

**TRANSLATION METHODS ON TOURISM FLIGHT MAGAZINE  
 FROM ENGLISH INTO BAHASA INDONESIA**

**Novia Tri Luwing**

English Literature Study Program, Faculty of Business, Tourism, Education and Humanities,  
 Dhyana Pura University, Jl. Raya Padang Luwih Tegaljaya Dalung Kuta Utara, Bali, Indonesia  
 Email: 21110201026@undhirabali.ac.id

**ABSTRACT**

This study aims to analyze the translation methods found in flight magazine on Garuda Indonesia. Newmark (1988) divided the strategy of translation into procedure and method. the focused of this study only discuss method. this study used qualitative descriptive method to analyze the data. The data used not participant interview. The source of the data was on flight magazine: colours (Garuda Indonesia, 2023). The data collected by Observation and note taking from English language (SL) into Bahasa Indonesia (TL). The result showed that there were eight translation methods found on flight magazine, Word-for-word translation, Literal translation, Faithful translation, Adaptation translation, semantic translation, Free translation, Idiomatic translation, and Communicative translation. The most common method found in the data is Literal and Faithful translation.

**Keywords:** Translation Methods, Flight Magazine, English into Bahasa Indonesia

**1. Introduction**

Newmark (2001: 7) states that translation is a work product which consists of replacing a message or written statement from one language with the same message or statement in another language. Translation in the context of aviation magazines is not just changing words from one language to another. This involves skillfully conveying the essence of original content while ensuring cultural sensitivity and maintaining the magazine's brand identity. there are several procedures, methods, strategies and techniques from several experts to convey the message of the story to the reader, one of the theorists, Newmark (1988), mentions that there are seventeen procedures and eight methods of translation. the procedures are Literals, Transference, Naturalization, Cultural Equivalents, Functional Equivalents, Descriptive Equivalents, Synonyms, Via Translation, Shifts or Transpositions, Modulations, Recognized Translations, Translation Labels, Compensation, Reduction and Expansion, Paraphrases, Couplets, Notes. and the eight translation methods namely; Word-for-Word, Literal, Faithful, Semantic, Communicative, Idiomatic, Free, and Adaption. The eight translation methods are described below.

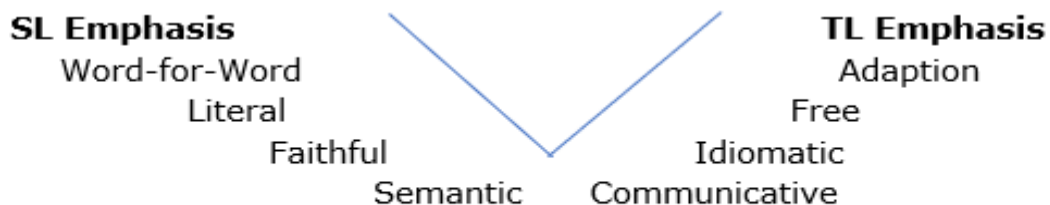


Chart 1: Newmark's (1988:45) *A textbook of Translation of London*.

In the diagram above applied by Newmark (1988) which depicts like forming the letter V, the shape shows that the lower the translation, the closer it is to the target language. on the left of the diagram there are four methods that go down that is word-for-word, Literal, Faithful, and Semantic, the SL part describes a further distance from the TL. while on the right side of the diagram there are also four methods, namely Adaption, Free, Idiomatic, Communicative, the TL section describes the method getting closer to SL.

There are many previous studies that have analyzed translation methods. Here are some previous studies that related. Annisa Putri Yunita, Ketut Artawa, Yana Qomariana (2021) in there study "The Translation Procedures of Tourism Terms in Garuda Indonesia Inflight Magazine (A content analysis from a book Magazine entitled Colours) focuses on translation Procedure, and Della Fransiska Ginting, Rina Marianti Nainggolan, Umar Mono (2018) in their study "Translation Methods in Reader's Digest Magazine by Students' of English Department at HKBP Nommensen University" focuses on finding the types in reader's digest magazine translation by English department students of HKBP Nommensen University.

