



## **TRANSLATION QUALITY OF INDONESIAN-ENGLISH TOURISM BROCHURE IN SOLO**

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### **ABSTRACT**

The aim of this paper is to find out the translation quality of tourism brochure in Solo in terms of its accuracy, acceptability and readability. The research method applied was descriptive-qualitative. The source of data consists of documents and informants selected with purposive sampling technique. The data were Indonesian-English tourism brochure in the form of words, phrases, clauses and sentences. The other data were taken from questionnaires assessed by three respondents. The results of the translation quality show that the translation of tourism brochure in Solo is accurate, acceptable and readable.

**Keywords:** Indonesian-English translation, tourism brochure, quality

### **ABSTRAK**

Tujuan penulisan jurnal ini adalah untuk mengetahui sejauhmana kualitas terjemahan brosur wisata yang ada di Solo dalam kaitannya dengan keakuratan, keberterimaan dan keterbacaan. Penelitian ini berjenis deskriptif-kualitatif. Dalam jurnal ini, sumber data adalah dokumen dan informan yang dipilih dengan menggunakan *purposive sampling technique*. Data berupa Indonesia-Inggris pamflet tourism yang berupa kata, frasa, klausa dan kalimat. Data lainnya didapat dari kuesioner yang dinilai oleh tiga orang responden. Hasil kualitas terjemahan menunjukkan bahwa terjemahan brosur pariwisata di Solo akurat, dapat diterima, dan dapat dibaca.

**Kata kunci:** penerjemahan Indonesia-Inggris, pamflet tourism, kualitas

## **INTRODUCTION**

Because of its international image, Solo is known as cultural city becomes one of the tourist destinations loved by many people. Year by year, the number of foreigners visiting Solo is increasing. As a host, Solo tries to provide good facilities for foreigners. One of the facilities is the facility in the form of tourism brochure. To facilitate foreigners who do not have access to Bahasa Indonesia, Solo also tries to package tourism brochure by producing bilingual signs. Producing bilingual brochure means translating brochure into another language and the translation deals with the language barriers and cultural barriers. In this case, the translators have the main role in translating public signs. They have to transfer the message of the signs from the source language into target language.

Tourism brochure is a small book containing picture and information related to tourist location or tourist interest. By providing bilingual tourism brochure in Solo, it is essential for foreigners whether they are native or not. It can also influence the international image of Solo. It shows how prepared Solo is in providing facilities not only for domestic citizen but also foreigners.

In this case, the problems occur when translators have to face two different languages and cultures. The cultural difference between the two often causes problems in delivering message and makes translations not appropriate. Delivering message from one language to another might not be an easy task. It triggers many challenges for translators, in particular toward translating culture-specific words (Lungu Badea, 2004 and Sahrain, 2017). The key point to success of the translation is on the accuracy of the message. Accuracy is related to the message that is transferred into the target language. Shuttelworth and Cowie define accuracy as a term used in translation evaluation to refer the extent to which a translation matches its original (in Sari, 2013). A product of translation also should sounds natural and appropriate to the cultural and linguistic norms of target language for target readers. The last, the target readers can understand easily the written material (Richard et al as cited in Nababan, 2012). Thus, this paper analyzes translation qualities of tourism brochure related to the accuracy, acceptability and readability.

In the previous research, Naraswari and Nugroho (2015) have done a research entitled 4 Translation Procedures of Culture Bound Words Used in Visitor Guide of Jawa Tengah. This study aimed at finding the cultural words and based on the findings, the result shows that there are 102 cultural bound words are found. Moreover, Muhammad Sahrain (2017) conducted a research entitled Translation Technique and Quality of Indonesian Culture Terms in Bilingual Tourism Booklet of Badung-Bali. Both of the previous studies have similiraty of theory study about translation quality. Yet, the material is different. This research takes Bilingual tourism brochure in Solo as data source.

## METHODS

This research was done by applying descriptive-qualitative and embedded case study or *study kasus terpancang* as the research type and design (Sutopo as cited in Sari 2013). The source of data consists of documents and informants selected with purposive sampling technique. Data of this research are all of words, phrases, clauses and sentences in Solo tourism brochure and the result of the questionnaires answered by the informants. In collecting the data, the researcher applied four techniques. They are: (1) direct observation; (2) content analysis done on documents in the form of words, phrases, clauses and sentences of tourism brochure in Solo; (3) questionnaires assessed by three native speakers as respondents has function to find out the quality of tourism brochure translations; and (4) interview aimed to explore the information deeply related to the translation quality which is given by the respondents.

