

TRANSLATION PROCEDURES ON TOURISM BROCHURE FROM INDONESIAN INTO ENGLISH

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ABSTRACT

This study aims to analyze the translation procedures found on Tourism Brochure. The qualitative descriptive method is used in this study to analyze the data. The source of the data was a tourism brochure of Borobudur Temple English-Indonesian version. Data were collected on brochure from page 1-2. Theory of Newmark (1988) regarding of translation procedures was used to analyze the data. The results show there are 7 procedures found in Tourism Brochure, namely transposition, modulation, adaption, transference, addition, descriptive equivalent, naturalization, reduction. Based on research that has been carried out, found 8 out of 15 translation procedures. The most commonly used translation found in this study are transposition, naturalization and transference with a total of 21 data points.

Keywords: English to Indonesian, translation procedure, tourism brochure.

1. Introduction

Translation is an act of changing words from one language to another. Translation involves two languages, namely source language and target language. The source language (SL) is the language that must be translated, while the target language (TL) is the language that needs to be reached. In this research, English as SL and Indonesian as TL. Translation is not just an activity of transferring the contents of the text from the source language to the target language. Translation is the transfer of the meaning of a text from one language to another in accordance with the author's intention (Newmark, 1988, 5). The strategy of translation divided into procedure and method (Newmark, 1988).

Translation is one way for us to understand another language. As Larson stated, that translation is basically a change of form. The language we use in our daily lives will refer to actual words such as phrases, clauses, sentences, paragraphs, etc. both spoken and written. These forms are referred to as the surface structure of a language (Larson, 1984). Transferring meaning from the source language into the target language is the key to the concept of translation, as a statement "Translation consists of transferring the meaning of the source language to the recipient's language" (Larson, 1984). Furthermore, Larson (1984:3) points out that translation consists of transferring the meaning of the source language into the recipient language. Each country has a different language and culture. There are many words or expressions in the source language (SL) that never exist in the target language (TL).

Many previous studies have analyzed translation procedures. The following are some previous studies related to this research. Eka Putri Septarani (2022) in her study "*Translation Procedures and Equivalence in Children Bilingual Short Story*" focus on the translation procedures used in the data analysis. Ni Putu Devi Lestari, I

Made Winaya, I Gst. Ayu Gede Sociowati (2020) on her study "*Translation Procedures in Translating Proper Names from English into Indonesian*" focuses on analyzing the procedure or method used to translate the unit of language from the source language to the target language. Desak Nyoman Astri Pradnyani Putri (2014) in the study "*Translation Procedures of Medical Terms in the Book Entitled Stress Less*" focus on the term medical by using translation procedures in a book called Stress Less. Three of them have studied translation procedures through textbooks and short stories.

Building previous studies and covering the research gap, this research focuses on analyzing the translation procedures that occur in the English-Indonesian version of the tourism brochure rather than in the book subtitles or short stories. According to the explanation above, the focus of this research will be guided by the following general questions:

1. What translation procedures are found in the text of the tourism brochure?
2. What types are most often found in data?

2. Materials and methods

This study uses descriptive qualitative methods to analyze data resulting from the translation of source language (SL) text into target language (TL). Newmark's theory was applied in the analysis of this research to find the procedure for translation from English as the source language and Indonesian as the target language, in the English-Indonesian version of the Borobudur Temple Tourism Brochure. Research findings are described using descriptive methods, which include an analysis of the translation methods found through data analysis.

The selection data was taken from the Borobudur Temple Tourism Brochure. 2 pages, valid on 2019. The Borobudur Temple Tourism Brochure conveys information on various tourist attractions, tourist sites, types of statues as well as the history of Borobudur temple. Data is collected without any individual participation. This research contrasts with the study of various previous studies that have the same case with this research in their analysis. This study uses the following stages when analyzing data: First, this study was conducted by reading and comparing English and Indonesian texts. Then, the data is compared to see which part of the translation procedure from the source text to the target text occurs. Data is categorized according to which translation procedures are included.

