

CHAPTER I

INTRODUCTION

1.1 Background

In general, the purpose of tourism activities is to gain knowledge, experience, and sometimes can become an escape option or "time out" or what people say today is "healing" from jobs and daily routines so that they can relax and enjoy new sights, as well as see and feel coolness from nature. It is because tourist attractions are known by people with traveling is something that is used for fun and to relieve fatigue. Tourism can also be an activity for some people who have important goals such as business, healing, educational purposes, and gain new knowledge, and culinary tours. Because it can cover many aspects of human life. As time passes, new trends in the tourism industry will emerge, one of which is ecotourism, which refers to travel that taps into local resources and potentials like village life in still-traditional communities. Researchers believe that in order for this feature to be promoted as a tourist destination, it needs to be recorded and packaged. Furthermore, the current ecotourism movement is a chance that must be taken advantage of by utilizing and expanding all of the available potentials. Most ecotourism attractions are distributed over isolated locations. Particularly on remote islands, they require the assistance of the indigenous populace (Fotiou et al., 2002).

Yoeti (2010) defined a tour guide as the person in charge of offering direction, knowledge, and references on tourist places or attractions. Therefore, tour guides can help the needs of other tourists. Usually the tour guide comes from the tourist area in question. And also as one of the spearheads of the tourism industry, tour guides are required to represent comprehensive tourist attraction. Tour guides are expected to be able to tell the details of tourist objects, and ensure that there is educational value that tourists get from just having fun.

Increasing tourism, especially in Indonesia, will help the country's economy and, ultimately, its ability to earn foreign money. As a result, Indonesia has a large number of well-known tourism destinations, particularly historical ones that have a lot of promise as destinations for visitors from abroad. because in the society we live in, it is more crucial than ever to forge international connections and to access information and entertainment from around the world. Comparing data with data from around the globe is as vital to domestic information. Translation is currently necessary for several reasons. Language is just one of the many facets of society that globalization has had and will continue to have an impact on (Panda, 2021).

As a language used internationally, English is incredibly vital and is interconnected with many other aspects of life (Muthmainnah, 2017). English is a widely used language for research and literary works, yet learning the language can be challenging for some people. Those who do not understand or speak English well can obtain, acquire, and search up information more readily by using their native tongue when translating. In addition, Nida & Taber (1982) propose that translating consists of reproducing in the receptor language the closest natural equivalence of the source language message, first in terms of meaning and secondly in terms of style. From both definitions, it can be concluded that translation is not only changing the language of a particular message or text to another language but also finding the closest equivalent of meaning and style on the target language. There are various experts who convey their own definition related to translation. Generally, translation is a process of rendering meaning, ideas, or messages of a text from one language to other language. The accuracy, clarity and naturalness of the meaning, ideas, or messages are some considerations within the translation process. Thus, it is crucial thing to consider whether the readers of the target text accept equivalent information as the readers of the source text do. These considerations are clarified in some definitions of translation stated by experts.

Information boards, another type of communication that needs to be translated because, for example, many visitors to tourist attractions will come from outside the region, particularly from abroad, and information boards must of course be presented as effectively as possible. Pointer typical directions include letters and symbols. Use of letters and symbols will highlight greater comprehension of the reader (Purwita and Yasa, 2019). The reason for this is that the communicator is unaware of the communicant's reaction to the message that has been sent. The similarity of languages is one of the issues that arises when communicating effectively because language is the primary means of human communication, but in daily life communicators and communicants do not always use the same language. Translation is therefore necessary in communication in order to ensure that the communicant understands. One solution is to convert these recommendations into another language since information boards in Indonesian (especially those at tourist spots) must be truly understandable by both domestic and foreign visitors. Several text and information boards have also been translated from the Indonesian to the English versions. Because if there is an information board written in English, it will be simpler for foreigners or tourists to read. That's why for this non thesis, the writer chose a translation project.

In this final project, the writer decided to translate the information boards in Boon Pring, which is situated in Sanankerto Village, Turen, South Malang. Boon Pring joins the program from East Java Ecotourism Forum (EJEF), which aims to develop Sanankerto village into an ecotourism village, and has as its goal the development of Sanankerto Village into an ecotourism village. And the writer would focus on the tourist spot, for creating profile videos and perspective books, where this tourist destination has very beautiful nature beginning with the various types of bamboo, and lots of games ranging from trampolines, water boats, walking with horses, and there is also a swimming pool, spots for photos, and many others, which give

the writer the opportunity to rely on their ability to communicate with locals, and to learn more about the nature there, as well as to develop their creative abilities

1.2 Project Objectives

With the intention of providing an English translation for the information boards in Boon Pring, the writer selected this translation project. By reading the information boards at Boon Pring in English, this initiative make foreigners or international tourists easier to understand Boon Pring. In addition, the writer has also carried out the reading process and believe this information board is feasible to be translated into English. As a result, foreigners or visiting tourists can read the existing information boards easily and comfortably in English.

1.3 Operational Definition of the Key Terms

1. Translation

Translation is the process of converting text from one language into another, either in terms of meaning or form. (Sundari & Febriyanti, 2016)

2. Tourism

Tourism activities play a very important role in human life. In the previous decades, the sector of tourism has grown and diversified, tp become one of the most dynamic sectors of the global economy. However, tourism activities do not only impact tourists, but also the places they visit (Gmelch, 2018).

3. Ecotourism

Responsible travel to natural regions that protects the environment and enhances the wellbeing of locals is known as ecotourism. (Andriani, 2011).

4. Information board

The information board provided on tourist destinations as one of the infrastructure and support systems for the tourism industry that are crucial to its development (KEMENPAR, 2019).