

FIGURATIVE LANGUAGE ON TOURISM MAGAZINE: AN EQUIVALENT TRANSLATION

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ABSTRACT

This study aims to analyze the English figurative language and its equivalent translation into Indonesian found in the tourism magazine. The qualitative descriptive method is used in this study to analyze the data. The source of the data was a tourism magazine, Api Bali, English-Indonesian version. Data were collected from Api Bali Magazine, Vol. 30. The theory of figurative language types by Tarigan (2009) and lexical equivalent translation, which is used to obtain word equivalence in figurative language by Larson (1998), is used in this study. The result showed that there were five types of figurative language found in the tourism magazine: metaphor, simile, hyperbole, personification, and euphemism. The equivalent translation of figurative language uses related words as equivalents for metaphor and personification, descriptive phrases for hyperbole, and simile and euphemism use literally translation from source language to target language.

Keywords: Figurative Language, Tourism Magazine, Equivalent Translation

1. Introduction

Larson (1998) states that translation involves the transfer of meaning from the source language to the target language, prioritizing the natural language forms and effective communication of the message. Larson (1998) emphasizes that the essence of translation lies in conveying the intended meaning of the text rather than replicating its form. Larson's perspective on translation aligns with the fundamental goal of accurately conveying the meaning and effect of the original text to the audience of the translated product (Ilahi et al., 2019).

Tourism magazines, a pivotal tool for destination marketing, play a vital role in promoting tourism by offering comprehensive insights into various destinations and attractions (Kim and Ko, 2012). These publications utilize various strategies, including high-quality images, engaging content, and figurative language, to captivate readers. Figurative language, known for its ability to convey vivid imagery and evoke emotional connections, is particularly instrumental in creating a positive destination image (Hall and O'Sullivan, 1996). However, achieving equivalent translations of figurative language poses a considerable challenge, necessitating a profound understanding of cultural contexts and linguistic nuances in both SL and TL.

Larson's theory of translating figurative language provides valuable insights into the challenges and strategies involved in translating metaphorical and figurative expressions. Larson emphasizes the sensitivity and complexity of translating texts that contain metaphorical and figurative language, particularly in literary works where such language is an integral part of the text. According to Larson (1998), translating metaphors from the source language to the target language requires careful consideration to avoid misunderstanding. He asserts that a literal translation of metaphors from the source language can often lead to complete misunderstanding,

as the translation cannot simply reproduce the original and must be approached with caution to maintain the intended meaning (Hadjim et al., 2021).

The significance of figurative language in tourism magazines lies in its ability to deviate from conventional language patterns, thereby creating a more vibrant and emotionally resonant narrative (Djafarova, 2017). For instance, describing a beach as "a slice of paradise" creates a mental image of a beautiful and serene place, fostering a positive perception of the destination. However, achieving equivalent translations of such figurative expressions requires the translator to not only grasp the literal meaning but also comprehend the cultural and social nuances inherent in the language. This aspect becomes crucial in the realm of tourism, where the ultimate goal is to shape a positive image of the destination and attract visitors.

There are many previous studies that have analyzed figurative language, especially in terms of translation. Here are some previous studies that relate to this study: The first research conducted by Krisnawati (2017) entitled "Translation of Figurative Language in the Movie Mean Girls into Indonesian" aims to identify the types of figurative language in the movie Mean Girls, their equivalence in Indonesian, and the strategies used to translate them. Ulfa et al. (2017) in their study "An Analysis Figurative Language Used in Jakarta Post Headline" aims to analyze the types of figurative language used in Jakarta Post headline from November 2016 to January 2017. Two of them have studied the figurative language through the movie and newspaper.

Building on the previous study and covering the study's gap, this study focuses on analyzing the figurative language that occurs in the English-Indonesian version of the tourism magazine text rather than in the movie or newspaper. According to the explanation above, the focus of this study would be guided by the following general question:

1. What figurative language is found in the tourism magazine?
2. What techniques are used in finding the lexical equivalence?

Regarding the problems above, the descriptive-qualitative method is used to analyze the data. A magazine that was chosen as the data source is the tourism magazine of Api Bali, English-Indonesian version, Vol. 30, which was valid from April 2019 until May 2019. The data was gathered without the participation of any individuals.

1.1 Figurative Language

Figurative language, according to Rozakis (1995: 28) in Simamora and Priyono (2022) is "saying one thing in terms of another; meaning that an author expresses something in another way to refer to one thing by giving the implied meaning." Put differently, figurative language is an additional means of expressing ideas that are commonly understood. The speaker typically intends to add some particular effects to their words when they use this language style. Figurative language frequently offers a more efficient way to express meaning than explicit language that specifically take the form of figures of speech.

