

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

**THESIS**

*Submitted as a Partial Fulfillment of the Requirements to Obtain Strata One  
(S1) Degree*



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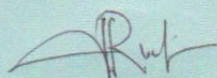
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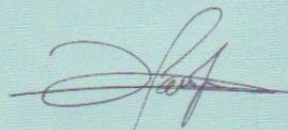
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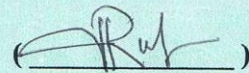
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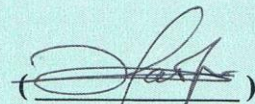
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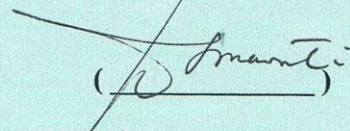
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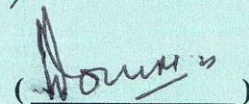
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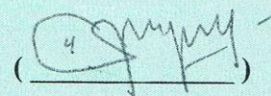
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## ABSTRAK

**Sari, Wenny Puspita. 2013.** “Translation Techniques and Translation Accuracy of English Translated Text of Tourism Brochure in Tanah Datar Regency”. *Skripsi*. Fakultas Bahasa dan Seni. Universitas Negeri Padang.

Penelitian ini membahas tentang teknik penerjemahan dan tingkat keakuratan teks terjemahan dari Bahasa Indonesia ke Bahasa Inggris dalam brosur pariwisata yang terdapat di kabupaten Tanah Datar. Penelitian ini bertujuan untuk menemukan jenis-jenis teknik penerjemahan yang digunakan oleh penerjemah serta tingkat keakuratan hasil terjemahan tersebut.

Metode penelitian yang digunakan adalah metode deskriptif kualitatif. Hasil penelitian ini menunjukkan bahwa terdapat 8 teknik penerjemahan yang digunakan oleh penerjemah yaitu; penerjemahan harfiah (*literal translation*), amplifikasi (*amplification*), penambahan (*addition*), reduksi/implikasi (*reduction/implication*), transposisi (*transposition*), penghilangan (*omission*), meminjam (*borrowing*), and generalisasi (*generalization*). Selain menerapkan satu teknik dalam setiap data, penerjemah juga menerapkan dua teknik (*couplet*) dalam satu data. Sehingga ada 14 kategori teknik yang ditemukan dari keseluruhan data.

Berdasarkan penelitian teknik yang paling banyak ditemukan adalah teknik penerjemahan harfiah, (*literal translation*) dengan persentase 16, 7% 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.

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First and foremost, the writer would like to give her praises to Allah SWT who always blessing her and enables her to finish this thesis. Many salutation and benediction may be upon the prophet Muhammad SAW, a great leader of human beings and bless for the universe. The writer would like to address her greatest gratitude to her advisors who guide and teach her in writing this thesis, Dr. Refnaldi, M.Litt. and Havid Ardi, S.Pd. M.Hum. The writer also extends her appreciation to her examiners: Dr. Desmawati Radjab, M.Pd, Drs. Don Narius, M.Si, and Drs. Amri Isyam, M.Pd for the valuable advices that help the writer in finishing this thesis. The writer's gratitude is also sent to Dr. Kurnia Ningsih, M.A., as the chairperson of English Department, Dra. An Fauzia Rozani Syafei, M.A., as the secretary of English Department, all lecturers who have taught and guided her during her study and all staff in English Department, Padang State University.

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# **CHAPTER 1**

## **INTRODUCTION**

### **1.1 Background of the Problem**

One function of English is known as a global lingua franca or as an international language. The widely use of English as an international language has given this language such a great power to reach all aspects of human life in every part of the world. This status makes English as a main language in promotional medias of products, art works, services, places, entertainments, tourisms and many others. The important of English is also widely recognized in Indonesia. It 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. The main purpose of translating is to facilitate the readers of the target language to understand the message of the source language without any significant difficulty. That's why the role of translation in promotional media is definitely important.

Translation is a very important and promising subject to be learned. Moreover, with the steadily increasing process of globalization and internationalization also increase the dominance of the English language in translation, especially in its function as lingua franca. This activity is clearly seen from the existence of translated books of various fields and also in promotional media as it mentioned before. Thus, in other words translation is a tool to bridge communication in written form.



According to Oxford Advanced Learner's Dictionary (2000:1438), "translation is the process of changing something that is written or spoken into another language". Meanwhile, Larson (1984:3) points out that translation basically is a change of form from source language into a receptor language by transferring the meaning of source language into the receptor language and the meaning must be held constant. Based on those explanations it means that a translated text from the source language (SL) into the target language (TL) must have the similar meaning. Therefore, a translated text must be as clear as possible in order to be understood by the readers of the target language.

