers to the precise understanding of the source language message and the transfer of the message as accurate as possible into the target language. From the definition, accuracy based on Larson's opinion refers to how accurate the message in the source language when it is transferred to target language.

This research is about the translation techniques and the translation accuracy of English translated text of tourism brochure in Tanah Datar Regency. The choose of appropriate techniques in translation creates a good translation because the message from the source language (SL) is accurately transferred into the target language (TL) and vice versa. In the tourism brochure, the translation is meant to be read by the foreigner, that's why the translation should be in as accurate as possible. When the translation is not accurate the foreigner will not completely catch the idea about the content of the brochure accurately and they will not attracted to visit the tourisms object.

This research used Molina and Albir (2002) theory about the translation techniques to analyze the data. This research was conducted to know the types of translation techniques used in tourism brochure in Tanah Datar regency and also to find out the accuracy of the translation.

B. Research Methodology

This research is classified into descriptive qualitative research. According to Gay and Airasian descriptive research involves collecting data in order to answer

concerning current status of the object of the study and the research question. Descriptive research tries to present the problem clearly based on the accurate data, explaining and describing the topic of a problem based on theory used. Qualitative methods involve the collection and analysis of primarily nonnumerical data obtained from observation, interviews, tape recordings, document, and the like (Gay and Airasian)

The data of this research are sentences taken from tourism brochures of Tanah Datar Regency, which is written in Indonesian and its English translation. The brochures are published by Culture and Tourism Service of Tanah Datar Regency which is located in Komplek Benteng Van Der Capellen Batusangkar. This study also tries to find out the accuracy of the translated text. In short, there are two types of data in this research; objective data and affective data. The objective data in this research is the English translated text in tourism brochure of Tanah Datar regency and the affective data is the score of accuracy scale of the translated text which given by the researcher and the raters. This data is needed in this research because the researcher tried to see the quality of the translation from its accuracy.

C. Findings and Discussion

The total of the data in this research is 102 sentences. There are 8 types of translation techniques found in the data. Meanwhile, the analysis on accuracy shows that from 102 sentences 10% of the data are considered not accurate, 60% are considered less accurate, 29% of the data belong to accurate ones and only 1% data is classified as highly accurate.

1. Translation Techniques

There are 8 types of translation techniques found in the data which are; Literal Translation, Amplification, Addition, Reduction/Implicitation, Transposition, Omission, Borrowing and Generalization. However, the translator not only applies one technique in every data but also combines two different techniques. There are fourteen categories of the translation techniques in the tourism brochures. The percentage of each category is shown in n the following table

The Types of Translation Techniques in Tourism Brochures in Tanah Datar Regency

No.	Translation Techniques	Percentage

1	Literal Translation	16.7%
2	Amplification	9.8%
3	Addition	6.9%
4	Reduction/Implicitation	15.7%
5	Transposition	12.7%
6	Omission	8.8%
7	Borrowing	7.8%
8	Generalization	2.9%
9	Addition and Borrowing	9.8%
10	Transposition and Borrowing	2.9%
11	Borrowing and Omission	1.0%
12	Borrowing and Reduction/Implicitation	1.0%
13	Reduction/Implicitation and Amplification	2.9%
14	Omission and Amplification	1.0%
	TOTAL	**100%**

The following is the explanation and the example of the application of techniques in the data.

a. Literal Translation

Based on the analysis of the translation technique, literal translation is the most dominantly used technique in the tourism brochures. Literal translation means the source language (SL) text is translated word for word into the target language (TL). In this technique addition or reduction of information from the source language into the target language is hardly found. For example:

SL Objek wisata ini terletak di Nagari Pagaruyung Kecamatan Tanjung Emas ± 5 km dari Kota Batusangkar mudah dijangkau oleh transportasi roda empat dan roda dua, **daerah ini merupakan pusat pemerintahan Kabupaten Tanah Datar.**

TL *This tourist object located at Pagaruyung county, Tanjung Emas sub-district 5 km from Batusangkar City and easy to be reached using four and two wheel vehicles, **this region is a centre of Tanah Datar District government.***

