FRONT OFFICE'S "ICE BREAKER" WITHIN THE HOSPITALITY INDUSTRY: A TRANSLATION STUDY

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ABSTRACT

In the context of the hospitality sector, effective communication at the front desk plays a pivotal role in guest satisfaction and overall service quality. This study aims to identify the subtleties of the linguistic and cultural obstacles encountered at the front desk during the critical "ice-breaker" conversation period. Applying Newmark's translation methods, this study examines how linguistic nuances, cultural subtleties, and pragmatic considerations influence the translation of ice-breaking phrases commonly used in the hospitality sector. Through qualitative analysis and case studies, it seeks to unravel the complexities of translation in the context of front-desk interactions, shedding light on the challenges faced and strategies employed. The results of this study provide valuable insights into the translation process and valuable perspectives for refining translation strategies in the hospitality industry.

Keyword: Ice breaking, translation, hospitality industry

1.   Introduction

In the dynamic realm of the hospitality industry, where the first impression can significantly influence a guest's entire experience, the Front Office serves as the initial point of contact, setting the tone for what lies ahead. This pivotal aspect of guest interaction involves a delicate dance of communication and cultural understanding, encapsulated in the term "ice-breaking." This journal aims to explore and dissect the multifaceted dimensions of the Front Office's "ice-breaking" within the hospitality sector, delving into the intricacies of translation as a key element in fostering a welcoming and inclusive environment.

The hospitality industry's success is intricately tied to the ability to transcend linguistic and cultural barriers, ensuring seamless communication and a personalized guest experience. As global travel continues to surge, hotels, resorts, and other hospitality establishments are faced with the challenge of catering to a diverse array of guests, each with unique cultural backgrounds and language preferences. The Front Office, acting as the vanguard of guest interaction, becomes a nexus where effective translation can bridge gaps and cultivate a sense of warmth and hospitality.

This translation study seeks to unravel the nuances involved in the Front Office's "ice-breaking" process, shedding light on how language transcends mere words to become a powerful tool for creating connections. By investigating real-world scenarios and employing translation theories, this journal aims to provide insights

into the strategies employed by Front Office personnel to navigate linguistic diversity, decode cultural cues, and craft a welcoming atmosphere that resonates with guests from across the globe.

Through an in-depth exploration of case studies, linguistic analyses, and industry best practices, this journal aims to contribute to the evolving discourse on the role of translation in the hospitality sector. By understanding the complexities of "ice-breaking" within the Front Office, we can unlock valuable insights that not only enhance guest satisfaction but also contribute to the broader discourse on cross-cultural communication within the dynamic landscape of the hospitality industry.

This study employs a multifaceted approach by integrating various translation theories to decipher the metaphorical content embedded in the given text. The first theoretical lens applied is Literal Translation, which prioritizes the meticulous preservation of precise terminology. This involves a meticulous word-for-word rendering of the source text, emphasizing linguistic fidelity and maintaining the original syntactic structure. By adhering closely to the literal meaning, this approach serves as a foundational step in unraveling the inherent layers of meaning within the text.

Building upon the foundation laid by Literal Translation, the second theoretical perspective employed is Cultural Equivalence. Recognizing that languages are deeply embedded in cultural contexts, this approach surpasses the mere translation of words. Instead, it delves into the intricate task of ensuring that the translated text not only captures linguistic nuances but also effectively conveys the cultural context. The goal is to create resonance with the target audience, allowing the translated content to seamlessly integrate with their cultural expectations and sensibilities. In the context of the hospitality industry's "Icebreaker," this involves a nuanced exploration of cultural nuances related to guest interactions and service expectations.

The third theoretical framework underpinning this study is Pragmatic Translation. Going beyond the confines of linguistic accuracy, this approach considers the dynamic interplay of social and contextual factors in communication. Pragmatic Translation acknowledges that effective communication extends beyond the mere transfer of words; it involves an understanding of the social dynamics and contextual nuances that shape language use. In the realm of the Front Office's "Icebreaker" within the hospitality industry, this entails tailoring the translated content to align with the specific social and contextual expectations of both guests and staff. By adopting a pragmatic stance, the translation seeks to enhance not only linguistic clarity but also the overall communicative efficacy within the unique socio-cultural landscape of the hospitality setting.

Through the integration of Literal Translation, Cultural Equivalence, and Pragmatic Translation, this study aims to provide a comprehensive analysis of the translation process, shedding light on the intricate layers of meaning embedded in the metaphorical expressions within the Front Office's "Icebreaker" in the hospitality industry.