As a country which has a huge potential in tourism sector, Indonesia's tourism is not well expanded yet. As pointed out by Ketut Ardana, chairman of the Association of Indonesian Tour and Travel Agencies (ASITA) Bali, "Indonesia has rich tourism attractions. Every province has its own unique culture and beautiful nature that is still underdeveloped and unknown to the mainstream tourism world." (From: <http://www.holidayhometimes.com>). It is probably because of the promotional strategies are not running as it is programmed by the government. Related to this problem, the government keep trying to increase the visiting number of foreign tourist to Indonesia. One of the strategies with using English in promotional medias such as TV commercial, website, brochures, booklet, leaflet, and many others. Among all of the tools, brochure is the most frequently used in promoting the tourism object in Indonesia. It is usually produced by culture and tourism services in every province, city, and regency all over the country.

A brochure is an advertisement which is usually written in briefly and printed in a noticeable design to grab the readers' attention. Brochure is a popular promotion medium for advertising events, hotels, restaurants, launching products and services or providing directions or maps. It is available in bi-fold, tri-fold, and accordion styles. Brochures are also often made from multiple folded sheets of high-quality paper with writing on each of the sheets, it present a product and often emphasize design with using color and pictures to motivate people to buy, to use, or to visit the product. As in tourism brochures the products are the tourism places and tourism attractions (<http://www.translation-copywriters.co.za>). Since brochure is an effective media for promotional activities, it is also used by local governments in Indonesia in promoting tourism potential in their region for example is in Tanah Datar regency.

Tanah Datar is a regency in West Sumatera; Indonesia with the capital of the regency is Batusangkar. This regency is known as "Luhak Nan Tuo" or the oldest region in Minangkabau history. Geographically Tanah Datar regency is located around three mountains, Merapi Mountain, Singgalang Mountain and Sago Mountain which has a cool climate. Batusangkar is also known as the City of Culture because in Tanah Datar there is a lot of historical sites about the ancient culture of Minangkabau people. One of the sites is Pagaruyung Grand Palace which was used to be the centre of Minangkabau Kingdom. Because this area has many interesting places to visit, Tanah Datar become one of tourist destinations in West Sumatera.

The tourism brochure in Tanah Datar regency is 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 its translation in English. 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. 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.*

This sentence is taken from one of the tourism brochures in Tanah Datar regency. 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.

The second example is taken from another tourism brochure in Tanah Datar regency:

SL: Pada kegiatan ini juga dipadukan dengan tradisi masyarakat berupa arak-arakan (pawai) pembawa dulang/jamba yang berisi makanan dan arak-arakan jawi-jawi terbaik yang didandani dengan asesories berupa suntiang serta pakaian.

TL: *In this activity combined with the tradition of the procession (parade) carriers trays / Jamba containing foods and cow procession yag-best cow dressed in a asesories suntiang and clothing.*

In this example, there are two techniques are used by the translator which are addition and borrowing techniques. The addition is applied by adding *yag* in the TL which is not appear in the SL. However the meaning of this additional word is not clear and can make the reader misunderstand it. Meanwhile the borrowing technique is applied by directly taking the word *suntiang* and put it in the TL. It means that the translator applied pure borrowing of Minangkabau word. The use of pure borrowing without any further explanation may caused the message is not transferred into the TL. Thus, these techniques affect the accuracy of the translation.

A variety of techniques were applied for translating in tourism brochures in Tanah Datar regency as it seen in the examples. From the explanation above, it's obvious that the translation techniques influence the accuracy of translation. Appropriate technique applied by the translator will result a good translation, however the inappropriate one will produce inaccurate translation. The

consequence is the foreigner will not completely catch the idea about the content of the brochure accurately and they will not attract to visit the tourism's object.

The translation technique is the main discussion is the focus in this research, and before we further discuss about it, it's better for us to see what a translation technique is. Vinay and Darbelnet's theory (1958) was the first classification of translation techniques that had a clear methodological purpose. They called the translation techniques as the translation procedures. They defined seven basic procedures which working on three levels of style: lexis, distribution (morphology and syntax) and message. The procedures were classified as direct (or literal) and oblique translation. The direct (or literal) translation procedures consist of: borrowing, calques, and literal translation. Meanwhile, oblique translation procedures are: transposition, modulation, equivalence and adaptation (in Molina & Albir, 2002:499).

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. However, 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 to analyze the result of the translation.

In this thesis the writer analyzed translation techniques in tourism brochures in Tanah Datar regency which are written in Indonesian and English, in this case the focus is the result of translation (translation product). This analysis is

important to do because the writer wants to see which translation techniques are used in the brochures, and then to find out the impact of the techniques used to the transferring the message which affect the accuracy of translation. This analysis can help the translators or the readers to see the way of transferring the message of the source language to the target language efficiently with considering the accuracy of the translation result.

