

## **Chapter 1: Introduction**

This chapter aims to present the background of study, research question, aim of study, research delimitation, and the significances of study in terms of theoretical and practical contribution.

### **Background of Study**

Tourism is an activity that has a correlation with culture that covers many things such as dancing, customs, rules, and historical places. In Indonesia, tourism is one of the business industries, which has potential in developing the economy of a country. Therefore, a huge number of tourists coming to Indonesia can increase the income of the country.

Gorontalo is one of the provinces located in the northern part of Sulawesi Island. Many tourism spots that offer great views attract the local tourists or even foreign tourists, namely Otanaha Fortress, Limboto Lake, Pulo Cinta, Saronde Island, and Dulohupa Traditional House. Consequently, the local government and travel agency decided to provide promotional texts in order to help the foreign visitors understand the tourist attraction that they are going to visit. There are some tourism promotional texts that we can use in order to attract tourists such as, brochures, pamphlets, and booklets. Brochure is one of the effective promotional media widely used by the Gorontalo Tourism Board to promote the tourism sites in Gorontalo. This is because brochures are easy to find and more effective in attracting tourists' interest.

Moreover, these promotional texts generally are written in Indonesian language and are then translated to the English language. Therefore, it can be

pointed out that translation is significant in tourism promotional text so that the tourism promotional texts provide specific information that can attract tourists to tourism places (Hartati, 2013). In order to get their interest, tourism promotional texts must be translated into the English language that can be understood by foreign tourists. Additionally, the foreign tourist must comprehend the text, as well as the terminology language used in the text. Hence, translation has a significant role in producing tourism promotional texts.

In translating tourism promotional text, we do not only need the proficiency in both languages (Target Language and Source Language) but also should have multicultural knowledge and the ability to identify the proper technique that will be used in translating the text. As stated by Merkaj (2013), “Translator of tourist texts should not only be proficient in both languages, s/he should also be multicultural and able to identify with the original author as well as with the content in order to detect all the finer points of the language s/he is translating into” (p. 322). Thus, translating tourism promotional text is not easy and most translators face many problems of either linguistic or non-linguistic natures. The translation product of tourism promotional texts sometimes cannot convey the exact information of the texts themselves. It may be caused by the lack of the translator’s ability in finding the equivalence of the meaning in the Target Language, and the translator often uses the literal translation technique.

According to the study that has been conducted by Sari, Refnaldi, and Havid Ardi (2013) that is entitled “Translation Technique and Translation Accuracy of English Translated Text of Tourism Brochure in Tanah Datar

Regency” the literal translation technique is most widely used by translators in tourism promotional text. The literal translation means that the meaning of the source language is literally translated to the target language without even considering the context of the text. However, the translation of tourism promotional text should consider to the cultural aspects. The translator still less awareness of the cultural meanings in the translation because they prefer to translated text literally. Therefore, the translator tendency in translating text by literal translation techniques leads to the poor translation quality of tourism promotional texts.

As has been found in the previous research, the translators committed a number of linguistic errors, namely grammatical errors, punctuation and capitalization, lexical choices or word choices, and collocation problem. The following statements below are the examples of errors that were encountered in tourism promotional text that was given by Napu (2016).

Example 1:

“Dulohupa custom home (traditional house) is the hall meeting of royal relatives “Dulohupa” which means deliberation”. (*Rumah Adat Dulohupa adalah balai musyawarah dari kerabat kerajaan “Dulohupa” yang berarti musyawarah*).

The provided example indicates that collocation problem occurs in that sentence. The translator prefers to use custom home, which seems ridiculous and ambiguous. Moreover, custom home has a different meaning with the noun phrase in the target text. In the target language, custom home means one type of home

that is designed for a specific client and particular event, while the idea of custom home in the source text is a traditional house of Gorontalo. Therefore, the suitable translation was traditional house not custom home.

Example 2:

“The uniqueness of this village (is) since the settlements that are above the sea with a population 1.710 people with livelihoods as fishermen”. (*Keunikan dari perkampungan ini karena letak pemukimannya yang berada diatas air laut, dengan jumlah penduduk 1.710 jiwa yang bermata pencaharian sebagai nelayan*).

The example above is a kind of syntactic errors that is missing the verb ‘to be’. In addition, the English look unnatural as the result of a literal (word for word) translation of the source language text. The words in this sentence have the same order as the sentence in the source text: keunikan (uniqueness) dari (of) perkampungan ini (this village) karena (since) pemukimannya (the settlements) yang berada (that are) diatas (above) air laut (the sea). (Napu, 2016, p.52).

The provided examples above also clearly indicate that there are still many errors that occur in the translation of tourism promotional text, particularly in Gorontalo tourism promotional texts. One of the main causes of those problems is the translators’ poor awareness and ability to establish the proper technique that they will use in translating text from the Source Language (SL) to the Target language (TL). Furthermore, the translators often use a literal or word for word translation technique that makes them produce many errors in their translation (Napu, 2016). Further, based on the finding of previous research that analyzed the

translation quality of tourism texts, it was found that the most common errors that frequently occur were syntactic-morphological errors, lexical-semantic errors, pragmatic errors, and cultural reference problems. Therefore, this research focuses on investigating the linguistic terms that are encountered in the English translation of tourism promotional text.

