

## **CHAPTER II**

### **REVIEW OF RELATED LITERATURE**

#### **2.1 Translation**

The process of translating source language text messages is influenced by the translator's culture, which is evident in how they interpret, interpret, and communicate the message in their chosen language. The transfer of messages during translation is always characterized by cultural differences between the source language and the destination language. The translator will be forced to make a difficult decision as a result of this discrepancy. The text messages must be appropriately translated from the source language into the target language by the translator. On the other side, and frequently, translators must find counterparts for words that cannot be expressed in the target language.

Translational studies focus on the act of transferring messages from one language to another so that those who read or hear them in the target language are left with the same impression as those who read them in the source language. The ideal translation is one that has the same impact as the original text. Translation is the transfer of text from the source language into the target language that is equivalent to the text in the source language. Not only is translation a bilingual activity, but it is also a bi-cultural one. This phrase implies that translation encompasses both the transfer of culture and language (Pribadi, 2016).

Text messages are transferred from the source language into the target language during translation. The practical goal of the message transfer process is to make it easier for the reader of the target language text to comprehend the message that the original author of the source language text intended. Translators play a crucial role in spreading knowledge and technology because of this transfer responsibility.

Wills and Noss (1982) claim that translation is a process that aims to convert a written SL (Source Language) text into an optimally equivalent TL (Target Language) text. Translation requires both analytical processing and a syntactic, methodical, and pragmatic understanding of the Source language text.

The source and the target language (TL) is the language that will be translated from the source language (SL), which is the language from which the translation will be made or reached. The translator must be competent in both the source and the target languages and possess a high level of linguistic sensitivity in order to effectively represent the author's intentions, original viewpoints, and opinions in the translated version (Rillo, 2017).

Tou (TEFLIN, II, 1989: 134) describes four major steps that translators must go through in order to move the source into the target: meaning analysis, meaning discovery, meaning transfer, and meaning re-expression of the source into the target. He does, however, propose a translation model.

### **2.1.1 Translation method**

Translation methodology refers to the process through which translators convey the overall meaning of the source language into the target language (Syihabuddin 2005:68). According to Newmark (1988: 45–47), translation techniques can be identified by how much emphasis is placed on the source language and the target language. It is the process of transferring a language's entire or partial meaning from one language to another. Newmark also thinks that translating creatively develops into a craft and an art. According to him, translation is an art that involves making an effort to replace a written message or statement in one language with the same message or statement in another language. The following translation strategies are listed by Newmark. One concentrates on the source text, while the other concentrates on the target text.

- a. Word-for-word translation, also known as individual word translation or word-for-word translation, preserves word order and may include cultural terminology. The words are translated individually by their most prevalent meanings, but the word order of the original language is retained.
- b. Literal translation: Literal translation involves converting grammatical structures into their closest target-language equivalents. The lexical words are once again translated single and out of context, while the grammatical structures from the source language are changed to their closest equivalents in the target language.
- c. Faithful translation: faithful translation is one that adheres to the grammatical rules of the source text while also taking into account specific contextual elements. Within the limitations of the grammatical structures of the target language, it aims to replicate the exact contextual meaning of the original.
- d. Semantic translation: Semantic translation places a greater emphasis on naturalness than faithful translation and converts some cultural expressions into TL terms that are culturally neutral. Only the need that it give more consideration to the text's aesthetic worth sets it apart from a literal translation.
- e. Adaption: The most flexible type of translation, adaptation focuses more on the interpretation of the source material within the context of the target language and culture. Design of documents is another name for this. Plays (comedies) and poetry are the principal uses; themes, characters, and plots are typically maintained. The text is rewritten with the target language's culture in mind and converted from the source language's culture.
- f. Free translation: Since free translation concentrates more on the content of the target text than on its form, the same meaning can be expressed in the target language

using a variety of grammatical structures. Without the original's style, form, or content, the target language text is produced.

- g. Idiomatic translation: Idiomatic translation substitutes idioms and colloquialisms for those found in the original text. It replicates the original's message, but tends to skew subtleties of meaning by favoring colloquialisms and idioms where they are absent in the original.
- h. Communicative translation: Communicative translation focuses on the reader's acceptance and comprehension of the target language while attempting to reproduce the exact meaning of the source text's content and context. It aims to accurately capture the original's context while yet using language and substance that the readership will find acceptable and understandable.

## **2.2 Tourism**

Tourism is a sort of human behavior that is supported by a multitrilliondollar business. As a result, tourism and environmental study span a wide range of disciplines in a variety of sectors. Indeed, tourism may aid conservation in developing nations by providing political and financial support to official protected area groups as well as conservation of privately and communally owned lands (Buckley, 2011). As a result, tourism is a business unit with immense potential, but it cannot exist alone

Every tourist attraction has tourism merchandise. Transportation, hotel, attractions and activities, financial services, tourist publications, and tour guides are all part of the tourism product, which is a composite in nature that comprises everything visitors buy, see, experience, and feel from the time they leave home until they return (Camilleri, 2018). All of these features of tourism items must be considered because they influence the tourist's impression and what they will tell others about the tourism destination.