This data analysis uses the translation procedure theory proposed by Newmark (1988). The first technique is searching data from the source language (English) and the target language (Indonesian) in the Borobudur temple tourism brochure, by applying the fifteen translation procedures proposed by Newmark (1988), namely transference, naturalization, cultural equivalent, functional equivalent, descriptive equivalent, componential analysis, synonymy, through translation, shifts or transpositions, modulation, recognized translation, compensation, paraphrase, couplets and notes. Then analyze the data to categorize each translation procedure and draw conclusions which category is most used by the translator.

3. Results and discussion

Translation Procedures

Table 1: Translation Procedures Used

No.	Procedures	Frequency
1.	Transposition	7
2.	Modulation	6
3.	Transference	7
4.	Descriptive Equivalent	6
5.	Naturalization	6
6.	Adaptation	7
7.	Addition	6
8.	Reduction	2
Total:		47

In the Borobudur British-Indonesian Tourism Brochure version, there are 47 sentences that have been analyzed using Newmark translation procedures. According to Newmark (1988: 5) the translation makes the meaning of text to another language in the way that the author means text. Newmark gave a statement that the translation not only translated language but also the translator had to transfer the meaning of the text, so that the reader knew about the author's intentions. Another definition, translation procedures are a technical way through the meaning of text in one language transferred to another text (Pinchuck, 1977). The meaning or message from the source language to the target language delivered by the translator to use translation procedures in building equality. Out of the 15 existing translation procedures, there are only 8 of them found in this study: Transposition, Modulation, Adaptation, Transference, Addition, Descriptive Equivalent, Naturalization, Reduction. Therefore, the analysis is as follows:

Paragraph 3: The Restoration

1. Transposition:

- Transposition is evident when "Akibat bencana alam" (due to natural disasters) becomes "left to the ravages of nature." The shift involves changing the structure and wording while preserving the overall meaning.
- Transposition is evident when "seorang Gubernur Jendral Inggris" (a British Governor General) becomes "the British Sir Stamford Raffles." The structure is adjusted to convey the same idea in English.
- Transposition is evident when "Kegiatan pembersihan" (cleaning activities) becomes "Activities continued with documentation and interpretation of the reliefs." The focus shifts from just cleaning to a broader scope of documentation and interpretation.
- Transposition is evident when "dilakukan pemugaran besar-besaran" (large-scale restoration was carried out) becomes "a large scale restoration was carried out." The structure is adjusted to convey the same idea in English.
- Transposition is evident when "Preparatory work began in 1963" becomes "Persiapan pemugaran dilakukan pada tahun 1963" in Indonesian. The structure is adjusted to convey the same idea in English.

2. Modulation:

- Modulation occurs when "pusat kekuasaan kerajaan Jawa dipindahkan ke timur" (the center of the Javanese kingdom's power was moved to the east) is translated as "the power of Java shifted to the East of the island." The wording is adjusted to convey the same idea in English.
- Modulation occurs when "memerintahkan untuk mengidentifikasi" (ordered to identify) is translated as "commissioned an initial clean-up." The emphasis shifts from mere identification to a broader preservation effort.
- Modulation occurs when "Berkat kerja keras lizerman pada tahun 1855" (Thanks to the hard work of Lizerman in 1855) is translated as "It was during the work of Lizerman in 1885." The wording is adjusted to convey the timing of the discovery in English.
- Modulation occurs when "Pemugaran tersebut memberikan perubahan yang cukup berarti bagi candi" (The restoration brought quite significant changes to the temple) is translated as "The work was significant and definitely safeguarded the temple for some time." The wording is adjusted to convey the impact of the restoration in English.
- Modulation occurs when "saat itu disimpulkan bahwa bukit di mana candi Borobudur dibangun bukanlah sebuah bukit natural" (it was concluded that the hill where Borobudur temple was built was not a natural hill) is translated as "which amongst other things discovered that the hill was not a natural hill as had always been assumed." The wording is adjusted for clarity and emphasis.