## FINDINGS AND DISCUSSION

A qualified translation has to fulfill some important aspect which is related to translator's competences. The translator's competences might influence the translation quality; in terms of its accuracy, acceptability and readability. In fulfilling those qualities, a translator has to decide which techniques are suitable and appropriate for translating the public signs. Translation techniques used by translator bring impact to the translation quality. In this case, it can be seen in the translation of Indonesian public signs which is translated into English version.

In assessing the translation quality of Indonesian-English tourism brochure, the researcher involved three raters and three respondents to assess the quality of translation by fulfilling the questionnaires distributed by researcher.

### Accuracy

Accuracy is one of the aspects which has to be the first aspect that has to be conveyed by the translator. In the analysis of translation accuracy, the data are classified into three categories; they are accurate, less accurate and inaccurate.

#### 1. Accurate Translation

A translation can be accurate if the message of the source language is completely conveyed into the target language. From 30 data, there are 24 data categorized into accurate translation.

Example 1:

Datum no. 01/LBV

ST: *Laweyan sebagai sentra industri batik sudah ada sejak masa Kerajaan Pajang.*

TT: Laweyan is a batik central industry with the valuable historical values. In Pajang Palace era, the people already have a tradition to make and trade batik.

The translator translated the source text into two sentences. The technique used is addition. S/he added some information to show that the historical of Laweyan is influenced by Pajang Palace era where people already have made and traded batik. The additional technique is for making her/his translation more accurate and avoids ambiguity in target language.

Example 2:

Datum no. 01/KTM

ST: *Pusat perdagangan kain batik dan tekstil terbesar yang berada persis disebelah barat Kasunanan Surakarta Hadiningrat ini, menampung sekitar tiga ribu pedagang yang menawarkan jenis batik dari berbagai daerah di seluruh Indonesia.*

TT: The largest Batik and Textile Trading central is in located in the west of Kasunanan palace. With the 3000 capacity for the merchants, Klewer market offers various batik clothes and fabrics from all over Indonesia.

There are some grammatical errors but the message is still accurate. Example: "...is *in* located in the west of Kasunanan Palace". The use of preposition "*in*" is incorrect. Although the structure of the sentence or even the grammar is wrong, the

information or the message has been transferred accurately in the target text. The grammatical itself is related to the acceptability

2. Less accurate

The translation is considered as less accurate if the meaning of the source text is mostly conveyed accurately. However, there are still distortions in meaning which affect the whole meaning. There are 6 data categorized into less accurate translation.

Example 1:

Datum no. 07/LBV

ST: *Rumah juragan batik berarsitektur campuran Jawa, Eropa, Cina dan Islam dijadikan gerai penjualan batik dengan konsep “rumahku adalah galeriku” yang bermakna selain sebagai showroom, tempat tinggal mereka juga rumah produksi batik.*

TT: For the Batik Master’s house has a mixed architecture between Java, Europe, China style, become a gallery for batik exhibitions, with the concept, means as showroom. The houses already become a national heritage has also function as batik production.

The sentence above is categorized as less accurate. Actually, the whole meaning of the sentence is adequately transferred but the distortion in meaning seen in the phrase “*national heritage*” make the translation is not appropriate for the translation of “*tempat tinggal*”. In the source text, the author wants to emphasize that the house is being their abode. Thus, the translation which uses “*national heritage*” to translate “*tempat tinggal*” is inappropriate as the meaning is different. It is better for the translator to translate “*tempat tinggal mereka*” into “*their home*”. Although literal technique is used by translator but it can be more accurate.

Example 2:

Datum no. 03/LBV

ST: *Kampung batik Laweyan memiliki tata ruang yang khas perpaduan bangunan menjulang dengan gang kampung yang sempit, membentuk lorong sehingga menyusuri kampung ini seakan menyusuri sejarah.*

TT: Laweyan Batik Kampong has a unique spatial. With the tight alley and gangs with the high old building offers interesting journey.

The translation of “*gang*” into “*alley and gangs*” is actually less accurate. The definition of “*gang*” in this context is “*jalan sempit*” but the translator translated it into “*gangs*” meaning as an organized group of criminals or disorderly young people. The translator should delete the word “*gangs*”. The use of word “*alley*” is enough for the translation. In the last part of this data, the information is lost. The translator does not explain what kind of interesting journey is. In order to fulfill the aspect of accuracy, it should be translated into “*Laweyan Batik Village has a unique spatial. The combination of high building and alley make us as if we travel the pass*”.

### Acceptability

Acceptability is related to cultural concept, norm and language. The use of translation techniques also affects the acceptability of the translation. In assessing the acceptability, there are three classification; they are acceptable, less acceptable and unacceptable. Each classification will be shown in following part:

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1. Acceptable Translation

Translation is categorized into acceptable if the translation sounds natural and appropriate with target culture and target language's principles. There are 9 data considered as acceptable translation.

