



THE ANALYSIS OF TRANSLATION METHODS AND MEANING OF LAMPUNG TOURISM BROCHURES

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Abstract

In translating, a translator can use some methods as suggested by Newmark (1988), namely: (1) Word-for-word translation, (2) Literal translation, (3) Faithfull translation, and (4) Semantic translation. In choosing this method, a translator needs to consider the construction and the culture of the source language so that the result of the translation can be accepted well. The objectives of this research are ; 1) to find out the methods used by the translators, and 2) to analyze whether the the result of the translation is already equivalence to the source of the language. The brochures provided by Toursim office of Lampung province were the data of this study. The results show that the translators used only 3 (three) out of the 4 (four) methods, namely; 1) Word-for-word translation, 2) Literal translation, 3) Faithfull translation. Among the three methods, Literal translation method is the highest while the other two are approximately the same. In general, the result of the translators have the sameness meaning or equivalence . Only a few sentences are not equivalence to the source language and not accepted in the target language. Based on the result it is suggested that the translators need to re-read or to ask the proof readers before printing the result of the translation.

Keywords: brochure, equivalence, word-for-word translation, faithfull translation, semantic translation

INTRODUCTION

Lampung is one of provinces in Indonesia and it has many interesting places but only a few of them known by people around the world, even in Indonesia. In order to promote these places , tourism office has done many things . One of them is through brochures which is written in both in Indonesian and English. According Nida and Taber (1964: 12), translation is transferring the close message, equivalence from the source language to the target language. If there is no equivalency , the translator needs to think the words that has close meaning or by giving a brief explanation so that the message can be achieved well.

In line with the elaboration above, in translating the source language into target language , a translator needs to consider some factors, such as the meaning of the words in the source language, the structure and the culture of the target language. In short, the result of the translation should be accepted in the target language. Consequently, it is obvious for a translator to master the meaning of the words or sentences of the source language. To put it differently, equivalence of meaning is the main factor that need to be considered by a translator or a translator should focus more on message reproduction than on the forms of the words or sentences.

Baker (2011: 10) stated that the word concept of a language can be totally different from other languages since every language views the the world differently. Futhermore, Baker also elaborated equivalence problem can appear in various levels; (1) Collocation, idiom and expression, (2) grammatical, (3) textual, and (4) pragmatic. Equivalence in translation analysis is always related to the function of the text and translation method. In line with this idea, Hatim and Mason (1997) suggested one step pre-translation called *audience design*, that is the procedure to identify the readers



of the the translation. It is necessary to know the audience eventhough they have the same background such as academic, profession or intellectual but they probably have different expectation and different cultures. Therefore, during the process of equivalence, it is not enough only to transfer the information from the source language into target language but also to consider the translation users' view in addition to fully comprehend the message in the source of language. Another factor a translator should consider before translating the text is determining the types of the translation he is going to use. Nida dan Taber (1969: 46) stated that the most important thing in translating is to keep the meaning of the message which is called "truth". In other words, translation is well accepted if it does not change the "truth".

Based on the elaboration above, the writer wants to find out the methods used by the translators and to analyze whether the result of the translation is already equivalence to the source of the language. In relation to these objectives the writer used the brochures provided by Toursm office of Lampung province.

Theoretical Framework.

Equivalence in Translation.

Nida and Taber (1969: 12) stated that translation is transferring message from the source language into the target language without changing or shifting the message. Therefore a translator should have knowledge in the text linguistically and nonlinguistically. In short, equivalence of meaning should be the focus. Adisutrisno (2008: 13) stated that there are words that have more than one meaning. Furthermore, Nida and Taber (1969: 37) suggested 3 processes that should be done in translating, namely;

1. Analysis; a translator analyzes the content of the message of the source language based on the grammar and meaning.
2. Transfer; the process of transferring the material that have been analyzed from the source language into the target language.
3. Restructuring ; a translator arrange the materials that have been translated so that the result of the translation can be accepted.

Another thing that should be considered by a translator is determing the method he is going to use. Nida dan Taber (1969: 46) suggested the that the most important thing to keep in mind is "the truth". It means the forms can be different as far as the message does not change the meaning or the message of the source language. Vinay and Darbelnet in Hatim dan Munday (2004: 18) stated that lexicological unit is not always correspondence at word level. For example in French the word "tout de suite" and in English is "immediately".

Translation Methods.