The previous studies above focused on analyzing translation procedures and translation methods through magazine theory by Newmark (1988) while types of translation procedures theory by Gui Lohmann and tourism terms by Lohman & Netto (2017). Building on the previous study and covering the study's gap, this study focuses on analyzing the translation methods that occurs in the English-Indonesia version of translation procedures Inflight Magazine since there is no study before that analyzing translation methods through Inflight Magazine.

Continuing the previous studies and covering the study gaps, this study focuses on the analysis of translation methods by English to Indonesian Inflight Magazine from a Garuda Indonesia book entitled Colours. Based on the explanation above, the focus of this study is the translation methods by Newmark that is found in the Inflight Magazine from a Garuda Indonesia. According to the problems above, this study focus on:

1. What method is found in the Flight Magazine Garuda Indonesia entitled book Colours?
2. What method is most commonly found in the data?

## 2. Materials and methods

This study used the qualitative method to analyze the data from the text source language (SL) translation to the target language (TL). As stated by Flick (2018:9), the qualitative method places the observer in the world, which is made up of a variety of interpretative and material activities that make the world visible. Newmark theory was applied in this study's analysis to find the translation methods, from English as source language and Bahasa Indonesian as the target language, that occurs in Colours Tourism Flight Magazine English-Indonesian version. The research findings were described using a descriptive method, which included analyzing the translation methods discovered through data analysis.

The selection data was taken from the Colours tourism flight magazine Colours Inflight Magazine English-Indonesian version. 44 pages, valid on February 2023. in the magazine conveys a welcome greeting to passengers, then updates the latest news about Garuda Indonesia, offers tourist spots in Singkawang, and delivers instructions and information during the flight.

This data was collected without participation by anyone. This study shows the differences that exist from previous research studies that have the same case from this study in their analysis. This study used the following stages in analyzing the data: First, the research was conducted by reading every phrase and sentence from the Magazine. then, the data is observed and chooses any phrases and sentences in Magazine and then sums them up into English to Indonesian translation. Then, the

researcher makes a list of the data. After the data is collected, the data is read again to ensure that all data is correct. Then, the researcher began to analyze the data using the Newmark translation methods.

This data analysis uses the translation method theory proposed by Newmark (1988). The first technique is finding data from the source language (English) and target language (Indonesian) in the colors flight magazine, applying the eight methods proposed by Newmark (1988), namely, word-for-word, literal, faithful, Semantic, Communicative, Idiomatic, Free, and Adaptation, then analyze the data to categorize each translation method. And make a conclusion which category the translator uses the most, does the end result show that the translation is more towards the source language (SL) or the target language (TL).

### 3. Results and discussion

The following is an analysis of the translation method used Inflight magazine.

#### 3.1 Word-for-Word Translation

Newmark (1988) argues that in the word for word translation method, the words in the target text (SL) are usually translated directly below the version of the source text (TL) without using the structure or Idiomatic of the language concerned, so this translation may sound a little less natural or not in accordance with the way of speaking commonly used in Indonesian.

SL	TL
<b>Rub hands together</b>	<b>Gosok tangan bersama</b>

In the example above it is defined as "gosok tangan bersama" in Indonesian, this translation sounds quite suitable if interpreted into the target language, "rub" is defined as "gosok", "tangan" is defined as "hands", and "bersama" is defined as "Together". based on the results of the translation above, the sentence in the source language (SL) that is produced is slightly awkward at the end of the word. an alternative translation of the sentence above which is more themed is "gosok tangan secara bersamaan"

#### 3.2 Literal Translation

Traight translation lies between word-for-word translation and free translation (Newmark, 1988, p.46). in this translation the translator translates previously using the word-for-word method, then the translator begins to compose sentences to adjust and convey the meaning of the original text accurately, this translation method is often used when the main goal is to convey the meaning of the original text accurately, especially in the context of conveying accuracy information. The following is the sentence found in the flight magazine.