The choosing of tourism brochures as the source data because it contains many terms related to the culture of Minangkabau people, which sometimes it cannot be translated unless it affect the accuracy of the meaning. The translator's decision in choosing the way to face the difficulties in the translation will affect the translation result. Besides, the tourism brochures have a special purpose as a promotional media to promote the tourism object to the tourist, especially to foreigner. As we know, promotional and advertising texts appear in different forms. Advertisements, company brochures, websites, tourist guides, institutional information campaigns, all share a common primary purpose: that of persuading the reader to buy something, to visit someplace, be in a product or a lifestyle, or to act in a particular way. Consequently, their translation requires the application of techniques which, although they vary depending on the specific text type, are all aimed at preserving that persuasive purpose (from: <http://www.translationstudiesportal.org/>). That's how the writer is interested in choosing this brochure as the source of data in this research.



## **1.2 Identification of the Problem**

There are several topics that can be researched related to the translation in tourism brochure. The topics may be related to the process and product of the translation. From the translation product or translation result the topic may deal with the translation techniques used by the translator. The translation technique is procedures to analyse and classify how translation equivalence works. It is used to analyze the result of the translation or the translated text. The translation techniques are used for sentences and the smaller units of language. There are several techniques are appropriate in translating text in tourism brochure in order to produce a clear and accurate translation result. However, some techniques that applied in the text are less appropriate which decrease the accuracy of the translation. Therefore, this research focuses on analyzing the translation techniques applied in tourism brochure in Tanah Datar regency and the quality of the translation in term of it's accuracy as the impact of the implementation of those techniques.

## **1.3 Limitation of the Problem**

This thesis focuses on analyzing the translation techniques of English translated text found in tourism brochures in Tanah Datar regency. The problem of this research is limited on analyzing the techniques of translation applied in tourism brochures of Tanah Datar Regency and the quality of the translation in terms of accuracy.

#### **1.4 Formulation of the Problem**

Referring to identification and limitation of the problem above, the problem of this research is formulated as follow: “What are the translation techniques applied in tourism brochures in Tanah Datar Regency and in what quality of the English translated text seen from the accuracy?”

#### **1.5 Research Questions**

The formulation of the research problem above is elaborated in the research questions namely:

1. What techniques are applied in translating the Indonesian tourism brochures in Tanah Datar Regency into English by the translator?
2. How is the quality of the translated text in term of the accuracy?

#### **1.6 Purposes of the Research**

This study has the following purposes:

1. To find out the translation techniques applied in the tourism brochures in Tanah Datar Regency, from the source language into the target language (English).
2. To find out the quality of the translated text in term of accuracy.

#### **1.7 Significance of the Research**

It is hoped that this research can give contribution the linguistic study, specifically in translation study. The result of this research will be a usefull knowledge for the reader and also the writer. Moreover, this study can inspire the English department students to continue the further research in this field.

### **1.8 Definition of Key Terms**

**Translation:** Translation is a product of transferring the message from Indonesian to English that has equivalent each other in meaning and style.

**Translation Techniques:** Translation techniques are the way applied by translators to find the equivalence message to transfer elements of meaning from the Source Text (ST) to the Target Text (TT) in the translated text or translation product.

**Accuracy:** Accuracy is one criteria of good translation which refers to the precise understanding of the source language message and the transfer of the message as accurate as possible into the target language.

**Brochure:** Brochure is promotional media which is briefly written and printed in a noticeable design to grab the readers' attention. It is available in bi-fold, tri-fold, and accordion styles and also often made from multiple folded sheets.

## **CHAPTER 2**

### **REVIEW OF RELATED LITERATURE**

In this chapter the writer reviews some literatures and quotes some definitions that related to the research from the linguist in this session. This theory will help the writer in doing the research.

#### **2.1 Definition of Translation**

There are various opinions and explanations that have been proposed concerning about translation. Catford (1965:20) 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 equivalent 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.

Slightly different from Newmark, Nida and Taber (1982:12) propose a rather complete definition of translation. According to them, “Translating consisting of reproducing in the receptor language the closest natural equivalence of source language message, first in terms of meaning and secondly in terms of style.” Based on this definition there are some elements that should be considered in translation process, they are: reproducing the message, closest equivalence, natural equivalence, meaning as the first priority and style as the second priority. Meanwhile, Venuti (1991) proposes a quiet simple definition of translation as the attempt to produce a text so transparent that it does not seem to be translated

(from:<http://www.englishindo.com>). In this definition Venuti stressed the naturalness of the translated text so that the reader do not see it as a translation work.