Example 1:

Datum no. 02/LBV

ST: *Di kampung ini pula, Syarekat Dagang Islam yang dicatat sebagai pioneer organisasi kaum pribumi berdiri.*

TT: In this kampong, Syarekat Dagang Islam had noted as a pioneer for local people organization.

In data above, The respondent found grammatical errors. The translation of passive voice in this sentence is unacceptable in target language's principle. Although there are found some grammatical error, the respondent still categorized the translation as acceptable translation

Example 2:

Datum no. 06/KTM

ST: *Buka setiap hari mulai pukul 10.00 WIB – 16.00 WIB*

TT: Open every day from 10am – 4pm

This data is categorized as acceptable translation because there are no grammatical errors. The respondent said that the translation uses appropriate dictions and acceptable in target culture.

2. Less Acceptable Translation

Less acceptable translation consists of data which sounds natural and contains grammatical error. There are 15 data categorized into less acceptable.

Example 1:

Datum no. 04/KTM

ST: *Pasar Klewer tradisional menjanjikan keunikan bertransaksi yang menantang pengunjung untuk menunjukkan kemampuan melakukan tawar menawar.*

TT: It is classified as a traditional market with unique transaction which challenges the buyer to bargaining with the seller.

This data is categorized as less acceptable translation. The less acceptability is seen in the grammatical structure. The translation of "to bargaining" should be changed into "to bargain". The respondents also revised the translation into "It is classified as a traditional market with unique transactions which challenge the buyer to bargain with the seller" to fulfill the acceptability. The reason why add "s" for "transaction" is in traditional market, there are a lot of people who become buyer and seller so there is more than one transaction.

Example 2:

Datum no. 01/BA

ST: *Balai Agung adalah galeri pembuatan gamelan atau alat musik tradisional jawa yang terbuat dari besi, kuningan dan perunggu.*

TT: Balai Agung or the Great Hall is a gallery for making gamelan or Java traditional music instruments that is made from iron, brass and bronze.

The respondents felt that the translation does not fulfill the acceptability of target

language's principle. "Gallery" should be translated into "Venue". However, I assume that the use of "Gallery" for this translation is appropriate. The definition of "galeri" in KBBI is "ruangan atau gedung tempat memamerkan benda atau karya seni dsb". Meanwhile, the definition of "gallery" in Merriam Webster Dictionary is "a room or building devoted to the exhibition of works of art". One of respondents said that the use of "gallery" is appropriate for this translation. Then, "Java traditional music" should be revised into "Javanese traditional music". To be "is" should be changed into "are" because it is plural. The grammatical problems make less acceptable translation.

### 3. Unacceptable Translation

The translation is considered as unacceptable translation if the translation sound unnatural and the languages use are inappropriate with target language's principles. There are 6 data considered as unacceptable.

Example 1:

Datum no. 03/LBV

ST: *Kampung batik Laweyan memiliki tata ruang yang khas perpaduan bangunan menjulang dengan gang kampung yang sempit, membentuk lorong sehingga menyusuri kampung ini seakan menyusuri sejarah.*

TT: Laweyan Batik Kampong has a unique spatial. With the tight alley and gangs with the high old building offers interesting journey.

The respondent said to me that the sentence is disorganized. The structure is inappropriate in target language. In second sentence of target text, there is no subject. The use of word "gangs" is not correct. The use of "tight" is useless because it is enough for using "alley".

Example 2:

Datum no 07/LBV

ST: *Rumah juragan batik berarsitektur campuran Jawa, Eropa, Cina dan Islam dijadikan gerai penjualan batik dengan konsep "rumahku adalah galeriku" yang bermakna selain sebagai showroom, tempat tinggal mereka juga rumah produksi batik.*

TT: For the Batik Master's house has a mixed architecture between Java, Europe, China style, become a gallery for batik exhibitions, with the concept "rumahku adalah galeriku" (my house is my gallery), means as showroom. The houses already become a national heritage has also function as batik production.

The use of preposition "for" is not correct so it should be deleted. It is inappropriate to take the preposition there.

The respondent assumed that the translation is more acceptable in the target readers if the translator translate this sentence into "The Batik Master's house has a mixed architectural styles of Java, Europe and China (**full stop**) It has become a gallery for batik exhibitions with concept "rumahku adalah galeriku" (my house is my gallery) which is meant as showroom. The gallery has also become their house and batik factory."

### Readability

Readability is related to how easy a translation can be understood by the target

readers. To assess the readability, the researcher distributed questionnaires to the respondents. The respondents are foreigners who can speak English fluently whether s/he is native or not. In this analysis, the data are classified into three categories; they are readable, less readable and unreadable.