3. Adaptation:

- Adaptation is seen in the translation of "masyarakat bergerak menjauhi erupsi" (people moved away from the eruption) as "people moved to be away from it." The adaptation is made to ensure naturalness in English.
- Adaptation is seen in the translation of "pada saat itu" (at that time) as "in 1814." The adaptation clarifies the specific timeframe for the English reader.
- Adaptation is seen in the translation of "Gaya bahasa dan penulisan yang terdapat pada relief bisa dibilang cukup berbeda sehingga bisa disimpulkan bahwa relief tersebut dibuat pada pertengahan abad ke-9" (The style of language and writing on the reliefs can be said to be quite different, so it can be concluded that the reliefs were made in the middle of the 9th century) as "the style of lettering is so distinctive that it can be dated specifically to the middle of the 9th century." The adaptation is made for clarity in English.
- Adaptation is seen in the translation of "Namun demikian banyak bagian candi yang tidak diletakkan kembali pada posisinya semula" (However, many parts of the temple were not put back in their original positions) as "However, many of the pieces were not put back in their original positions during the restoration." The adaptation is made for clarity in English.
- Adaptation is seen in the translation of "Pemerintah Indonesia mengajukan proposal kepada UNESCO" (the Indonesian Government submitted a proposal to UNESCO) as "the Indonesian Government then

submitted a proposal to UNESCO." The adaptation is made for chronological clarity in English.

4. Transference:

- Transference occurs when "candi Borobudur mulai ditinggalkan" (Borobudur temple started to be abandoned) is translated as "Borough was left to the ravages of nature." The idea is transferred while adjusting the expression.
- Transference occurs when "menebang pohon-pohon" (felling trees) is translated as "felling trees." The action is transferred without significant alteration.
- Transference occurs when "penjelasan yang dibuat oleh para pemahat" (explanations made by the carvers) is translated as "Sanskrit instructions left for the carver." The idea is transferred while adjusting the expression.
- Transference occurs when "UNESCO mengirimkan salah seorang ahlinya berkebangsaan Belgia" (UNESCO sent one of its experts from Belgium) is translated as "In 1956 another assessment of the temple was made by a Belgian expert who was sent by UNESCO." The idea is transferred while adjusting the expression.
- Transference occurs when "Diperkirakan bahwa pemugaran akan dilakukan dalam skala besar" (It was estimated that the restoration would be carried out on a large scale) is translated as "The initial work assessed the scale of a restoration to be gigantic." The idea is transferred while adjusting the expression.

5. Addition:

- The translator adds information in English, such as "But it was the re-discovery' by the British Sir Stamford Raffles in 1814," providing additional context and emphasizing the significance of the rediscovery.
- The translator adds information in English, such as "It was these hidden reliefs that also revealed some Sanskrit instructions left for the carver," providing additional context and emphasizing the significance of the hidden reliefs.
- The translator adds information in English, such as "The hill below the temple was eroding, the foundations were being weakened and also the reliefs were being eroded," providing additional context and emphasizing the issues with erosion and foundations.
- The translator adds information in English, such as "and commenced work to raise funds for the restoration," providing additional context about the efforts to secure funding for the restoration.

6. Reduction:

- There is a reduction of details, as the specific actions taken to clean the temple are summarized. For example, "mengeruk tanah dan debu yang mengotori candi" (digging soil and dust that dirtied the temple) is condensed to "moving earth from the remains."
- There is a reduction of details, as the specific actions taken during the cleaning activities are summarized. For example, "upaya dokumentasi dan interpretasi relief" (documentation and interpretation efforts on

the reliefs) is condensed to "documentation and interpretation of the reliefs."