SL	TL
singkawang in known as the city of a thousand <b>temples</b> .	singkawang dikenal sebagai kota seribu <b>kelenteng</b> .
submit your customs declaration <b>via E-CD</b>	sampaikan deklarasi kepabeanan anda secara online <b>melalui E-CD</b>

In the example sentence above it can be seen that the literal method of translation maintains the authenticity of the original sentence, "temples" is translated into "kelenteng" which is the equivalent word in Indonesian. in the translation above it can be seen that the translation of the literal method can provide accurate information about what is stated in the source language. There is also one sentence in the magazine, which uses the literal translation method.

In the second sentence, the translator translates literally without regard to the context or the broader meaning of the sentence. the sentence in English contains several phrases that need to be translated correctly into Indonesian. Here is a literal

translation of each word in the sentence: "Submit" can be translated as "submit" or "submit", "Your" is a possessive word that can be translated as "you" or "yours", "Customs" is a plural noun that refers to customs authorities, In literal translation, this word can be translated as "customs", "Declaration" is a noun that refers to the act or process of formally declaring or announcing something, this word can be translated as "declaration." "Via" is a preposition indicating the way or means by which something is done. In a literal translation, this word can be translated as "through" or "by using", "E-CD" stands for "Electronic Customs Declaration." In literal translation, this abbreviation can be translated as "E-DK" or "Electronic Customs Declaration" Combining the literal translations of each word, we can form the following literal translation sentences: "Submit your customs declaration via E-CD."

### 3.3 Faithful Translation

This translation is used by the translator When he tries to produce the contextual meaning of the original text precisely within the Limits of the grammatical structure of the target text (Newmark, 1988, p.46) this translation method is used to ensure accuracy and fidelity to the source text, this adaptation ensures that the intended audience is maintained in the target language.

SL	TL
<p><b>Whether you're a seasoned traveler with Garuda Indonesia or a first-time flyer, we welcome you aboard and wish you a pleasant, relaxing journey.</b></p>	<p><b>Selamat datang para pelanggan setia Garuda Indonesia maupun Anda yang baru pertama kali terbang bersama kami, semoga perjalanan Anda nyaman dan menyenangkan.</b></p>

This sentence is usually conveyed to passengers who are going to fly by plane, this sentence originally conveyed in a warm tone to and friendly to passengers. This translation effectively conveys the feeling of hoping that passengers will have a pleasant and relaxed journey.

"Para pelanggan setia Garuda Indonesia maupun anda yang baru pertama kali terbang Bersama kami" cover these two categories, emphasizing the entry of loyal customers to Garuda aircraft and passengers who are boarding a Garuda aircraft for the first time, this adaptation ensures that the intended audience is maintained in Bahasa target. in the second sentence, it maintains a welcoming tone to passengers "semoga perjalanan anda nyaman dan menyenangkan" into "may your journey be comfortable and enjoyable" this expression can maintain positive message expressions to passengers from the source language.

Then the results of the translation above can be concluded that the use of faithful translation is successful in applying the meaning and tone of the context of the source language.

### 3.4 Semantic Translation

According to Newmark (1988), semantic translation theory has three important aspects that must be considered in the translation process: first significance and meaning involves understanding the meaning of words, phrases, sentences, and the overall context of the text, secondly cultural considerations, Every language has cultural conventions and idioms themselves which cannot always be translated directly, the translator must try to understand the culture behind the text and adjust the translation to fit the cultural context of the target reader, and thirdly the form and style of the translator must try to maintain the nuances and characteristics of the language style that exists in source text, This involves choosing the right words, appropriate sentence structure, and expressive style that fits the communicative purpose of the original text. this framework works in translation studies to explain the semantic aspects involved in the process of translating text from one language to another language.