In recent years, a study about the translation quality of Gorontalo tourism promotional texts was previously conducted by researchers. The first study was conducted by Napu (2016) and is entitled “Translating Tourism Promotional Text: Translation Quality and Its Relationship to the Commissioning Process”. This research aimed to examine the translation quality of six bilingual tourism promotional texts by considering the commissioning process of translation that is related to the reason for the poor quality of a translation. The second study was conducted by Ngiu (2018) with his research entitled “An Analysis of Readers’ Perspective on the Translation of Gorontalo Tourism Brochures”. This research describes the translation quality of Gorontalo tourism brochures by examining the target readers’ responses. In short, both of the previous research has similarities with this present research in which the translation quality of Gorontalo Tourism promotional texts is analyzed.

However, this present research is distinct from both of the previous studies. Firstly, Napu’s research was conducted in 2016 and the sources of data were the brochures that were available at the time which were published in 2013. This present research used tourism promotional texts that are currently published and most of them are published in 2018. Secondly, both of the previous research

only used bilingual brochures as the data sources, while this research not only used bilingual brochures but also bilingual booklet as the source of data.

Additionally, the first previous research used two main categories of translation problems i.e. linguistic problems and cultural problems in determining translation quality. On the other hand, the second previous study applied the *skopos* theory by Vermer (1970) in examining the translation quality of the brochures. Different from both of the previous pieces of research, this present research employed a hybrid model for error types that was designed by Ilani and Barati (2016) in classifying the linguistic errors.

Further, the previous studies look at translation quality by considering a functional view of translation such as the role of the commissioning process and target readers' perspective towards the result of the translation product. However, this present research has focused on translation quality by examining and comparing the source text and the target text to find the occurrence of the linguistic errors. Studies about translation of Gorontalo tourism promotional texts, however, remained limited. There are only two researchers who have conducted similar studies as explained previously (Napu 2016; Ngiu 2018). Napu conducted his research in 2016 and used Gorontalo tourism brochures that were published in 2013. After the previous research was published, it was expected that the English translation of the brochures was improved and already in a good quality of the translation. In 2018, Ngiu researched translation quality, focusing on the perspective of target readers. From 2017 to 2019 no studies conducted similar research that analyzed the translation quality of Gorontalo tourism promotional

texts by comparing the source and the target language corpora. Hence, in order to fill this gap, a study about analyzing translation quality of Gorontalo tourism promotional texts in terms of linguistic aspects is still significant to be conducted so that it can be an addition to the previous research.

Based on the description above, the researcher is interested in conducting the research entitled “Translation of Gorontalo Tourism Promotional Texts: An Analysis of Linguistic Translation Errors”.

### **Research Question**

This research seeks to answer the following question:

“What are the types of linguistic translation errors found in English translated text of Gorontalo tourism promotional texts?”

### **Aim of Study**

Based on the research question, this research aims to shed light the types of linguistic translation errors found in English translated text of Gorontalo tourism promotional texts.

### **Research Delimitation**

This research is focused on analyzing the types of translation errors that are encountered in the English translation of Gorontalo tourism promotional texts. In general, the translation problem can be divided into two types, which are the translation problems in the linguistic field and non-linguistic field. Translation problem in the linguistic field involves syntactic errors, semantic errors, lexical or word choices, and pragmatic errors. Meanwhile, translation problems in non-linguistic field consist of lack of cultural references, a problem in translating

idiomatic expression, metaphoric language. In this case, this research only focuses on investigating linguistic errors based on the hybrid model for error types that was proposed by Ilani and Barati (2016).

### **Significance of Study**

This research is expected to be beneficial both in term of theoretical and practical contribution. In terms of theoretical contribution, this research is expected to be able to give a deeper explanation about the errors that are committed by the translators, so that they can improve their capability in translating a text from Indonesia to English, especially in term of tourism promotional text. Moreover, this research is expected to be beneficial as a guideline for travel agencies and the Gorontalo tourism industry that provide tourism promotional texts.

In terms of practical contribution, this research is expected to be beneficial for the translators, the Gorontalo tourism industry, and future researchers.

Translators, especially the translators who are translating Gorontalo tourism promotional texts , are expected to be able to establish the proper technique that he/she will use in translating the tourism promotional text in order to reduce the occurrence of the errors in translation. For travel agency and Gorontalo tourism industry this research can be utilized as a guideline to produce the tourism promotional texts with a high quality of translation and also give information for them that they should careful to select the translator who will translate the text in order to improve the quality of tourism promotional texts. Then, this research is expected to be utilized as references or sources for the future researchers who are



interested in conducting similar research that deals with translation errors in tourism promotional texts.