7. Descriptive Equivalent:

- Descriptive equivalents are used, such as translating "manuskrip yang mengisahkan kembalinya orang-orang Jawa ke Borobudur pada abad ke-18" (manuscripts telling of the return of Javanese people to Borobudur in the 18th century) as "There are manuscripts that relate stories of Javanese re-visiting the site in the 18th Century."
- Descriptive equivalents are used, such as translating "upaya perawatan" (preservation efforts) as "an initial clean-up." The broader concept of preservation is captured with a specific action.
- Descriptive equivalents are used, such as translating "Beberapa bagian dari relief yang berisi penjelasan oleh para pemahat dalam bahasa sansekerta ditemukan dalam keadaan setengah jadi" (Some parts of the reliefs containing explanations by the carvers in Sanskrit were found in a semi-finished state) as "A few scenes had been left unfinished, with instructions to the stone carver inscribed in Sanskrit."
- Descriptive equivalents are used, such as translating "upaya pencegahan agar candi bisa bertahan lama" (prevention efforts so that the temple can last long) as "would need to be stemmed if the temple was to have a long term future." The broader concept of prevention efforts is captured in English.
- Descriptive equivalents are used, such as translating "Para ahli dari berbagai belahan dunia berdatangan untuk melakukan pembongkaran dan pemasangan kembali bagian-bagian candi" (Experts from various parts of the world came to dismantle and reassemble the temple parts) as "Specialists from the world over came to assist in the dismantling, and re-engineering of the site."

8. Naturalization:

- Naturalization is evident when "volcanic eruption" is translated simply as "erupsi gunung berapi". This simplification aligns with natural English expressions.
- Naturalization is evident when "yang memerintahkan di Jawa pada saat itu" (who was governing in Java at that time) is translated as "by the British Sir Stamford Raffles in 1814." This simplification aligns with natural English expressions.
- Naturalization is evident when "cukup berbeda" (quite different) is translated as "so distinctive." This adaptation aligns with natural English expressions.
- Naturalization is evident when "cukup berarti bagi candi" (quite significant for the temple) is translated as "definitely safeguarded the temple for some time." This adaptation aligns with natural English expressions.
- Naturalization is evident when "UNESCO memiliki kewenangan penuh untuk segala macam bentuk penelitian" (UNESCO had full authority for all forms of research) is translated as "research through to restoration took place under UNESCO." This adaptation aligns with natural English expressions.

Paragraph 7: The Cinnamon Route

1. Transposition:
 - Transposition is evident when "seorang pria berusia 21 tahun berkebangsaan Inggris Philip Beale" (a 21-year-old man of British nationality, Philip Beale) becomes "a 21 year old Englishman named Philip Beale." The structure is adjusted to convey the same idea in English.
2. Modulation:
 - Modulation occurs when "Dia berada di Indonesia untuk mempelajari kapal-kapal tradisional dan tradisi bahari Indonesia" (He was in Indonesia to study traditional ships and Indonesian maritime traditions) is translated as "Philip was in Indonesia to study traditional ships and marine traditions," adjusting the wording for clarity in English.
3. Adaptation:
 - Adaptation is seen in the translation of "Philip berhasil menemukan 10 panel yang tentang kapal laut" (Philip successfully found 10 panels about sea vessels) as "In total he found 10 panels depicting sea vessels," adapting the wording for smooth English expression.
4. Transference:
 - Transference occurs when "Dia menyimpulkan bahwa kapal Borobudur bisa jadi merupakan salah satu kapal yang melewati jalur terkenal yang menghubungkan Indonesia dan Afrika ratusan abad yang lalu" (He concluded that the Borobudur ship may have been one of the ships that passed through the famous route connecting Indonesia and Africa centuries ago) is translated as "The young Englishman could see that the ships of the Borobudur temple may have been a part of a famous shipping route that linked Indonesia to Africa many centuries earlier." The idea is transferred while adjusting the expression.
5. Addition:
 - The translator adds information in English, such as "The treacherous Cinnamon shipping route took vessels from Indonesian waters across the Indian Ocean past the Seychelles, Madagascar, and South Africa to Ghana," providing additional context about the treacherous route.
6. Descriptive Equivalent:
 - Descriptive equivalents are used, such as translating "It is now housed in a dedicated space within the Borobudur Archaeological Park, The Borobudur Ship Museum" becomes "Kapal tersebut saat ini berada di sebuah ruang khusus di dalam Situs Arkeologi Borobudur di Museum Kapal Samudraraksa Borobudur."
7. Naturalization:
 - Naturalization is evident when "dilayari mengarungi rute Kayu Manis" (sailed through the Cinnamon route) is translated as "retraced the original route," aligning with natural English expressions.