Tourism is an ever-changing industry. It changes depending on a variety of aspects associated to tourism, including the country of destination, the market from which the tourists emerge, and the market of the destination. Tourism managers and academics conduct extensive research on tourist motivations and cultures, changing behavior, and the driving and influencing aspects of tourism. They also research the destinations, looking into the amenities and activities they offer, as well as any potential strategies to attract travelers (Mathieson and Wall, 1982). Tourist communities are becoming increasingly popular in Indonesia. The development of a tourist town can have a good impact on the village community itself, including the creation of new jobs for the community, lowering the village's unemployment rate. Tourist villages are currently using the notion of ecotourism, where the tourism offered is all of the potential possessed by rural communities. Rural tourism encourages residents to preserve the authenticity of culture and nature in their villages in order to keep tourists interested in visiting tourist communities. Tourist communities can help a village become self-sufficient by providing alternative jobs for locals.

### **2.3 Ecotourism**

Ecotourism has been suggested as a way in which increasing numbers of visitors seeking an intrinsically environmental tourism experience can be accommodated, whilst minimizing the costs and enhancing the benefits associated with natural area tourism. It concerns travel to a natural area; involving local people; feeding economic profit into local environmental protection; and contributing to the maintenance of the local environment and species diversity through minimizing visitor impact and promoting tourist education (Hill and Gale, 2009:4)

## **2.4 Information Board**

Information can be displayed using visual communication tools since human communication is multimodal and multimedia. Using various graphic communication elements, such as text, graphics, or photos, media is a way to communicate ideas or information to the general audience. Visual communication is one method of communication. The human senses, such as sight and hearing, are according to some psychologists the most prevalent media employed in interpersonal communication. The predominate media is categorized as visual. Visual media is a form of public relations that can be perceived by the eye and is used to establish connections with the public.

Sign language, writing, and visual arts like painting, sculpting, and so forth are all examples of visual media. The communicator in visual communication uses visual language, where the fundamental components of visual language include everything that is visible and can be utilized to convey meaning, meaning, or a message. Visual communication messages' effects on the communicant and communicator's connection depend less on the context than on how the communicant reads a text or interprets an image (Kusrianto 2009).

## **2.5 Previous Studies**

The writer reviewed several studies as his references and comparison from the translation his created, the studies include the same topic about translation project and will help his to complete this project. A large portion of target oriented research in translation studies involves qualitative textual analysis that focuses on an imagined target audience, or a "implied reader," created within texts, built into, and by discourse, instead of actual recipients (Assis Rosa, 2006, p. 101; Tuominen, 2012, p. 46).

The first studies taken from the article by Sulaiman (2018) entitled, "*misunderstood concept of translation in tourism promotion.*" In his article, he created TPM (Tourism

Promotional Materials) translation project focused on the Commissioners' general translation procedures and their ordering of a multilingual brochure in particular. The booklet serves as a real-world case study to look into the translation methods used by the Commissioners. It consisted of an English text (source text) and its Arabic translation (target text). This studies came from a semi-structured interview with two seasoned managers of an Australian tourism organization that is in charge of fostering and assisting the growth of tourist sites within the bounds of one of Australia's states. For the main function of the tourism authority is to market the state as a tourist destination for domestic and international travellers and to work in partnership with the local tourism industry.

The second studies created by Napu and Pakaya (2021) entitled, *“EXAMINING TRANSLATION PROBLEMS IN INDONESIAN TOURISM BROCHURES: A CASE FROM GORONTALO”*, they study specifically looked at the type and prevalence of errors in tourism-related documents translated by the Indonesian Gorontalo Province Government's Tourist Board. And they was done to check for linguistic issues by comparing the source text and the target text. Since translation faults have been a major factor in studies of the quality of tourist texts, the examination of the target texts looked at the types of errors that were present. These flaws could prohibit the translation from serving its intended purpose as a tourism text.

According to their investigation, grammatical and semantic issues are the most common ones that they discovered in the text. These results suggest that the translator's proficiency in the target language is insufficient. The discussion above has demonstrated that the texts contain a variety of translation issues. They has chosen an inappropriate word for a certain context that actually changes the original meaning and message in the target text This study successfully mediates; however, it impairs the text instead. The site's initial message and relevance have been abandoned by some of the omissions.

And the third studies taken from Hertika Sianturi (2013) entitled “A Translation Analysis of Tourism Term from Indonesian Into English.” They developed a study to ensure that translations were of the highest quality possible; the finished product is very precise, understandable, and natural-sounding. The translation of tourism-related terminology is accurate and understandable in terms of meaning and substance. The translation of tourism terms in the textbook is rather simple to understand in terms of clarity (fluency, stylistic, vocabulary, and mechanical structure), however there are a few misspelled words and phrases. The final consideration is naturalness; it relates to grammatical consideration. The textbook translation often makes sense, reads naturally, and uses the correct idioms and terms.

Regarding the findings of this study, certain participants have been given some recommendations. In order to translate a message from one language into another, it is advised that Hertika have a thorough understanding of both the source language and the target language in terms of linguistic traits, context, customs, and culture. She also suggested being able to select translation techniques wisely. It is necessary to select since the effectiveness of translation practices affects the work's quality.