Newmark (1988: 45) stated there are 4 levels in translating, namely:

- (1) Word-for-word translation; the translator only looks for the *equivalence* of the source language and target language. In this level, there is no any changing of the words order. Therefore the result of the translation looks odd, ambiguous and not accepted in the target language. This method can only be meaningful if the order of the words in the source of the language is exactly the same as the target of the language. For example:



SL (source language) : Saya akan pergi ke Way Kambas-Lampung.

TL (target language) : I will go to Way Kambas – Lampung,

The translation is meaningful and is accepted in the target language. Saya (I) akan (will) pergi (go) ke (to)

(2) Literal translation; this method is almost the same as Word-for-word translation, but there is adjustment of the target language grammar.

For example;

SL: Provinsi Lampung mempunyai banyak tempat-tempat yang menarik.

TL : Lampung Province has many interesting places.

In this sentence there is adjustment of the grammar of the target language; *Provinsi Lampung* becomes *Lampung province*.

(c) Faithfull translation ; a translator tried to keep the meaning of the sentence. In this case the translator can change the word order and the word itself.

For example;

SL : Hatinya tenteram". It can be translated : His heart is in the right place

(d). Semantic translation; a translator translates the sentence felexibly. In other words, the context of the culture needs to be considerd.

For example;

SL : Dia seorang kutu buku.

TL : ; He is a book –worm.

In conclusion, semantic translation is a method used by a translator by considering the semantics or the culture of the target language so that equivalence of meaning can be reached correctly.

In relation to the methods elaborated above, a translator can use all the 4 methods in translating the source language into target language. It depends on the sentences used in the source of the language. For example in translating Bahasa Indonesia into English, all the 4 methods can be used . If the order of the words is exactly the same as words found in English, Word-for-word translation can be used if the order of the words in the sentce is not the same as English, this first method is not appropriate but Literal translation. While Faithfull translation and Semantic translation is more flexible and usually based on the context. Sometimes linguistic untranslatability and cultural untranslatability can be happened since every language has its own characters (Catford, 1965: 27). Therefore a translator usually gives a brief explanation about the word used in the bracket or footnote. Semantics as one of linguistics branchces has a role which focus on the meaning of the words, consequently it has an important role in translation process.

Nida and Taber (1969: 49), stated there are 3 (three) possibilities in making the resut of the translation equivalence, namely :

(1) equivalence and correspondence, that is the form and the function has the same meaning in other languages. For example, the word "ear" has the function to hear in all languages and cultures, (2) equivalence but not correspondence, that is the form is the same but the function is different. For example, *bread* in some cultures has the main meal but in other cultures are not, and (3) equivalence

and the meaning is not correspondence. It happens because of the culture. For example, the word *marhusip* in Batak language has a general meaning *whispering*. This word has another meaning, that is everything related to the wedding planning. To solve the mismatch, it is needed adjustment. This adjustment needs a translator's strategy to achieve the equivalence of the source language and target language. Baker (2011: 17) stated that the choice of equivalence does not only depend on the language system but also the translator's ways in translating the text.

Based on the elaboration above, it can be concluded that in translating the source language into the target language, a translator should consider the equivalence. In order to have equivalence, the most important thing to keep in mind is the message.

RESEARCH METHOD

The objectives of this research are ; 1) to find out the methods used by the translators, and 2) to analyze whether the result of the translation is already equivalence to the source of the language. In relation to these objectives the writer used the data that is the brochures provided by Tourism office of Lampung province. English brochures and Indonesian brochures are written separately. In this research the writer only chose the city or district which has Indonesian and English brochures (six brochures).

The brochures were gathered by asking one of the staffs of Lampung Tourism office. The techniques used in analyzing the data are: (1) Reading the brochures , (2) Analyzing the method translation, (3) Calculating the frequency of the methods used, and (4) Analyzing the meaning of translation result.

THE RESULT OF THE RESEARCH AND DISCUSSION

The result of the research can be seen in the following table.

Tabel 1.

City/District																Tuba							
BL				CL				SL				WL				EL				Tuba			
a	B	C	d	a	B	c	d	A	b	C	d	a	b	c	d	a	b	c	d	a	b	c	d
0	4	0	0	2	5	1	0	1	8	1	0	1	4	2	0	0	4	1	0	0	4	0	0

Note ;

- 1) BL = Bandar Lampung, 2) CL = Central Lampung , 3) South Lampung,
4) West Lampung, 5) EL = East Lampung , and 6) Tuba=Tulang Bawang.

- a. Word-for-word translation
- b. Literal translation
- c. Faithfull translation
- d. Semantic translation

Based on the table above, it can be seen that the translator used only 3 out of 4 methods; 4 Word-for-word translation, 29 Literal translation, and 5 Faithfull translation. Some of the translation are not well accepted in the target language because they look odd. Besides, some of the translations have different meaning.