The example above shows the implementation of literal translation technique. The translator translates almost every word in the SL with the nearest literal equivalence in the TL. There is no major addition or reduction in the TL which can change the message from the SL. It can be seen from the example in bold *"daerah ini merupakan pusat pemerintahan Kabupaten Tanah Datar"* is translated into *"this region is a centre of Tanah Datar District government"*.

b. Amplification

Amplification is used to introduce details that are not formulated in the ST: information, explicative paraphrasing. According to Ardi (2010), addition technique is not the same with the amplification technique as stated by Molina and Albir (2002). He argues that the amplification technique is used to make the hidden or implicit message become the explicit one. However, if the message is come from outside of the SL text it is categorized as addition technique. For example:

SL Kawasan ini juga merupakan benteng pertahanan Perang Paderi.

TL *This area was also used as the fort during Paderi War **in the past**.*

In the example above, the translator added *in the past* to the target language even though the message is already expressed from the using of past tense which indicated by the verb *was* in this sentence. The use of this technique in this sentence make the translation become redundant.

c. Addition

Addition technique is used to introduce or add detailed information in the target text which is does not exist on the source text. That's why the translated text is often much longer than the original text in the source language. For example:

SL Batusangkar terletak ditengah-tengah Propinsi Sumatera Barat, dengan jarak 40 Km dari Bukittinggi, 30 Km dari Padang Panjang, pemandangan alamnya sangat indah.

TL *Batusangkar located in the middle of West Sumatra Province, its about 40 km from Bukittinggi, 30 km from Padang Panjang. The landscape is very beautiful, **there are two mountain, the mountains Singgalang and Merapi. Also a Lake Singkarak.***

On the example above the translator adds *"there are two mountain, the mountains Singgalang and Merapi. Also a Lake Singkarak"* in the TL as the detail which do not exist in the SL.

d. Reduction/Implicitation

In this technique the translator reduces the SL text in the TL but the message is implied in another part of the TL. For example:

SL Serta fisik bangunan Istano Basa **Pagaruyung** dilengkapi dengan beragam ukiran **yang tiap-tiap bentuk dan warna ukiran mempunyai** falsafah, sejarah dan budaya Minangkabau.

TL *Physically, the **Grand Palace** was adorned by beautiful wooden carving **symbolizing** the philosophy of history and culture of Minangkabau people.*

In the example above, there are some parts of the SL text which are not translated in the TL however the meaning is expressed in the other parts. First one is the word *"Pagaruyung"* is not appeared in the TL text but the meaning is expressed

from the context of *"the Grand Palace"* which refers to Pagaruyung Grand Palace or Istano Basa Pagaruyung. The other part is the text *"yang tiap-tiap bentuk dan warna ukiran mempunyai"* the meaning is wrapped in the word *"symbolizing"*.

e. Transposition

In transposition technique, the translator makes some changes in the structure of the TL.

SL Gedung indo jolito **sebuah bangunan** peninggalan belanda yang **dulunya** didiami oleh Van der Capellen.

TL *Indo Jolito is **a builders** from the Dutch that **is** lived by Van der Capellen.*

In the example above, there is a change from the singular object in the SL into the plural one in the TL. It is marked by the use of the word *"sebuah"* in *"sebuah bangunan"* is changed into *"a builders"* in the TL. In this case, the changing is also change the meaning beacause *bangunan* means *building* in English but the translator translates it into *builders.* This inappropriate translation is added with the mistake of using article *a* before a plural noun *builders,* which indicates the translation also has some grammatical mistakes. Another transposition is the changes of tenses from the past into the present one. In the SL the past tense is marked by the word *dulunya* meanwhile in the TL the translator use the verb *is* which clearly refers to the present tense. The transposition in this sentence is inappropriate since it change the meaning in the TL text.

f. Omission

Omission technique is the deletion of a part or the whole part of the SL text and the message is not conveyed in other art of the TL text. In this technique the meaning of the text is lost as well as the text. For example:

SL Bukit Shaduali berlokasi di Jorong Panti dan Jorong Pabalutan Nagari Rambatan Kecamatan Rambatan. Hanya dengan waktu +- 10 menit dari Kota Batusangkar **anda telah dapat menginjak kaki di Pesona Shaduali juga mudah dijangkau dari berbagai kota di Sumatera Barat, seperti dari Padang Panjang, Bukittinggi, Sijunjung, Sawahlunto, Payakumbuh dan Solok, yaitu antara 35 hingga 45 kilometer.**

TL *Bukit Shaduali Indah located in Rambatan Village, it take 10 minutes from the Batusangkar city.*

In the example above, the information in the SL (in bold) is not translated into the TL. As a result there is a big amount of lost information in the TL because this elimination. This technique is not appropriate for this datum since the messages in the SL are not completely conveyed in the TL.

g. Borrowing

Borrowing is to take a word or expression straight from another language. It can be pure (without any change) or it can be naturalized (to fit the spelling rules in the TL). For example:

SL Sebagai organisasi pengelolanya pada masyarakat sudah ada PORWI (Persatuan Olah Raga **Pacu Jawi**) yang ada pada tingkat kabupaten, kecamatan hingga nagari (desa).

TL *As an organization and management of existing community is PORWI (Sports Union **Pacu Jawi**) which is at the district level, district to villages (villages).*

In the example above, the translator directly uses the term *Pacu Jawi* in the TL text. This borrowing actually can be avoided by translating this term into English become *Cow Race* as it can be found in other sentences in the text. By using borrowing technique there is a possibility that the TL reader will not understand the meaning.

h. Generalization

Generalization technique is a technique in which the translator uses a more general or neutral term. For example:

SL Objek wisata ini terletak pada **hutan lindung** di pinggir jalan raya Padang-Bukittinggi, dan sangat mudah dijangkau, jarak dari Kota Batusangkar +- 38 km yang terletak di Nagari Singgalang Kecamatan X Koto.

TL *This tourist object is located in the **forest** by the side of the main road from Padang-Bukittinggi/Batusangkar, it is easy to reach, about +-38 km from Batusangkar city center. It is in Singgalang village in X koto Sub-district.*

In the example above, generalization technique is applied to translate *"hutan lindung"* into *"forest"* which is a more general term. In English *"hutan lindung"* can be translated as *"protected forest"*, but the term *forest* in general also including the *"protected forest"*. In short, the use of generalization technique in this datum do not affect or change the meaning in the TL.

2. The Accuracy of Translation

1. Category D (Not Accurate)

Not accurate data belong to this category. Not accurate data may be because of deletion or may also because of lexical or grammatical problem which make the text become ambiguous. In this category the data must cover 1, 0 – 1, 5 for the mean score. The data which belong to this category are 10 (10%). For example:

Gedung indo jolito <u>sebuah bangunan</u> peninggalan belanda yang <u>dulunya</u> didiami oleh Van der Capellen.

> *Indo Jolito is <u>a builders</u> from the Dutch that <u>is</u> lived by Van der Capellen.*

The example above is considered not accurate by three raters, with the mean score is 1, 0. The mistake that is made by the translator is seen from the translation 'sebuah bangunan' into *a builders*. The first mistake is 'sebuah bangunan' means 'a building' in English, but the translator translate it become *a builders* which have different meaning. Still in the same phrase, the second mistake is the using of article *a* while the noun is in plural form. Another mistake is the translator use present tense in ' . . . *that <u>is</u> lived by Van der Capellen'* but it is originally in past tense in the ST 'yang dulunya didiami oleh Van der Capellen', which is indicated by the words *dulunya.* Because there are some mistakes in the TL, the TL reader may find this ambiguous and the message in the SL is not conveyed to the TL.