TL	SL
<p><b>Electronic equipment operating with an antenna, may never be used and must be switched off completely because it may interfere with communication and navigation systems on the aircraft.</b></p>	<p><b>Perangkat elektronik yang beroperasi dengan antena, tidak boleh digunakan dan harus dimatikan sepenuhnya sebab dapat mengganggu system komunikasi dan navigasi didalam pesawat.</b></p>

In the translation of the sentence above there is a sentence that is used first to maintain the core meaning in this translation, the translator tries to maintain the core meaning of the phrase "electronic equipment operating with an antenna may never be used and must be switched off completely because it may interfere with communication and navigation systems on the aircraft." The resulting translation "perangkat elektronik yang beroperasi dengan antena tidak boleh digunakan dan harus dimatikan sepenuhnya sebab dapat mengganggu sistem komunikasi dan navigasi di dalam pesawat" reflects the understanding that the electronic devices in question are devices that use antennas as an important part of their operations, consideration of synonyms the translation, uses the appropriate synonyms to maintain the meaning of "electronic equipment operating with an antenna" as "perangkat elektronik yang beroperasi dengan antena. "tidak boleh digunakan dan harus dimatikan sepenuhnya sebab dapat mengganggu sistem komunikasi dan navigasi di dalam pesawat" to describe the prohibition of using these electronic devices because of the possible interference they can cause. This translation retains the meaning to be conveyed in the original text clearly and accurately.

### 3.5 Adaptation

Newmark (1988, p.46) states that the adaptation method or method this adaptation is called the freest method of translation (the freest form of translation) and closest to the target language. the translator does not only translate word for word, but also adjusts the context and culture of the target language, in the following example sentences.

SL	TL
<p>Welcome on board Garuda Indonesia! Colors will bring you to explore Singkawang, Borneo, West Kalimantan to witness and celebrate <b>Chinese New Year (locally known as Chinese New Year)</b></p>	<p>Selamat datang di Garuda Indonesia! Colours kali ini mengajak Anda menjelajahi Singkawang di Kalimantan Barat untuk menyaksikan dan merayakan <b>Imlek</b></p>

The sentence "Welcome on board Garuda Indonesia!", at the beginning the translator used an adaptation by translating the phrase to "selamat datang di Garuda Indonesia" the translator replaces the expression in English with an expression that is more commonly used in Indonesian to greet passengers. Then in the second sentence "Colors will bring you to explore Singkawang, Borneo, West Kalimantan to witness and celebrate Chinese New Year (locally known as Chinese New Year)," the translation uses adaptation in replacing "Chinese New Year (locally known as Chinese New Year)" to "Imlek" In the context of Indonesian culture, the term "Imlek" is more often used to refer to Chinese New Year, which is an important celebration for the Chinese community in Indonesia. In the analysis of the text above it can be concluded that the translator's first sentence is able to transfer the meaning of the original greeting in English to Indonesian by taking into account the relevant cultural context so that it feels more familiar and easily understood by passengers who come from the Indonesian culture.

### 3.6 Free Translation

The free translation method is translation that prioritizes content rather than the form of the source text (Newmark, 1988 and Machali, 2009 in Hartono, 2014, p. 23). in this case the translation is done by retaining the meaning of the whole sentence but allowing for changes in the structure and word formulation.

SL	TL
All <b>carry-on baggage</b> shall be stowed either in the overhead lockers or under the seat in front of you.	<b>Barang bawaan penumpang</b> harus diletakkan pada tempat penyimpanan di atas tempat duduk atau di bawah kursi di depan tempat duduk Anda.

In this translation, it can be seen that the meaning of the whole sentence is maintained by moving the words into the more commonly used Indonesian structure. "in the overhead lockers or under the seat in front of you" translates to "pada tempat penyimpanan di atas tempat duduk atau di bawah kursi di depan tempat duduk Anda." besides this translation also replaces the word "carry-on baggage" with "barang bawaan penumpang" to ensure clear understanding in the target language. in this translation it can be concluded that the translation using the free translation method succeeded in transferring the meaning of the source sentence into Indonesian quite accurately and meaningfully.