Kridalaksana in Nababan, (1999:19) defines translation as follow, “penerjemahan sebagai pemindahan suatu amanat dari bahasa sumber ke dalam bahasa sasaran dengan pertama-tama mengungkapkan maknanya dan kemudian gaya bahasanya” (translation is process of moving the message from the source language to the target language with firstly reveal the meaning and then the language style). From this definition Kridalaksana prioritized to reveal the meaning in the first place before considering about the language style. Nida & Taber and Kridalaksana state that the style of the language in translation should be considered beside the meaning,. It is important for the translator to consider the type of style based on the text. For example, the scientific text should be translated with the scientific language and literary text such as novel, poetry, translated with the literary style in the TL.

Krisdalaksana’s opinion about the important of style in translation is supported by an assumption that in the process of translating literary works needs a style of language. Duff (as quoted by Nababan 1999:14) states,

I think that it is not true if we judge that only the translating of literary works that relate to the stylistics. The translators should consider every discipline that he may translate. For example, for whom the literary works is and how the ability of reader. It means that he should decide the variation of his translation language and to preserve the variation of language constantly.

From all of the reviews above, the writer can conclude that 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. If there is no equivalent between the meaning in SL and TL it cannot be said as a translation.

## **2.2 Purposes of Translation**

Since it deals with language, translation also share the same function with language as a means of communication. Baker (1992: 12) states that “a translation maybe undertaken and at variety of purposes, but the ultimate aim of the translator, in most cases, is to achieve a measure of equivalence”. From this statement we can see that basically the purpose of translation is to transfer the message from one language to another with considering the equality of the message in the TL as equal as in the SL.

Moreover, we can see the function of translation based on the Skopos theory. According to Hatim (2001:74), Skopos is a theory which focuses on the aspects of translation process as interactional dynamics and pragmatic purpose. There are three major kinds of purpose in translation recognized in the skopos framework (Hatim, 2001):

1. the communicative purpose aimed at by the target text (e.g. to persuade, to inform);
2. the strategic purpose aimed at in using a particular translation procedure (e.g. the option of a fluent, free rendering in a public relations exercise);



3. the general purpose aimed at by the translator (i.e. whatever motivates that person).

In addition, Bühler in Riccardi (2002:64), states that the basic aim of translating can be clearly recognize in simple social situations where speakers of different languages meet one another and try to make themselves mutually understood. It means that translation can be a bridge to across the language gap between people who speak different languages in society, so that they can understand each other and build a succesfull communication.

We can see the function of translation in our daily life. In science, so many books have been translated to support the development of knowledge. In entertainment world as well. People now enjoy watching movie of foreign language because the use of translation text typed in the screen. The more important one, through translation we can promote our tourism potential to foreigner. It can improve our economic development. In this research, the translation purpose is to produce the tourism brochure which can be read by foreign tourist as the promotional tools in Indonesian tourism. These brochures are promotional facilities provided by government in order to help the foreign tourists to get usefull information about tourism objects and enjoy they trip in Indonesia.

## **2.3 Translation Techniques**

### **2.3.1 Definition of Translation Techniques**

There are many experts argue about the translation technique not only in conceptual but also with so many terms are used such as, methods, procedures,

techniques and strategies (Molina & Albir: 2002). Delisle (1999) describes the translation procedures as methods applied by translators when they formulate equivalence for the purpose of transferring elements of meaning from the Source Text (ST) to the Target Text (TT). This definition is quite confusing because Delisle uses the terms procedures and methods in one concept in referring to translation techniques. Translation techniques or translation procedures are used for sentences and smaller units of language within a text. More than one procedure can be seen in one translation, and some translations may result from a group of procedures that is difficult to differentiate.

Vinay and Darbelnet's theory was the first classification of translation techniques that had a clear methodological purpose. They called the translation techniques as the translation procedures. They defined seven basic procedures which work on three levels of style: lexis, distribution (morphology and syntax) and message (in Molina and Albir, 2002). Molina and Albir (2002:498-499) describe the translation techniques as a tool for analysis to analyze how translation works. They clarify that translation techniques are used to explain how the result of the translation functions in relation to the corresponding unit in the source text. In addition, Ardi (2012:323) also explains that translation techniques as the strategy that has been applied in the translation product. Furthermore, Molina and Albir (2002) add that the category of translation techniques allow 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.

Molina and Albir see a technique as the result of a choice made by a translator; its validity will depend on various questions related to the context, the purpose of the translation, audience expectations, etc. Specifically, they define the translation techniques as “procedures to analyze and classify how translation equivalence works” (Molina and Albir, 2002:509). They also add that translation techniques are functionally and dynamically used according to:

1. The genre of the text (letter of complaint, contract, tourist brochure, etc.)
2. The type of translation (technical, literary, etc.)
3. The mode of translation (written translation, sight translation, consecutive interpreting, etc.)
4. The purpose of the translation and the characteristics of the translation audience.
5. The method chosen (interpretative-communicative, etc.)

Thus, the translator should consider some factors above before choosing which translation techniques are going to be used in translating a material. It is hopefully that the translator chooses the appropriate one, so it can produce an accurate translation.