2. Category C (Less Accurate)

Category C refers to the less accurate data. Less accurate data happened when the content of the source sentence is not accurately conveyed to the target sentence. It must cover the range from 1, 6 – 2, 5 for the mean score. Most of the data belongs to this category with the total 61 (60%). For example:

> Atraksi Seni anak nagari Kabupaten Tanah Datar sangat spesifik dan saat ini masih tetap dilestarikan, yakni Tari-tarian, Lukah Gilo, Alu Katentong, Pacu Jawi dan Pacu Kuda.
>
> *The traditional <u>arts sport like activities</u> which <u>is</u> very specific and needs to be maintained are traditional dances, Lukah Gilo, Alu Katentong, Cow Race and Horse Race.*

The message of the source sentence in this sentence is not accurately conveyed to the target sentence because there are some problems. Even one of the raters thinks that there are some seriously grammatical problems in the English sentence. The grammatical mistake is seen from the using of the singular verb *is* and *needs* for the plural subject *activities*. Besides, in the beginning of the sentence there are some problems with lexical choice in translating *'atraksi seni anak nagari'* into *'the traditional arts sport like activities'* because it caused a meaning distortion. Another lexical problem is the pure borrowing for *Lukah Gilo* and *Alu Katentong* without any additional explanation. The TL reader will not understand it because they have no idea about what is it about. It may happen because the translator cannot find the similar terms to replace it; however the translator can add some explanation or additional details to describe it. The translator can use another technique besides the pure borrowing.

3. Category B (Accurate)

In this category the mean score of the data must cover from 2, 6 – 3, 5. The data are considered accurate if they are accurately conveyed to the target language

and can be clearly understood, but some rewriting and some change in word order are needed. There are 30 data (29%) belong to this category. For example:

> Terletak di Nagari Pagaruyung, Kecamatan Tanjung Emas <u>yang merupakan</u> pusat Pemerintahan Kabupaten Tanah Datar, dengan jarak +- 5 kilometer dari Kota Batusangkar dan <u>mudah dijangkau</u> oleh sarana transportasi roda 2 dan roda 4.

> *Located in Pagaruyung Village Tanjung Emas Sub-district, <u>also as</u> the centre of the Government affairs of Tanah Datar Regency, about +- 5 km from Batusangkar <u>City</u>. It is <u>easy to reach</u> by any two or four-wheel vehicles.*

The mean score of the example above is up to 2, 7 which belong to the accurate data. It means that the content of the source sentence is accurately conveyed to the target sentence and can be clearly understood by the evaluator. However it needs some rewriting in some parts of the sentence, for example according to R1 the use of *also as* is not appropriate. Moreover, the word *city* in *5 km from Batusangkar City* is not necessary because in English it is not common to use the word *city* after the name of a place. The last part which needs some rewriting is the change of the passive form into the active one that also changes the meaning. This is happen in translating *mudah dijangkau* become *easy to reach* in the TL.

4. Category A (Highly Accurate)

The data which belongs to this category is the highly accurate data with the range of the mean score from 3, 6 – 4, 0. The very accurate data means that the content of the source sentence is accurately and clearly transmitted into the target language and no rewriting is needed. There is only 1 sentence in this category with the mean score 3, 7.

> Terletak di Desa Marapalam Kecamatan Lintau Buo.

> *Located at Marapalam county, Lintau Buo sub-district.*

Even though one rater considers this sentence is accurate, the mean score is fulfilling the criteria for highly accurate category with 3, 7 point. In this category this sentence is considered as clear and there is no correction is needed.

The Accuracy of Translation in Tourism Brochures in Tanah Datar Regency

No	Category	Total	Percentage
1	D (Not Accurate)	10	10%
2	C (Less Accurate)	61	60%
3	B (Accurate)	30	29%

4	A (Highly Accurate)	1	1%

D. CONCLUSIONS

From 102 data of sentences from tourism brochures in Tanah Datar regency, it is found that there are 8 techniques found the tourism brochures and literal translation is the most dominantly used technique. Meanwhile the analysis on accuracy shows that from 102 sentences 10% of the data are considered not accurate, 60% are considered less accurate, 29% of the data belong to accurate ones and only 1% data classified as highly accurate. In this case, the translator should pay more attention to the techniques in translation and also to produce a grammatically correct translation.

The writer hopes that this research could enrich the knowledge of English Department students especially in translation of tourism texts. The writer suggests the reader, especially the student of English Department to conduct another research dealing with the translation studies in tourism text. By applying different point of view in analyzing, other possible research topics could deal with the grammatical problems for example. Moreover by conducting the research about Minangkabau tourism texts, it will enrich the knowledge in translating the specific cultural and historical terms.

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