The figurative language theory developed by Tarigan (2009) provides a thorough framework for analyzing various figurative expression kinds and grouping them into four main categories. The first category, personification, metaphor, simile, and antithesis are all included in the figure of comparison. Hyperbole, irony, paradox, and sarcasm are all included in the second category, Figure of Opposition. Figure of Association, the third category, includes euphemism, metonymy, and synecdoche. The terms pleonasm included under the fourth category, Figure of Repetition. Comprehending these classifications facilitates an in-depth examination of metaphorical language in diverse modes of communication.

1.2 Lexical Equivalents

Larson on her book '*Meaning-Based Translation*' described translation as the process of examining the vocabulary, grammatical structure, and communicative

context of a document written in the original language, determining its meaning, and then reconstructing that meaning in the natural form of the target language. Searching for lexical equivalents between the source and target languages is a continuous task for the translator (Larson, 1998:169).

According to Larson, in find an appropriate lexical equivalent, there are two ways were categorized, they are:

- a. Lexical equivalents when concepts are shared
 - 1) Nonliteral lexical equivalent is used to describe words or expressions that, while not literally or directly matching one another in terms of their lexical forms, have a similar meaning or convey a similar message.
 - 2) Descriptive phrases means that the source language is translated using a sentence to describe it (Andelo, 2015).
 - 3) Using related words as equivalents which indicates that a term with the same meaning as the source language is translated using a synonym that can be used in its place without altering the meaning (Andelo, 2015).
 - 4) Generic-specific words which indicates that a more general term from the source language is translated into the target text, or vice versa (Andelo, 2015).
 - 5) Secondary and figurative sense indicates that terms or phrases from the source language are translated into the target language using other terms or phrases that share a secondary meaning with the source language (Andelo, 2015).
- b. Lexical equivalents when concepts are unknown
 - 1) Form and function which indicates that in order to translate the meaning of the source language that is unknown to the target text, the translator will explain the form, the function, or both (Andelo, 2015).
 - 2) Equivalence by modifying a generic word defining or restricting the meaning of a general or generic term with qualifiers or modifiers to make it more precise or context-specific.
 - 3) Equivalence by cultural substitute indicates that a cultural term from the source text will be replaced by a cultural term from the target language that has the same meaning as the original text (Andelo, 2015).
 - 4) Equivalence by modifying a loan word means changing or adapting a term that has been borrowed from another language in order to make it more appropriate for the language's linguistic and cultural context.

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). Based on Flick (2018:9), the qualitative method is a situated activity that situates the observer in the world and consists of a collection of interpretive and material acts that make the world visible. Tarigan's (2009) theory to find the figurative language and Larson's (1998) theory of lexical equivalent translation to find the equivalent translation from English to Indonesian that occurs in the Api Bali Tourism Magazine were applied in this study's analysis. The descriptive method was employed to describe the research findings, which involved analyzing the figurative language found in the data.

2.1 Data source

The selection data was taken from the tourism magazine Api Bali, English-Indonesian version, Vol. 30, which was valid from April 2019 until May 2019. This magazine provides up-to-date information on tourism in Bali and other parts of Indonesia and has been published since April 2014.

2.2 Data collection

The data was collected by a purposive sample technique that selects the main data based on particular considerations related to the study's objective, as stated by Creswell (2012:68) with observation and note-taking. It was used in this study since not all data may fulfill the criteria for main data and serve the purpose of the study. The data was gathered without the participation of any individuals. The steps for collecting data are as follows: First, read the tourism magazine Api Bali, Vol. 30. Second, discover phrases or sentences that contain figurative language, such as antithesis, metaphor, personification, simile, hyperbole, irony, paradox, sarcasm, euphemism, metonymy, and synecdoche. Last, note the data that is selected to be analyzed and which figurative language the data belongs to.

2.3 Data analysis

The data was analyzed descriptively based on the theory of figurative language by Terigan (2009) and the translation strategy proposed by Larson (1998). The technique in analyzing data was discovering the source language (English) and the target language (Indonesian) of figurative language found on Api Bali Tourism Magazine Vol. 30 by using the theory of figurative language by Terigan (2009) and lexical equivalent translation proposed by Larson (1998), applying a theory to categorize and analyze all data to twelve types of figurative language such as antithesis, metaphor, personification, simile, hyperbole, irony, paradox, sarcasm, euphemism, metonymy, synecdoche, and pleonasm, and drawing the conclusion that the equivalent translation occurs based on the theory of lexical equivalents.

3. Results and discussion

3.1 Figurative Language and Its Equivalent Translation

After analyzing the data, five types of English figurative language were identified through data analysis. The following will include every kind of figurative language used in English along with an Indonesian translation, and its lexical equivalent translation.