DISCUSSION.



Based on the result, literal translation was mostly used. Only a few of Word-for-word translation and Faithfull translation used by the translator. Below is the example of each translation method.

Word-for-word Translation

A. Tourism Brochure “Air Terjun Curup Tujuh” Central Lampung.

- (1) ...dengan bantuan kepala desa setempat (....with the aid from the local Village Head) .
- (2) Fasilitas yang ada (Facility available).

Translation (1) can be understood but not (2) since the word order is not appropriate in the target language and it might make the reader, especially native speaker, get confused.

B. Tourism Brochure “Pantai Merak Belantung”, South Lampung

- (3) ...atau berseberangan dengan Kalianda Resort (... or adjacent with Kalianda Resort).

Translation (3), structurally can't be accepted. It should be "adjacent to". In addition, the shift is also happened. The word adjacent is not equivalence to the word *berseberangan*. Adjacent means near to or close to but what the message means is across to. In other words, the meaning is shifted.

C. Brosur Wisata “Lembah Suwoh” Kabupaten Lampung Barat.

- (4) ...dapat dicapai dari Banding atau Kuncoro atau 15 km dari Kota Agung (..... can be reached from Banding or Kuncoro or 15 kms from Kota Agung).

The order of the words (4) in the source of the language is exactly the same as the target of the language so the translation can be accepted.

Literal Translation

A. Tourism Brochure “Krakatau Monumen” Bandar Lampung city.

(1) Monumen peringatan meletusnya Gunung Krakatau ini terletak di jalan W.R. Supratman Telukbetung menempati lokasi taman Dipangga (The memorial monument of the Krakatau eruption is located on W.R. Supratman street Telukbetung in Taman Dipangga) .

(2) Monumen ini berupa sebuah rambu lalu sebesar setengah ton yang terlempar akibat gelombang pasang tsunami setinggi 40 meter yang ditimbulkan oleh letusan Krakatau tahun 1883 (This monument is in form of marine mark with the weight of a half tons that thrown away due to tsunami of 30 meters in high caused by Krakatau eruption in 1883).

(3) Kala itu tempat/taman tersebut merupakan bagian dari lokasi Kantor Residen (At that time the place/park is the part of Lampung Residence office).

(4) Dua buah pohon beringin dan Ambon menaungi monument tersebut dengan latar belakang suasana pusat kota Telukbetung (Two beringin and ambon trees shade the monument with the background of Telukbetung city atmosphere).

Translation (4) does not give a clear description of the tourism place since the translator does not translate the word “beringin” and “ambon”. In this case the translator can use “banyan” for beringin or latin word or give a brief explanation in the brackets or on the footnote for the word ‘ambon’



B. Tourism Brochure “Air Terjun Curup Tujuh” Central Lampung

- (5) Air Terjun Curup Tujuh (Curup Tujuh Water Falls).
- (6) Untuk mencapai lokasi ini.... (This location can be reached...)
- (7)dan selanjutnya dengan motor sewaan menuju batas hutan lindung dimana air terjun berada (..... and continued with rented motorcycle to the border of protected forest, where the water fall is located).
- (8) pencinta alam (the nature lovers).
- (9) hutan lindung (protected forest)

The result of translation (7) is ambiguous. The meaning of sentence (7) is the tourist can continue his travelling to the protected forest, where the water fall is located by renting a trail motorcycle. The word “dengan” generally can be translated into “with” but in this context it is not appropriate. The right preposition in this context is “by” not “with”. The result of the translation means that the tourist can continue his travelling together with motorcycle. Therefore, the readers, especially native speakers, might find it strange.

C. Tourism Brochure “Pantai Merak Belantung: South Lampung

- (10) Pantai Merak Belantung (Merak Belantung Beach)
- (11) . ..dapat dicapai dalam waktu 45 menit....(....can be accessed in 45 minutes ...)
- (12) sebuah teluk kecil (a small bay)
- (13) Fasilitas yang tersedia (The available facilities).
- (14) Pantai Merak Belantung ini(This Merak Belantung Beach...)
- (15) Area Parkir (Parking lot).
- (16) Ruang ganti (Changing room).
- (17) dari pelabuhan Ferry Bakauheni atau satu jam dari Bandar Lampung (.....from Bakauheni Ferry port or 1 hour from Bandar Lampung city).

The result of the translation (16) makes the reader, especially the native speakers confused. The term *changing room* is not found in the target language but “cloakroom”.