Paragraph 8: Lalitavistara

1. Transposition:

- Transposition is evident when "Pada bagian atas Rupadhatu terdapat sebuah relief yang menceritakan tentang kehidupan Buddha Gautama" (On the upper part of Rupadhatu, there is a relief that tells the life of Gautama Buddha) becomes "Rupadhatu upstairs there is a building reliefs which tells the life of Gautama Buddha." The structure is adjusted to convey the same idea in English.
- 2. Modulation:
 - Modulation occurs when "Relief tersebut bernama Lalitavistara" (The relief is called Lalitavistara) is translated as "This is called relief or Lalitavistara," adjusting the wording for clarity in English.
- 3. Adaptation:
 - Adaptation is seen in the translation of "Setelah beranjak dewasa, Sidharta menikah dengan seorang putri bernama Puteri Gopa" (After growing up, Sidharta married a princess named Puteri Gopa) as "After it is adult, Prince Siddhartha was married to a princess whose name is Puteri Gopa." The adaptation is made for chronological clarity in English.
- 4. Transference:
 - Transference occurs when "Ketika menjadi seorang pertapa, Sidharta menjadi pengikut beberapa guru terkenal seperti Brahmapani, Rydraka, Arada Kapala, serta lima pertapa terkenal lainnya" (When he was an ascetic, Sidharta became a follower of some famous gurus such as Brahmapani, Rydraka, Arada Kapala, and five other famous hermits) is translated as "When he was an ascetic, he became a pupil of some the most prominent masters: Brahmapani, Rydraka, Arada Kapala and five famous hermits." The idea is transferred while adjusting the expression.
- 5. Addition:
 - The translator adds information in English, such as "And after that, Prince Siddhartha had changed his name 'Gautama Buddha'," providing additional context about the name change after gaining enlightenment.
- 6. Descriptive Equivalent:
 - Descriptive equivalents are used, such as translating "Di sanalan dia mendapatkan pencerahan dan menjadi Bodhi" (There he gained enlightenment and became Bodhi) as "and there he gained extensive knowledge is Bodhi," adapting the expression for clarity in English.
- 7. Naturalization:
 - Naturalization is evident when "Namun demikian Sidharta merasa tidak puas dengan apa yang telan diajarkan olen para guru-gurunya" (However, Sidharta felt dissatisfied with what was taught by his teachers) is translated as "The lessons of his masters he was not satisfied," aligning with natural English expressions.

4. Conclusion

In conclusion, this research analyzed the data, there are eight translation procedures out of fifteen translation procedures proposed by Newmark (1988) applied to translate Tourism Brochure of Borobudur Temple English-Indonesian

version, namely Transposition, Modulation, Transference, Descriptive Equivalent, Naturalization, Adaptation, Addition and Reduction. The most commonly used translation found in this study are transposition, naturalization and transference with a total of 21 data points. It is based on the reader aspect where the focus is on the target readers who are people with various backgrounds on the meaning associated with magazines. Therefore, the translator has decided to implement eleven procedures in the hope of maintaining accuracy while trying to make the translation as natural as possible for the target readers.

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