

## ABSTRACT

### TRANSLATION INFORMATION BOARDS IN BOON PRING TO ENHANCE TOURIST EXPERIENCE

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Ecotourism is a new trend in the tourism industry where tourism activities utilize the natural environment and local culture which provides benefits for environmental conservation and improving the economy of local communities. The increasing in Indonesian ecotourism will enhance the diversity of tourist destinations for both domestic and foreign tourists. One of the tourism industry infrastructure and support systems that is very important for the development of tourist destinations is information boards. The writer decided to translate the information board at Boon Pring which is situated in Sanankerto Village, Turen, South Malang. Boon Pring is one of the participants in the East Java Ecotourism Forum (EJEF) program which aims to develop Sanankerto village into an ecotourism village. In translating this information board, the writer focused on using the targeteers method, which means focusing more on how readers can easily understand the translation. The writer applied Newmark's (1988) translation methods such as communicative translation, cultural equivalent, and descriptive translation. The writer encountered difficulties during translation, mainly translating idioms and being too literal about the source language (SL). Therefore, the writer overcame the problems by applying theory and trying to be flexible in the translation process while maintaining the meaning in the source language. In addition, the writer made every effort to locate equivalent idioms for writing and made sentences as natural as possible so that it can provide accuracy, readability and clarity in the target language (TL).

Keywords: *ecotourism, information board, translation*