

The Characteristics of Banyuwangi Bilingual Tourism Publication: Strategy or Inaccuracy in Translation?

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Abstract

This research aims to 1) categorize cultural terms with the theory of translation and culture, 2) analyze translation strategies with the theory of translation strategies and their roles and 3) assess the level of accuracy in translation of cultural terms. The method used is descriptive qualitative. The data in this research are 149 cultural terms, 44 data in the form of words and 105 data in the form of phrases. Data are obtained by documentation, questionnaires and in-depth interview. The results of the research found 19 data of arts, 4 data of clodings, 21 data of culture materials, 52 data of ecology, 39 data of socio-culture and 14 data of society. The translation strategy applied in translating cultural terms are 48 pure borrowing, 15 subtraction, 13 synonym, 6 transposition, structural addition and cultural equivalent respectively 5 data, 1 semantic addition and 1 descriptive equivalent. It is also found the using of couplet strategy, pure borrowing+transposition 40 data, transposition+structural addition 5 data, transposition+semantic addition 5 data, pure borrowing+structural addition and synonym+structural addition 2 data each and pure borrowing+descriptive equivalent 1 data. The role of the translation strategy in producing accurate translations, pure borrowing strategy gave very positive impact on the accuracy of the translation. Meanwhile the less accuracies and inaccuracies occurred in translation caused by the using of subtraction strategies, inappropriate synonym strategies, and semantic-addition strategy. The translation accuracy of cultural terms in the Visitor's Guide Book: Majestic Banyuwangi is qualified high level of text accuracy. The accurate translations are 133 data (89,26%), less accurate translations are 14 data (9,4%) and 2 data (1,34%) are inaccurate translations. It can be concluded that the translation resulted is accurate based on the using of translation strategies. They are pure borrowing, structural addition, transposition+structural addition, pure borrowing+structural addition, synonym+structural addition, descriptive equivalent, pure borrowing+descriptive equivalent. It means that Banyuwangi bilingual tourism publication is translated accurately by using those seven strategies.

Keyword: Cultural terms, translation strategies, text accuracy

A. Introduction

Since 2018 Banyuwangi has been set by UNESCO as one of garden earth areas or national geological park (Geopark) by International Coordinating Council (ICC) in the program (MAB) Man and the Biosphere in Lima city, Peru. The certificate was given by the Committee of National Geopark in Bogor (30/11/2018) based on five criteria, they are geology and nature range, geopark form, interpretation of nature range, management of economic potential and the planning of geopark growing itself. There are three sites which become references to determine Banyuwangi as geopark : 1. Blue fire in Mt.Ijen, 2. Pulau Merah and 3. Alas Purwo National Park. Banyuwangi as National Geopark is unique because it is completed by geological sites, biodiversity and cultural diversity. For example: Mt. Ijen is a habitat for 14 types of plants and 27 animal species and Alas Purwo National Park is a house of 700 flora, 50 mammals, 320 birds, 15 amphibians and 48 reptiles. And the cultural heritage as traditional dance, traditional culture and tourism village. Considering those aspects, Banyuwangi is qualified as a great tourism residence.

Good translation in translation activities, basically are activities that are often happen and found in our daily life. There are some examples in our daily life while communicate within the family, friends or relation. First example: in message sending, with the aim of clarifying the message meant by someone as a writer to another person, as a recipient, with the aim of the recipient being able to understand the intent of the writing, without clear writing those message be able to trigger misunderstanding between writer and reader. The other activities are stated by Hasyim (2015) when our family comes from an area visiting our home in a city. Then, one family member (a child), explains an electronic device such as a android tablet (tablet mobile phone), which is totally *alien* for them, making them confused about what the child said. Then, a father re-explain the intent of the child, which makes them understand the product described. Because android and tablet are words which have meaning more one (homonym). Helping by right explanation, those word are failed to make ambiguities. Likewise, on the contrary, a family who came from a village spoke to our children by using local languages, for example they praised our children. The child did not understand what was said, then, one of family member transferred the message into a language that was understood by the child, for instance Indonesian as mother tongue, which then made the child easily understood.

To optimize the functions as guidance, clarity of information in Banyuwangi bilingual tourism publication can be reached by using strategy in transferring process to reach target language (TL) well. The strategy will affect the quality of the text (accuracy, acceptance and readability). Since, wrong strategy in translation is be able to trigger misunderstanding, ambiguity or changing meaning in translation. Instead of giving guide, it gives error or failure information if there are available many mistakes in translation.

Based on the explanation above, strategy in translation of Banyuwangi bilingual tourism publication is being attention. Not only to translate from SL to TL but also to prevent the changing meaning while transferring from SL to TL.

Strategies and complicated process of translation become the reason for the researcher to conduct research on bilingual tourism publication which published by Banyuwangi's Culture and Tourism Department as the source of data. For those background, the researcher will conduct a research entitled "The Characteristic of Banyuwangi Bilingual Tourism Publication: Strategy or Inaccuracy in Translation?"