2.   Materials and methods

The method in this study uses a qualitative descriptive analysis and case studies such as interviews (semi-structured). The sources of this data are an article from Hotel management.net about Icebreakers can ease social anxiety, and engage teams and an interview with the Receptionist of The Stone Hotel - Legian Bali. This

method was chosen to describe and interpret data on the Icebreaker in translating metaphor texts. According to Richard (1981: 64) metaphor is: The meaning metaphor is the product of an interaction between vehicle and tenor, in which the tension affected by their discrepancies may be no less important than the feature and associations which are common to both.

The analysis of language translation in this study has two stages, referring to Newmark (1981: 88–91): (1) defining the sort of metaphor that needs to be translated, and (2) choosing the best translation techniques to convert the metaphor into the original language. Metode meliputi uraian yang rinci tentang cara, instrumen, dan teknik analisis penelitian yang digunakan dalam memecahkan permasalahan. Metode statistik dan tingkat signifikansi yang dipilih harus dinyatakan secara jelas.

3.   Results and discussion

Before delving into the discussion of metaphorical forms, numerous scholars have advocated for the understanding of metaphors. Fromkin defines metaphor as a common expression used to convey a concept meant to represent other concepts, thereby creating an implicit comparison. On the other hand, Black & Breadsley (1981: 63) perceive metaphor as a process of comparing meanings by referencing an object and comparing intended objects with others. Abrams defines metaphor as the application of a word, typically used in a literal sense to denote one kind of thing, quality, or action, to another in a manner that implies identity rather than comparison.

According to Richard (1981: 64), the meaning of a metaphor results from the interaction between the vehicle and the tenor. The tension arising from their discrepancies can be as crucial as the shared features and associations. Richard's definition implies that when using a metaphor, one employs two distinct ideas, and the overall meaning is a composite of the interaction between these two elements – the tenor, representing the subject of discussion, and the vehicle, representing its image.

In Richard's framework, Tenor and Vehicle collaborate to produce meaning. Metaphor involves equating or transferring traits between two distinct yet equally significant elements. To comprehend the meaning of a metaphor, the identification process involves distinguishing between vehicle and tenor. The vehicle manifests as the metaphorical form of words or phrases, while the tenor represents a word or clause in a metaphorical context.

1. Literal Translation

Literal Translation is a translation approach that prioritizes fidelity to the original text, maintaining the precise terminology and structure as closely as possible. In the context of the provided text, focusing on the term "Icebreaker," a Literal Translation would involve a straightforward rendering of the individual components:

"Ice: Es (bersifat dingin)"
"Breaker: pemecah (alat yang digunakan)"

This literal translation preserves the literal meanings of the individual words, highlighting "Ice" as "Es" and "Breaker" as "pemecah (alat yang digunakan)." However, when applied to the broader context of the maritime industry, particularly referring to ships designed for navigating icy waters, a Literal Translation might read:

"Icebreaker: Kapal Es (bersifat dingin)"

"Refers to a special type of ship designed for navigating through ice-covered waters. These vessels are equipped with reinforced hulls and powerful engines, allowing them to break through ice and create pathways for other ships."

In this adaptation, the literal translation provides an accurate representation of the original terms while ensuring the conveyed message remains coherent and informative in the target language. The emphasis is on maintaining linguistic precision while allowing for clarity and comprehension in the new linguistic and cultural context.

2. Cultural Equivalence

According to Supriadi (2012:12), the term "icebreaker" can be understood as the equivalent of two English words, namely "breaking the ice." This term is frequently employed in training contexts with the overarching goal of dismantling initial barriers between participants. The intention is to foster an environment where individuals become acquainted with one another, develop mutual understanding, and establish effective communication channels. Essentially, an "icebreaker" serves as a facilitative tool, creating a conducive atmosphere for participants to interact seamlessly and build meaningful connections during various training sessions.

3. Pragmatic

In pragmatic terms, the term "icebreaker" extends beyond its literal or linguistic definition and takes on a dynamic role as a communicative strategy or action utilized in social situations. This pragmatic perspective acknowledges that communication goes beyond words alone and involves a nuanced understanding of social dynamics, context, and the intricacies of human interaction.

An "icebreaker" in pragmatic terms is not merely a vessel breaking through frozen waters, as suggested by its literal translation, but rather a deliberate social tool aimed at breaking down interpersonal barriers. In social situations, an icebreaker catalyzes initiating conversations, fostering connections, and creating a more relaxed and open atmosphere. It acts as a facilitator for participants to engage with one another, promoting a sense of camaraderie and encouraging individuals to share thoughts and experiences.