### **2.3.2 Types of Translation Techniques**

There are several theories about types of translation techniques. Each theory has some different types of translation techniques. Some of the theories are more complete than the others. Actually, there are some previous concepts of translation techniques by other experts, for example Vinay and Darbelnet (1958) which was the first classification of translation techniques that had a clear methodological purpose. Then there are also another experts including Eugene. A.

Nida (1964), Peter Newmark (1981), Delisle (1999) and many others. However, there are some concepts that still ambiguous until Molina and Albir came up with the classification which considered as better and clearer one. Moreover, these techniques are more comprehensive details from previous clarification of strategy, procedure, and technique of translation (Ardi: 2012). The following is the explanation of the translation techniques according to Molina and Albir (2002) and added by other's classification:

#### 1. Adaptation

Adaptation is to replace a ST cultural element with one from the target culture, e.g., to change baseball, for fútbol in a translation into Spanish. This corresponds to Vinay and Darbelnet's adaptation. Newmark defined adaptation as a technique in which a cultural SL word is translated by a TL cultural word; he called this technique as Cultural Equivalent. Meanwhile, Delisle explained adaptation as a technique to replace a socio-cultural realism from the SL with a precise realism to the target culture in order to hold for the expectations of the target audience, for example; *Dear Sir* > *Dengan Hormat*.

#### 2. Amplification

Amplification is used to introduce details that are not formulated in the ST: information, explicative paraphrasing. For example is when translating from Arabic (to English) to add the Muslim month of fasting to the noun Ramadan, SL: Ramadan sudah dekat > TL: Ramadan, *the fasting month of Moslem* is coming soon. Meanwhile, Delisle defined amplification in which the translator use more words in TL to re-state a thought or to emphasize the sense of a SL word because

its correspondence in the TL cannot be expressed as in brief. For example; *penalty* (in football) > *tir de reparation*. Amplification is the opposite of reduction. 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.

### 3. Borrowing

Borrowing is to take a word or expression straight from another language. It can be pure (without any change), e.g., to use English word *lobby* in a Spanish text, or it can be naturalized (to fit the spelling rules in the TL), e.g., *gol*, *fútbol*, *líder*, *mitin*. Pure borrowing corresponds to Vinay and Darbelnet's borrowing. Naturalized corresponds to Newmark's naturalization technique.

### 4. Calque

Calque is described as literal translation of a foreign word or phrase; it can be lexical or structural, e.g., the English translation *Normal School* to the French *École normale*. This technique corresponds to Delisle's definition of calque as a technique to transfer a SL word or expression into the Target Text with using a literal translation of its component elements, for example; *marriage de convenance* > *marriage of convenience*.

### 5. Compensation

Compensation is a technique to introduce a ST element of information or stylistic effect in another place in the TT because it cannot be reflected in the

same place as in the ST. Newmark explained compensation is a technique whenever the loss of meaning, sound-effect, metaphor or pragmatic effect in one part of a sentence is compensated in another part, or in a closest sentence. The example of this technique according to Delisle is the French use of the pronoun *tu* to express familiarity between two people (as opposed to formal *vous*) could correspond in English use of a first name or nickname, or is marked by familiar syntactic phrases (for example: I'm, you're).

#### 6. Description

Description is a technique to replace a term or expression with a description of its form or/and function, e.g., to translate the Italian *panettone* as *traditional Italian cake eaten on New Year's Eve*.

#### 7. Discursive Creation

Discursive creation is a technique to establish a temporary equivalence that is totally unpredictable out of context, e.g., the Spanish translation of the film *Rumble fish* as *La ley de la calle = Line of the street*. Discursive creation is an operation in the cognitive process of translating by which a non-lexical equivalence is established that only works in context.

#### 8. Established Equivalent

Established Equivalent is defined as a technique to use a term or expression recognized (by dictionaries or language in use) as an equivalent in the TL. This technique corresponds to Vinay and Darbelnet's equivalence and literal translation. Delisle defined equivalence as a technique to render a set phrase (idiom, cliché, locution) from the SL with a set of phrase from the TL which expresses the same idea, even though in a different way. Some example of this



technique are: *You are welcome* > *de nada*, *No parking at all times* > *vado permanente*.

#### 9. Generalization

Generalization technique is to make use a more general or neutral term, e.g., to translate the French *guichet*, *fenêtre* or *devanture*, as *window* in English.

#### 10. Linguistic Amplification

Linguistic amplification is to add linguistic elements. This is often used in consecutive interpreting and dubbing, e.g., to translate the English expression *No way* into Spanish as *De ninguna de las maneras* instead of using an expression with the same number of words, *En absoluto*. It is in opposition to linguistic compression.