B. Research Method

1. Research Design

The researcher used a descriptive-qualitative method with an embedded case study design. It is a case study which contains more than one sub-unit of analysis and provides a means of integrating quantitative and qualitative methods into a single research study, meaning that the researcher treats theory as a certain boundary or focus that is targeted in research (Sutopo, 2006, p. 139 in Silalahi, 2009, p. 88).

2. The Research Area

The promotional media is published by the Banyuwangi Culture and Tourism Department to provide information to residents, local and foreign tourists. The media are made in two languages namely Indonesian as the national language for citizens and English which is an international language that are intended to inform international tourists.

3. The Research Respondent

Research respondent in this research was the Banyuwangi Culture and Tourism Department to provide information to residents, local and foreign tourists.

4. Data Collection Method

The research data are collected by applying the three types of data collection techniques as follows:

- a. Documentation. This technique is applied to collect data related to translation strategies and categorize cultural terms.
- b. Questionnaire. This technique is applied to collect data about the accuracy of the translation.
- c. In-depth interviews. Interviews were conducted with respondents (experts) to validate the responses or statements they gave in the questionnaire.

5. Data Analysis Method

The analytical model used is an interactive model of analysis. The workings of the interactive analysis model are the interaction between components with the process of collecting data as a cycle-shaped process.

C. Conclusion

The analyzed data in this research are cultural terms and their translations in the form of words and phrases in the *Visitor's Guide Book: Majestic Banyuwangi*. The total analyzed data are 149 data which consist of 44 words and 105 phrases. From all analyzed data, it was found that 19 data (12.76%) related to arts, 4 data (2.69%) related to the clothings, 21 data (20%) related to culture materials, 52 data (34.89%) related to ecology, 39 data (26,17%) of socio-culture and 14 data (9,39%) of society.

Translation strategies that applied in the *Visitor's Guide Book: Majestic Banyuwangi* showed that the most dominant translation strategy applied in translating cultural terms is pure borrowing strategy (32.21%), followed by subtraction strategy (10.06%), synonym strategy (8.05%), transposition strategy (4.02%), structural addition and cultural equivalent respectively (3.35%), semantic addition (0.67%) and descriptive equivalent (0.67%). In this research also found the using of couplet strategy, which combines two strategies in the translation of cultural terms in the *Visitor's Guide Book: Majestic Banyuwangi*.

Pure borrowing + transposition (26.84%), transposition + structural addition (3.35%), transposition + semantic addition (3.35%), pure borrowing + structural addition and synonym + structural addition (1.34%) and pure borrowing + descriptive equivalent (0.67%).

The role of the translation strategy in producing accurate translations in the *Visitor's Guide Book: Majestic Banyuwangi*. Pure borrowing produces 48 accurate translations of 48 data (100%), structural addition produces 5 accurate translations of 5 data (100%), transposition + structural addition produces 5 accurate translations of 5 data (100%), pure borrowing + structural addition produces 2 accurate translations of 2 data (100%), synonym + structural addition produces 2 accurate translations of 2 data (100%), descriptive equivalent produces 1 accurate translation of 1 datum (100%), pure borrowing + descriptive equivalent produces 1 accurate translation of 1 datum (100%), pure borrowing + transposition produces 37 accurate translations of 40 data (92.5%), cultural equivalent produces 5 accurate translations of 6 data (83.33%), transposition + semantic addition produces 4 accurate translations of 5 data (80%), synonym produces 9 accurate translations of 12 data (75%), subtraction produces 11 accurate translations of 15 data (73.33%), transposition produces 3 accurate translations of 6 data (50%), semantic addition produces 0 accurate translation of 1 datum (0%). The results also showed that the pure borrowing strategy gave very positive impact on the accuracy of the translation. Meanwhile the less accuracies and inaccuracies occurred in translation caused by the using of subtraction strategies, inappropriate synonym strategies, and semantic-addition strategy.

The accuracy of the translation of cultural terms in the *Visitor's Guide Book: Majestic Banyuwangi* is qualified good translation. The accurate translations are 133 data (89,26%), less accurate translations are 14 data (9,4%) and 2 data (1,34%) are inaccurate translations. After an analysis process, the reasons for inaccurate translation of cultural terms are due to the addition of

unnecessary or inaccurate words, subtraction or omission of words which makes the loss of message integrity and word replacement into incorrect SL. In this research also found the relationship of translation techniques that affect the accuracy of translation. Some strategies are considered inappropriate for applying because the results are inaccurate translations. Although the term culture is only in the form of words and phrases in a text, but the selection of techniques that are not appropriate to the term culture can reduce the overall content of text messages. In conclusion, the level of accuracy of Banyuwangi Bilingual Tourism Publication (Visitor's Guide Book: Majestic Banyuwangi) is high level because produces 133 (89,26%) accurate translation of cultural terms of 149 cultural terms and classified as accurate translation. It can be concluded that Banyuwangi bilingual tourism publication is translated accurately by using correct strategy.

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