In essence, from a pragmatic standpoint, an "icebreaker" is not just a lexical unit; it becomes a dynamic mechanism strategically employed to enhance social interaction. This pragmatic understanding emphasizes the importance of context, intention, and the social dynamics at play when using such communication tools in various settings, whether in training sessions, team-building activities, or any situation where breaking initial social barriers is beneficial.

  - Translation of Source Language Metaphors into Target Languages:

SL: Icebreakers can ease social anxiety, engage teams

TL: Pemecah kebekuan dapat meredakan kecemasan sosial dan melibatkan tim

Translation Analysis:

The metaphorical expression in the source language, "Icebreakers can ease social anxiety, engage teams," undergoes translation into the target language with a shift in linguistic imagery but retains its essence. While the translated term "Pemecah kebekuan" literally conveys the breaking of coldness or stiffness, it aligns with the source language metaphor in capturing the idea of activities that alleviate social anxiety and foster team engagement.

The analysis of this translation reveals a parallel imagery in both languages, where the metaphor of an "icebreaker" signifies actions or interactions that help create a more comfortable and open environment. In the source language, the metaphor is used to describe conversations or activities aimed at breaking the initial stiffness or tension in social situations, particularly where individuals may be unfamiliar with each other. The target language translation, while introducing a different linguistic image, effectively conveys the core concept of alleviating social discomfort and promoting team involvement.

This analysis underscores the nuanced nature of metaphorical translations, where the emphasis lies not only on linguistic equivalence but also on capturing the underlying meaning and cultural connotations associated with the metaphor across different languages and contexts.

SL: The icebreaker breaks the anxiety of the atmosphere with people asking guests while checking in

TL: Pemecah kebekuan memecah kegelisahan suasana dengan orang-orang seperti bertanya kepada tamu saat check-in

Translation Analysis:

This sentence elucidates the function of an icebreaker in alleviating tension within a social context. The term "icebreaker" refers to an activity or question designed to initiate conversation and enhance the comfort level of individuals. In this specific scenario, the metaphorical role of the icebreaker is portrayed as breaking the "kebekuan" or "kegelisahan" (anxiety or tension) present in the atmosphere. The icebreaker accomplishes this by prompting people to interact and engage with one another, akin to how one might inquire about guests during the check-in process.

The translated text effectively captures the essence of the source language metaphor. "Pemecah kebekuan" aptly translates to "icebreaker," maintaining the metaphorical sense of breaking through the social chill. The use of "memecah kegelisahan" emphasizes the act of breaking the tension, aligning with the original notion of dispelling anxiety. The mention of people asking guests questions during check-in serves as a parallel image, demonstrating how the icebreaker, metaphorically represented, facilitates social interaction and diminishes unease.

This analysis highlights the successful transference of metaphorical meaning across languages, where the target language preserves the metaphor's intent while adapting it to cultural and linguistic nuances, reinforcing the importance of considering context and cultural implications in translation.

4.   Conclusion

In conclusion, the analysis of translating the metaphorical concept of an "icebreaker" from the source language (SL) English to the target language (TL) Indonesian unveils a nuanced and intricate process that transcends mere linguistic equivalence. This metaphor, representing the catalyst for positive interactions in diverse situations, presents challenges not only at the linguistic level but also in navigating the intricacies of cultural nuances, demanding a thoughtful and creative approach to adaptation.

the exploration of the "icebreaker" metaphor within the realm of translation underscores the dynamic interplay between language, culture, and context. The

metaphor's successful transition through translation, thriving in its new linguistic and cultural milieu, serves as a testament to the translator's adeptness in navigating the intricate landscape of these multifaceted factors.

This analysis affirms that translating metaphors involves more than a literal transference of words; it necessitates a deep understanding of the cultural connotations and contextual nuances associated with the metaphor. The translator's ability to preserve the metaphor's essence while seamlessly integrating it into the target language demonstrates a high level of proficiency in negotiating the complexities inherent in the art of translation. The analysis of translating the "icebreaker" metaphor from the source language (SL) English to the target language (TL) Indonesian reveals a nuanced process that goes beyond linguistic equivalence. The metaphor, symbolizing the initiation of positive interactions in various contexts, poses both linguistic and cultural challenges that demand careful consideration and creative adaptation.

Essentially, the examination of the "icebreaker" metaphor in translation highlights the dynamic interaction among language, culture, and circumstance. The fact that the metaphor not only makes it through translation but flourishes in its new linguistic and cultural context is a tribute to the translator's skill in negotiating these complex factors. Simpulan adalah ringkasan dari hasil dan pembahasan yang menjawab tujuan penelitian. Simpulan disajikan dalam bentuk paragraf.

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