#### 11. Linguistic Compression

Linguistic Compression is a technique which synthesizes linguistic elements in the TT. This is often used in simultaneous interpreting and in subtitling, e.g., to translate the English question *Yes, so what?* With *¿Y?*, in Spanish, instead of using a phrase with the same number of words, *¿Sí, y qué?*.

#### 12. Literal Translation

Literal translation is to translate a word or an expression word for word, e.g., *She is reading* as *Ella está leyendo*. This technique corresponds to Newmark's one-to-one translation, for example to translate *la maison* become *the house*.

### 13. Modulation

Modulation technique is changing the point of view, focus or cognitive category in relation to the ST; it can be lexical or structural, e.g., to translate as *you are going to have a child*, instead of, *you are going to be a father*. Newmark (1981:31) simply defined modulation as a variation in point of view, for example: *assurance-maladie* becomes *health insurance*.

### 14. Particularization

This technique allow the translator to use a more precise or concrete term, e.g., to translate *window* in English as *guichet* in French. It is in opposition to generalization.

### 15. Reduction

It is described as a technique to suppress ST information in the TT, for example, ST: Ramadan, *the fasting month of Moslem* is coming soon > TT: Ramadan sudah dekat. It is in opposition to amplification. Meanwhile, Ardi (2010) suggests that reduction technique is a technique to make the explicit message in the SL become the implicit message in the TL which he called it as implicitation. In other words this technique only make some parts of the text become implicit meanwhile the meaning is already expressed in the others.

### 16. Substitution (linguistic, paralinguistic)

In this technique, the translator change paralinguistic elements (intonation, gestures) or vice versa, for example to translate the Arab gesture of putting your hand on your heart as *Thank you*.

## 17. Transposition

Transposition is to change a grammatical category, for example; *He will soon be back* translated into Spanish as *No tardará en venir*, changing the adverb *soon* for the verb *tardar* which means *take a long time*, instead of keeping the adverb and writing: *Estará de vuelta pronto*. This technique corresponds to Catford's shift which is a change in the grammar from SL to TL for example: singular to plural, position of the adjective, changing the word class or part of speech. For example, *d'une importance exceptionnelle* > *exceptionally large* (SL: adj. + adjectival noun > TL: adv. + adj.)

## 18. Variation

Variation is a technique to change the linguistic or paralinguistic elements (intonation, gestures) that affect aspects of linguistic variation such as changes of textual tone, style, social dialect, geographical dialect, etc. for example to introduce or change dialectal indicators for characters when translating for the theater.

It is possible there are other techniques will be found in the research which is not proposed by Molina and Albir for example omission and addition.

## 19. Omission

In omission technique the translator do not translating some parts or the whole part of SL text and the message is not implied in other part of TL text (Ardi: 2010). This technique is corresponding with omission technique proposed by Delisle, but it's not the same with the reduction technique by Molina and Albir (2002). By using this technique the message from the SL is not transferred to the

TL. The example of this technique is to translate *the committee has failed to act* into *La comisión no actuó* in this example the translator omitting the verb *to fail*.

## 20. Addition

According to Molina and Albir (2002) addition is counted as amplification technique; however Delisle (in Molina and Albir: 2002) argues that the addition is to introduce information that are not available in the SL text. Moreover, the translator using this technique in the TL in order to enriched the information for the reader (Ardi: 2010).

The translator may also combine two different techniques in one in one translation unit, which is known as couplets (Newmark, 1988:91). Those categories of techniques above are used as the way to categorize the data of the translation techniques which found in Tanah Datar tourism brochures.

## 2.4 Criteria of Good Translation

Larson (1998:529) indicates three criteria of good translation, which are accuracy, clarity, and naturalness. These three features are important throughout the translation.

### 2.4.1 Accuracy

It 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. In other

words, the message should be transferred to the target language as the way it is as in the source language.

The accuracy is an important aspect in translation, however to make an accurate translation is not an easy task for the translator. Sometimes, the changing of meaning happens in the translation process. The difference language system between the SL and TL is one major factor which affect the accuracy in translation. Baker (1992:57) states that “a certain amount of loss, addition, or skewing of meaning is often unavoidable in translation; language systems tend to be too different to produce exact replicas in most cases”. She also points out that the change in meaning is acceptable or non acceptable depending on how significance of this change in a particular context.

For Nida (in Venuti, 2010:73), accuracy in translation depends on producing an equivalent effect in the target-language culture. The target-language readers should understand the translated text as well as the original readers or the source-language readers understand the original text. So, the more understand the TL readers, the higher level of accuracy of the translation.

From all of explanation above, the writer concludes that the translation is expected to be clear and accurate so that the reader is easy to understand the message and avoid misunderstanding. Beside that, the translation also should keep the style intended by the source language. In this case for example, the tourism brochure is intended as a promotional tool which give information about tourism objects and particularly to persuade people to visit it. So, the translation should pay great attention to the style of the text beside the accuracy.