3.1.1 Metaphor

Table 1. Data Analysis of Metaphor

Source Language (SL)	Target Language (TL)
1. ... wonderful tropical treatment room.. (page 18)	<i>Ruangan perawatan tropis yang luar biasa</i>

The figurative language above makes use of a form of comparison based on metaphor, where an expression connects two concepts by stating that one of them is the other. An example is the phrase "wonderful tropical treatment room", where the words "wonderful" and "tropical" serve as metaphors. Although literally the room may not be located in the tropics, the use of the term is meant to describe a pleasant, warm, or perhaps exotic atmosphere.

Actually, there are some words in TL that also have a close meaning to "wonderful", such as, "*mengagumkan*", "*indah*", "*hebat*". All of those translation words are equivalent to the SL. However, the closest one is "*luar biasa*" is the exact word. This figurative language was translated using related words as equivalent, where the concept is shared.

3.1.2 Simile

Table 2. Data Analysis of Simile

Source Language (SL)	Target Language (TL)
2. ... superb luxury resort that combines dignified delicacies with excellent service.. (page 21)	<i>resor mewah yang luar biasa yang menggabungkan hidangan lezat dengan layanan yang sangat baik</i>

The figurative language above is a simile type. Simile is a figure of speech that makes a comparison, showing similarities between two different things. Unlike a metaphor a simile draws resemblance with the help of words "like" or "as". The use of "like" or "as" is not visible in the text, but this sentence creates a direct comparison between the resort and the combination of high-quality food tenderness with excellent service. This helps form a positive picture of the resort.

On SL ("Superb Luxury Resort that Combines Dignified Delicacies with Excellent Service"), words like "Superb," "Luxury," "Dignified," "Delicacies," and "Excellent Service" was translated literally to the TL ' *resor mewah yang luar biasa yang menggabungkan hidangan lezat dengan layanan yang sangat baik* ' so the meanings are maintained.

3.1.3 Hyperbole

Table 3. Data Analysis of Hyperbole

Source Language (SL)	Target Language (TL)
3. ... be sure to grab it fast and must try. (page 22)	<i>pastikan untuk membeli secepatnya dan harus dicoba.</i>

In this context, the phrase gives the reader a firm guide or recommendation to acquire the product quickly, and clearly states that trying it is a must. This statement reflects the use of hyperbole-type figurative language, where there is an exaggeration or exaggerated statement, generally intentional and not intended to be taken literally.

The word 'grab' in SL has several meanings in TL. If the word 'grab' is translated literally, it would be 'merebut', 'mengambil', or 'menangkap' in TL. However, the primary meaning is not conveyed to the target language. Therefore, 'membeli' was used to reach the lexical equivalent. To accurately convey the meaning from the source language to the recipient language, description had to be included. This figurative language was translated using descriptive phrase, where the concept is shared.

3.1.4 Personification

Table 4. Data Analysis of Personification

Source Language (SL)	Target Language (TL)
4. Each bite comes with a floral ingredient of sakura's flavored sensation... (page 22)	<i>Setiap gigitan datang dengan sensasi rasa berbahan dasar bunga Sakura</i>

In the above sentence, there is a use of personification style in which "every bite" is given a human attribute by describing that each bite offers "a floral taste of the scented sensation of sakura." Therefore, the author creates vivid sensory images, depicting the experience of food enriched with sakura-flavored ingredients, thus

creating an aesthetic and soft impression that engages the human sense of taste. Personification, in this context, is the granting of human traits to non-human entities.

In this case, the focus is on lexical elements related to the taste and ingredients of cherry blossoms. The selection of words in the translation is carried out with due observance of the desired lexical meaning, so words such as "*sensasi rasa*" and "*berbahan dasar bunga Sakura*" chosen to retain the original meaning. The selection of this lexicon also reflects an attempt to express the flavours and elements of Sakura flower using appropriate words in the target language. This figurative language was translated using related words as equivalent, where the concept is shared.

3.1.5 Euphemism

Table 5. Data Analysis of Euphemism

Source Language (SL)	Target Language (TL)
5. ... several restaurants, bar with extensive facility ... (page 21)	<i>beberapa restoran, bar dengan dengan fasilitas luas</i>

The use of the term "extensive facility" might be considered a euphemism to describe that this bar provides a wide range of facilities or options for guests. Euphemisms refer to the use of light, calming, or evasive expressions that replace expressions that are considered taboo, negative, offensive, or overly direct. In this context, the use of "extensive facilities" aims to give the impression of luxury and abundance, by detailing the availability of extensive facilities within the bar. In this case, the SL was translated literally to TL so the meanings are maintained.

4. Conclusion

Based on the analyses, there are five types of figurative language that have been found in tourism magazine of Api Bali English-Indonesian version Vol.30 which are metaphor, simile, hyperbole, personification, and euphemism. The analyses shows that there is one way to find an appropriate lexical equivalent found, namely lexical equivalents when concepts are shared. The equivalent translation of figurative language using related words as equivalents for metaphor and personification, descriptive phrases for hyperbole, while simile and euphemism used literally translation from source language to target language.

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