### 3.7 Idiomatic Translation

Idiomatic translation according to Newmark (1988), an effective translation must be able to capture the essence and meaning of the idiom in the source language and express it appropriately in the target language. He argues that failure to understand and integrate idioms can result in translations that are clumsy and unnatural, Newmark emphasizes the importance of translators understanding the context and meaning of idioms in the source language to produce accurate and natural translations in the target language. He also underlined the importance of paying attention to the style and rules of the target language so that the translation feels like the original and is easily understood by readers in the target language.

TL	SL
Fasten seat belt sign is on.	saat tanda sabuk pengaman menyala.

This translation uses phrases commonly used in Indonesian to describe conditions in which passengers must fasten their seat belts. One example we can take is the translation of the phrase "fasten seat belt sign is on" from English to Indonesian. In the context of aviation, this phrase refers to a lighted sign on board an airplane that indicates passengers must fasten their seat belts. In this case, using the phrase "saat tanda sabuk pengaman menyala" helps retain the core meaning of the original phrase and accurately describes the same situation in Indonesian.

### 3.8 Communicative Translation

According to Newmark (1988), communicative translation (communicative translation) seeks to translate the contextual meaning in the text SL, both linguistic aspects and content aspects, so that they can be accepted and understood by readers of the target language (TL) (p. 47). in this translation This method focuses on communication and the ultimate goal of the message to be conveyed in translation. Examples of sentences that will be discussed in this case are.

SL	TL
Anyone who sits motionless for a long time may develop a <b>stagnation of body fluids</b> , which can cause <b>small clumps of clotted blood</b> in the lower legs.	Jika Anda duduk dalam jangka waktu yang lama, maka Anda akan mengalami <b>stagnasi peredaran cairan tubuh</b> yang dapat menyebabkan <b>pembekuan darah</b> pada bagian bawah kaki.

In the translation above, the translation using the communicative translation method succeeds in conveying the same message as the original sentence. This is done by understanding the meaning and context of the original sentence and finding the right way to convey it in the target language, although there are some changes in sentence construction and word usage. -different words, the meaning of the whole sentence is maintained. "stagnasi peredaran cairan tubuh" to describe "stagnation of body fluids" in the original sentence, this ensures that the message about the effects of prolonged sitting on the circulation of body fluids is still clearly conveyed in translation. Additionally, the word "pembekuan darah" is used to describe "small clumps of clotted blood" in the original sentence. Using the appropriate words, this translation can clearly convey the effects that may occur if one sits for a long time. so communicative translation has been successfully used to convey messages effectively.

The results of this study are that there are several types of translation methods used in the magazine, the English to Indonesian flight magazine contains several things about flight promotion, such as promoting travel to tourist destinations, promoting the GarudaMiles card to passengers, and emergency instructions on board. The following is the findings of the translation method used in the magazine.

Finding of Translation Methods

No.	Methods	Percentage	Total
1	Word-for-Word	0,03%	1
2	Literal	0,15%	5
3	Faithful	0,18%	6
4	Semantic	0,06%	2
5	Adaption	0,12%	4
6	Free	0,06%	2
7	Idiomatic	0,03%	1
8	Communicative	0,06%	2

There are 23 data found in the magazine and for the results of the table above show that there is a dominant percentage of literal and faithful translation methods. In this analysis, source language translation is the most common category of translation methods found in inflight magazine Colours. it can be concluded that this English to Indonesian translation is more towards the target language.

#### 4. Conclusion

There are eight methods of translation based on Peter Newmark (1988) and of these there are eight methods used in the translation of the magazine, namely, word-for-word translation, literal translation, faithful translation, semantic translation, adaptation, free translation, idiomatic translation, and communicative. in the magazine the most commonly found method is Literal and Faithful translation with a total of eleven data words or phrases from the source language to the target language. it can be concluded that the translation from English language into Bahasa Indonesia in the magazine is more towards the target language. No changes to the message are given, even though several translation methods are applied or used from the source language to the target language.

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