#### 1. Readable Translation

The translation can be classified as readable translation if the translation is very easy to understand without reading the sign more than once. There are 12 data categorized into readable translation.

Example 1:

Datum no. 01/LBV

TT: Laweyan is a batik central industry with the valuable historical values. In Pajang Palace era, the people already have a tradition to make and trade batik.

The respondent categorized this sentence as readable translation. Although there are grammatical errors, it does not affect the respondent's understanding. She suggested that the grammatical structure must be noted.

Example 2:

Datum no. 01/KTM

TT: The largest Batik and Textile Trading central is in located in the west of Kasunanan palace. With the 3000 capacity for the merchants, Klewer market offers various batik clothes and fabrics from all over Indonesia.

The respondent found some grammatical errors and less suitable diction used in "*The largest Batik and Textile trading central is in located in the west of Kasunanan palace*" but it does not influence her understanding. Thus, the data is categorized as readable translation.

#### 2. Less Readable Translation

The translation is considered as less readable when the translation is quite easy to understand by the target readers. The readers probably need to read the public sign translation more than once to get the meaning. There are 18 data considered as less readable translation.

Example 1:

Datum no. 07/LBV

TT: For the Batik Master's house has a mixed architecture between Java, Europe, China style, become a gallery for batik exhibitions, with the concept "rumahku adalah galeriku" (my house is my gallery), means as showroom. The houses already become a national heritage has also function as batik production.

The respondent could not catch the meaning of the sentence. The grammatical structure made her confused. It influenced her understanding. She had to read the text more than one and asked me what the meaning containing in the sentence. It is still categorized as less readable translation.

Example 2:

Datum no. 03/LBV

TT: Laweyan Batik Kampong has a unique spatial. With the tight alley and gangs with the high old building offers interesting journey.

The respondent found difficulty in understanding the translation. She has no idea

about the translation. She said that “*spatial*” is not acceptable to draw the place. In her culture, she uses the word “*layout*” to draw the place or something.

### Discussion

According to the analysis of questionnaires distributed to the respondents, the researcher found out the answer of three aspect of translation quality. First aspect is accuracy. in accuracy aspect, it has been found two levels, they are accurate translation and less accurate translation. The result of the accuracy analysis of the Indonesian-English tourism brochure in Solo can be seen as below:

Table 3.1 The Result of the Accuracy Level

No	Level of Accuracy	Data	Percentage
1	Accurate	24	80%
2	Less Accurate	6	20%
<b>Total</b>		<b>30</b>	<b>100%</b>

From the table above, it can be conclude that the researcher found the higher scale is accurate translation. It means that the meaning of the tourism brochure in the ST are totally conveyed in the TT.

Second is acceptability, this aspect describes the appropriateness of the diction used, the certain terms, and the grammatical construction of translation with Indonesian language culture (Nababan, 2012). The result of the acceptability analysis can be seen as below:

Table 3.2 The Result of the Acceptability Level

No	Level of Acceptability	Data	Percentage
1	Acceptable	9	30%
2	Less Acceptable	15	50%
3	Unacceptable	6	20%
<b>Total</b>		<b>30</b>	<b>100%</b>

Based on the table above, the reseacher found that 9 data as acceptable, 15 data as less acceptable and 6 data as unacceptable translation. The respondents argued that most of tourism brochure translation are familiar for them. The use of language is acceptable with the target languages’ principles. However, there are some grammatical error which make the translation is less acceptable and unacceptable for the readers.

The last one is readability. The result of the readability analysis of the Indonesian culture terms in Bilingual tourism booklet can be seen as below:

Table 3.2 The Result of the Readability Level

No	Level of Readability	Data	Percentage
1	Readable	12	40%
2	Less Readable	18	60%
<b>Total</b>		<b>30</b>	<b>100%</b>

It shown that there are 12 data as readable translation and 18 data as less readable translation. The data are categorized as readable translation because the translation of tourism brochure is easy to be understood by the target readers. The readers can catch the meaning in the first reading. The decision of strategies applied by the translator gives impact to the translation quality; in term of accuracy, acceptability and readability.



## CONCLUSION

The result of the analysis of translation quality shows that there are 24 data as accurate translation, and 6 data as less accurate translation. The researcher found that 9 data as acceptable, 15 data as less acceptable and 6 data as unacceptable translation. Additionally, there are also found 12 data as readable translation and 18 data as less readable translation. From that, it is possible to draw some conclusion that tourism brochure, especially culture-bound words, is possible to be translated. Additionally, few words related to Indonesian culture were even treated more special in order to get the clearer translation. Translator can use more than one strategy so the result can be clearly delivered to readers. Thus, the quality of Indonesian-English tourism brochure can be categorized as an accurate translation, an acceptable translation and also readable translation.

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