### **2.4.2 Clarity**

Clarity means that translation should be clear and there should be no mistakes in the analysis of source text or in the transfer process by the translator. In short, the translator should put forward the message in the target language in a way that can be understood by the reader.

### **2.4.3 Naturalness**

A translation should be natural and not sound odd, as if were not a translation. The forms and the use of natural target language structure in translating is important. In other words, the translation is expected to be effective and acceptable.

From the three criteria above, the writer limited the quality of the translated text from the aspect of its accuracy. Thus, in this research the writer only assess the accuracy level of the translation of tourism brochures in Tanah Datar regency.

## **2.5 Previous Studies**

There are some researchers that have been conducted research about translation. First, Debora (2010) had done the research entitled “A Comparative Analysis on Translation Techniques Used by the Original Translator of Stephenie Meyer’s *The Host* And by Daerah Sumber Translator”. Her study analyzed about Vinay and Darbelnet’s seven translation techniques (literal translation, transference, transposition, calque, modulation, equivalence and adaptation) found

in the translations of Chapter 10 of Stephenie Meyer's *The Host*, by the original translator and Daerah Sumber translator. In analyzing the data, she used the quantitative research. In this research, she found that Literal translation is the dominant translation technique in both translations. Following literal translation, the two techniques that are often used in the translations are transposition and modulation.

Second, Agusman (2011) who conducted a research entitled "Analysis of Translation Technique and Quality of URL: [en.wikipedia.org/Boston\\_Tea\\_Party](http://en.wikipedia.org/Boston_Tea_Party) Translated by Google Translate". This research specifically analyzed the translation techniques and its quality assessment which covers the accuracy and the acceptability of the sentence by Google Translate as a machine of translation in translating the Wikipedia web page of Boston Tea Party. From this research, he found that there are 7 types of translation techniques applied to translate [en.wikipedia.org/Boston\\_Tea\\_Party](http://en.wikipedia.org/Boston_Tea_Party) web page. The techniques are literal, amplification, reduction, transposition, borrowing, calque and particularization. In term of the accuracy, it shows that there are 18 data considered to be accurate, 96 data considered to be less accurate, and 3 data are considered inaccurate. In general the translation is less accurate. The analysis on acceptability shows that 20 data are considered to be acceptable, 87 data are considered to be less acceptable, and 10 data are unacceptable. The translation generally is less acceptable. The analysis also shows that the implementation of techniques makes the translation less accurate and less acceptable.