D. Tourism Brochure “Lembah Suwoh” West Lampung.

- (18) Lembah Suwoh (Suwoh Valley)
- (19) berbeda karakteristiknya (different characteristics).
- (20) 4 buah danau (4 lakes)
- (21) Yang menarik di daerah ini adalah sumber mata air panas yang berasal dari gunung api lama, dengan letusan-letusan lumpur panas yang berpindah-pindah (This Valley was formed by Valley an old volcano, with hot mud eruptions Valley that kept moving).

All the four sentences are well accepted since the structure and meaning are accepted in the target language and also considered equivalence since the meaning is not shifted.

E. Tourism Brochure “Taman Nasional Way Kambas”, East Lampung.

- (22) Pusat Latihan Gajah terletak di Desa Karangsari atau 9 km dari Plang Ijo, yaitu Pintu Gerbang Taman Nasional Way Kambas dengan jalan aspal yang juga merupakan batas wilayah Taman



Nasional dengan perladangan penduduk desa (Elephant Training Center is located in Karangsari Village or 9 km from Plang Ijo, namely the gate of Way Kambas National Park with asphalted road that also becomes National Park area border with villagers' plantation).

(23) Arena pertunjukan gajah menampilkan pertunjukan menarik seperti gajah bejoged, berdiri di tonggak, melangkahi orang, bermain bola, dll (Elephant performance arena displays attractive shows such as elephant dancing, standing on a pole, walks across person etc).

(24) Kegiatan yang dapat dilakukan diantaranya safari gajah, photo hunting, naik kereta gajah (Activities for tourists inter alia elephant safari, photo hunting, riding elephant train).

(25) Fasilitas yang tersedia yaitu: musholla, parkir, arena atraksi, kios makanan dan cinderamata serta fasilitas umum lainnya (Available facilities namely musholla, parking lot, cultural hall, attraction arena, food kios and souvenirs and other public facilities).

Similar to the translation found in brochure "Lembah Suwoh", all the Brochures translation in this Brochure are already equivalence with the source language.

F. Tourism Brochure "Menggala Kota Sejarah dan Budaya "Tulang Bawang district.

(26) Menggala Kota Sejarah dan Budaya (Menggala, the city of History and Culture).

(27) Selain sebagai ibu kota Kabupaten Tulang Bawang, Menggala merupakan salah satu kota tua yang berkembang sejak pemerintahan Kolonial Belanda (Besides functioning as the capital of Tulang Bawang Regency, Menggala is the ancient city developed since Dutch colonialist regime).

(28) Ciri khas kehidupan tradisional, kesibukan sebagai kota pelabuhan sungai, pola pemukiman, rumah-rumah tua dan tata kehidupan asli masih sangat terlihat (The unique trait of traditional life, business as the river port city, pattern, old houses and indigenous life order is still viewable).

(29) Beberapa fasilitas yang tersedia (Several available facilities.....).

Literal translation found in this brochure is accepted since the message is understood and does not change the meaning.

Faithfull Translation

A. Brochure "Air Terjun Curup Tujuh", East Lampung.

(1) roda empat (car).

In this translation the translator translates the text by changing the word. In Indonesian language *roda empat* usually refers to *mobil* (car). Therefore, the translator translates it using the word "car". By doing so, the result of the translation looks more effecient.

B. Brochure "Pantai Merak Belantung", South Lampung.

(2) Pantai yang bersih (This beach is clean)

This translation is equivalence eventhough it is translated using different form of structure.

C. Brochure "Taman Nasional Way Kambas ", East Lampung.

(3) Way Kambas merupakan suaka alam yang asri dan dataran rendah (Way Kambas is the low land wildlife).

In this translation, the translator translates the source language into target language using different form of structure but it still keeps the message. Therefore, it is considered equivalence.



CONCLUSION AND SUGGESTION.

Conclusion

In translating the Lampung tourism brochures, the translators used 3 (three) out of 4 (four) methods, namely; Word-for-word translation, Literal translation and Faithfull translation. Semantics translation is not used because the characteristics of the text is not related to a specific culture. Literal translation method is the highest while the other two are approximately the same. In general, the result of the translators have the sameness meaning or equivalence. Only a few sentences make the readers confused since the translator used the terms which is odd in the target language. In addition, and the wrong choice of the prepositions made by the translators makes it strange and also change the meaning of the source language.

Suggestion.

English brochures are addressed to foreigners. Therefore it will be better if the translators re-read or ask the proof readers before printing the result of the translation so that the message can be accepted well.

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