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Title   : **Translation of Gorontalo Tourism Promotional Texts: An Analysis of Linguistic Translation Errors**

Statement of Authorship

1. This research is an original of the author and there is no previous study to seem look likely similar as this.

2. During conducting this research, the researcher believes that He never committed to do plagiarism. All the statements and the ideas shared by the experts are well cited and can be found in the references sheets.

3. If somebody found disagreement between point 1, 2 and 3, the researcher agrees the degree to be taken off.

Gorontalo, February 11, 2021

Lisda Yasin Bakari

APPROVAL SHEET

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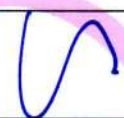NIP. 19800111 200501 2003

LEGALIZATION SHEET

Date   : February 11th, 2021

Time   : 15.05 – 16.00 a.m

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Abstract

Lisda Yasin Bakari, 2021. Student ID 321415105. Translation of Gorontalo Tourism Promotional Texts: An Analysis of Linguistic Translation Errors. Department of English Education, Faculty of Letters and Culture, Universitas Negeri Gorontalo. Advisors (1) Novriyanto Napu, S.Pd., M.App.Ling., Ph.D. (2) Sri Widyarti Ali, S.Pd., M.Hum.

An increasing number of foreign tourists who visit Indonesia, especially in Gorontalo lead to the fact that tourism promotional texts are essential as a bridge between the tourist destination and the foreign visitors. The tourism promotional texts that have been used by the Tourism Industry to attract tourists such as brochures, booklet, pamphlet, and leaflet are produced in multiple languages. Thus, translation plays a crucial role in delivering the intent and purpose of the tourist texts to potential readers. This study aims to shed light on the types of linguistic translation errors found in English translated text of Gorontalo tourism promotional texts. Further, the present study employs a descriptive qualitative method with three bilingual tourism promotional texts that were published by Tourism Boards in Gorontalo as data sources. At the same time, the study relies on a hybrid model for error types by Ilani and Barati (2016) in analyzing the data. The finding reveals that among 85 sentences, there are 199 linguistic errors consist of 125 syntactic errors (62.81 %); 69 semantic errors (34.67 %); and 5 translation specific errors (2.51%). These errors appear to have significantly contributed to the poor quality of translation and have undermined the function of tourist text as a promotional tool. Nevertheless, this current study only investigates the tourism promotional text's quality based on linguistic approach. Therefore other approaches with more variables are advisable to be conducted by future researchers to see the problem in a more detailed manner. The other possible future research could also focus on the possible solutions to improve the quality of this kind of specialized translations and, thus, to ensure strong correlation between source and target cultures.

Abstrak

Lisda Yasin Bakari, 2021. NIM 321415105. Terjemahan Teks-teks Promosi Pariwisata Gorontalo: Analisis Kesalahan Terjemahan Linguistik. Jurusan Pendidikan Bahasa Inggris, Fakultas Satra dan Budaya, Universitas Negeri Gorontalo. Pembimbing : Novriyanto Napu, S.Pd., M.App.Ling., Ph.D. dan Sri Widyarti Ali, S.Pd., M.Hum.

Melonjaknya jumlah turis manca negara khususnya di wilayah Gorontalo menunjukkan fakta betapa pentingnya teks-teks promosi pariwisata yang berfungsi sebagai penghubung antara tujuan wisata dan turis manca negara. Teks promosi pariwisata yang digunakan oleh industri pariwisata untuk menarik minat para turis antara lain brosur, buklet, pamflet, dan selebaran. Oleh karena itu, terjemahan berperan penting dalam penyampaian maksud dan tujuan teks-teks pariwisata kepada pembaca. Penelitian ini bertujuan untuk memberi penjelasan atas jenis-jenis kesalahan terjemahan linguistik yang ditemukan dalam teks promosi pariwisata Gorontalo yang diterjemahkan ke dalam bahasa Inggris. Selanjutnya, penelitian ini menggunakan metode deskriptif kualitatif dengan sumber data tiga buah teks promosi pariwisata dwibahasa yang dipublikasikan oleh Dinas-dinas Pariwisata Gorontalo. Dalam melakukan analisis data penelitian ini juga menggunakan metode hybrid dari Ilani dan Barati (2016). Hasil penelitian menunjukkan bahwa diantara 85 kalimat, terdapat 199 kesalahan linguistik yang terdiri dari 125 kesalahan sintaksis (62.81) , 69 kesalahan semantik (34.67%), dan 5 kesalahan terjemahan spesifik (2.51%). Kesalahan-kesalahan tersebut secara signifikan menghasilkan terjemahan yang buruk dan merusak esensi dari teks promosi sebagai sarana promosi. Namun, penelitian ini hanya berfokus pada analisis kualitas teks promosi dengan pendekatan linguistik, maka saran dari penulis agar peneliti selanjutnya bisa membuat analisis yang lebih detail dengan variabel yang lebih variatif kedepannya. Peneliti selanjutnya juga bisa lebih menitikberatkan pada pemberian solusi untuk meningkatkan kualitas terjemahan teks promosi untuk memastikan hubungan budaya yang kuat pada bahasa sumber dan bahasa target.

Kata kunci: Kualitas Terjemahan, Teks Promosi Pariwisata, Analisis Kesalahan Linguistik