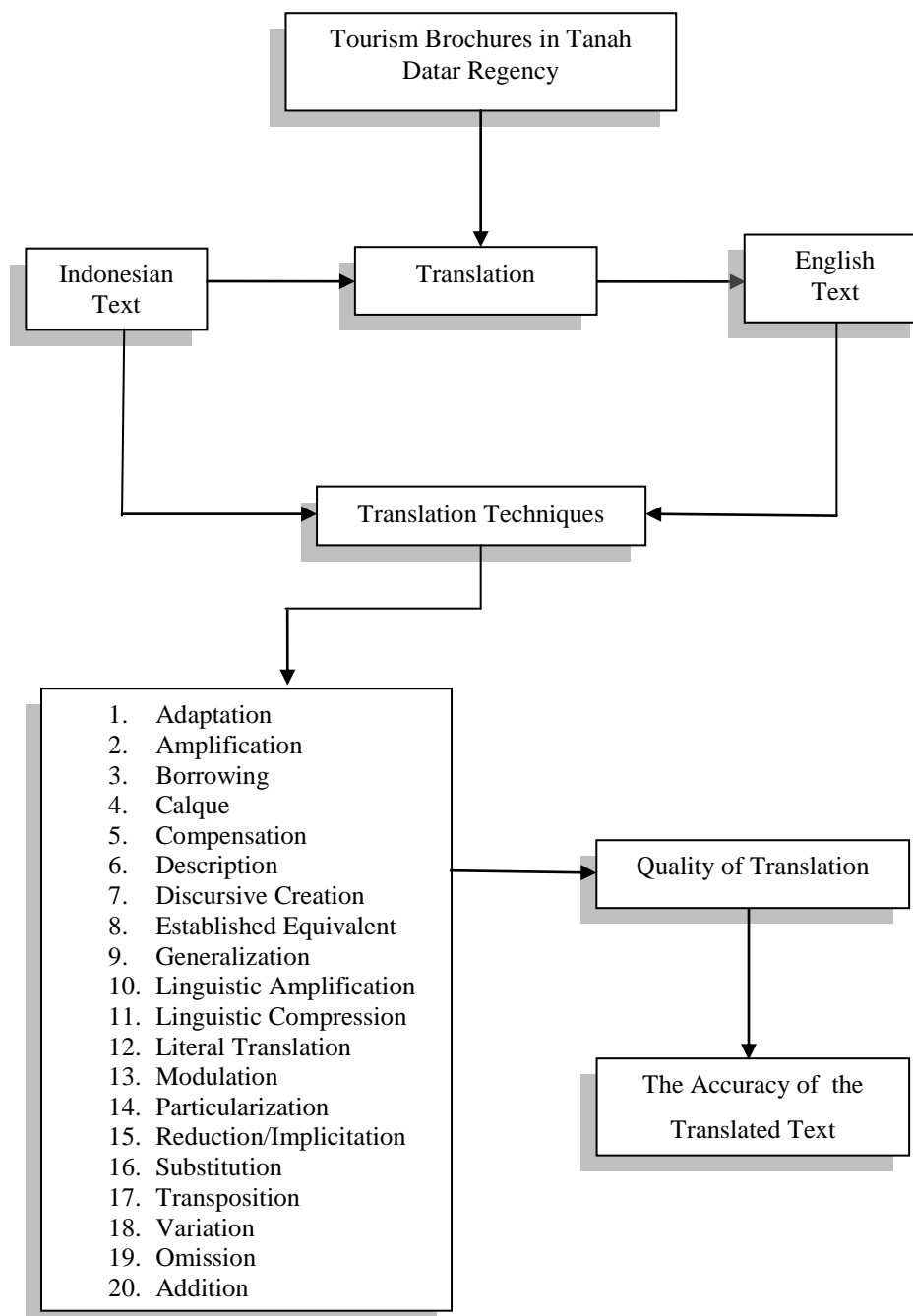
The last one is Widiati (2011) who conducted a research with the title “An Analysis of Translation Techniques and the Accuracy of the Translation of the Song Lyrics in Children Oriented Program Entitled *Fimbles Show*”. Her research aims to describe the translation techniques applied by the translator and to know the accuracy level of the songs in a children oriented program entitled *Fimbles Show; As Fun As Can Be* into *Seceria Mungkin*. The main data in this research were taken from the songs in the *Fimbles Show* and the supporting data were taken from the accuracy level assessment by three raters. From the research, she found that there are twelve techniques applied by the translator in translating the of the *Fimbles Show*; Literal, Generalization, Reduction, Linguistic Compression, Discursive Creation, Modulation, Particularization, Compensation, Amplification, Transposition, Adaptation, and Couplets. Dealing with its accuracy, there are 47, 23% data considered accurate, 48, 21% data translated less accurate and 4, 46% data belongs to inaccurate ones.

This research is similar with previous studies in term of analyzing about translation. Specifically, this research will be conducted to analyze the translation techniques used in English translated text in tourism brochures of Tanah Datar Regency in West Sumatera. Besides that, it also identified the quality of the translated text especially the accuracy of the translated text. The data of this research will be taken from the tourism brochures of Tanah Datar Regency.



## 2.6 Conceptual Framework

This research is described to find out the translation techniques used in tourism brochures in Tanah Datar regency and the quality of the English translated text. It is drawn as following:



From the framework above, it is seen that in this research the writer analyzed the translation techniques of tourism brochures in Tanah Datar regency from Indonesian into English. Beside the techniques, the writer also analyzed the quality of the translated text from the accuracy of the translation.

## CHAPTER 5

### CONCLUSION AND SUGGESTION

#### 5.1 Conclusion

This research was about the translation techniques and translation accuracy of English translated text of tourism brochure in Tanah Datar regency. Based on the findings and discussions in the previous chapter the writer concludes that: First, the analysis on the translation techniques show that there are 8 techniques found the tourism brochures. The techniques are divided into 14 categories consist of single and couplet techniques; Literal Translation 17(16,7%), Amplification 11(10,8%), Addition 7(6,9%), Reduction/Implication 16(15,7%), Transposition 13(12,7%), Omission 9(8,8%), Borrowing 8(7,8%), Generalization 2(2,0%), Addition and Borrowing 10(9,8%), Transposition and Borrowing 3(2,9%), Borrowing and Omission 1(1,0%), Borrowing and Reduction/Implication 1(1,0%), Reduction/Implication and Amplification 3(2,9%), and Omission and Amplification 1 (1,0%).

Second, 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. In relation to the techniques applied, literal is the most frequently used technique and which surprisingly resulted accurate translation as well as the couplet techniques of Reduction/Implication & Amplification. Meanwhile the other techniques are categorized as less accurate.

## 5.2 Suggestion

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. The writer suggests the Culture and Tourism Service of Tanah Datar Regency as the translator to pay more attention to the accuracy of their translation in order to produce a good quality translation. Since the English translated text in the tourism brochure is meant to be read by the foreigner, the translator is supposed to be a person with a good knowledge of English and has a good competence in translation.

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