

PROBLEMS IN TOURISM TRANSLATION: CASES OF TOURISM PROMOTION MEDIA IN MADURA

Sriyono

Faculty of Social and Cultural Sciences

Universitas Trunojoyo Madura (UTM)

Indonesia

sriyono@trunojoyo.ac.id

Abstract

Tourism has been an interesting area since many travellers around the worlds spent their leisure time in tourism places. Accordingly, the need of multi languages by means of translation is unavoidable. However, good translation that gain adequacy between Source Language and Target Language is a need. To achieve it, translation problems often appear to promote and persuade visitors in order visit and enjoy the tourism places. The problems may be caused by linguistics or non linguistics matters. Therefore, this article tries to explore the problems that appear in translating tourism text. Linguistics unit, as the consequence, may influence the lexical choices between Source Language and its translation in Target Language. In addition, problems in cultural term are also challenges in determining appropriate equivalent and effect of tourism translation. Linguistics and cultural factors may create a different interpretation that influence readers (visitors) perception on the tourism object promoted. Therefore, issue and challenges of tourism translation can be an area to map the problems that appear in translating tourism texts.

Keywords: translation, tourism, linguistic, media promotion.

INTRODUCTION

This is a preliminary article to discuss translation problems dealing with media promotion for tourism in Madura. Madura is well known as “Salt Island” in Indonesia. The island has exciting tourism destinations and deserves either national or international visitors to enjoy the sights of Madura, but information in multilingual that can be easily accessed by tourists is not provided massively. Therefore, media promotion for tourism in Madura is essential either to introduce or to promote the magnificent tourism destinations in Madura. To achieve the purposes, translation is one of the

answers to generate travellers to visit Madura for their tourism purposed.

Tourism text is challenges for the creator of tourism texts to construct a persuasive language in order to influence the readers (visitors) to visit the places promoted. This requires language construction in order to create an impressive tourism promotion. A language of tourism should have perfect message including its words in which it can influence how people think, feel and act, (Sulaiman and Wilson, 2019:19). As the consequence, constructing tourism language in Indonesia should consider those effects.

This is purposed to create a persuasive language in promoting the destination proposed. Accordingly, translating tourism is not merely transferring the lexical choices and grammatical forms in Source Text (ST) into Target Text (TT), this also involves how effect of tourism preserves simultaneously the visitors to enjoy the sense of tourism.

Now days, in public area of tourism object, Tourism Information Centre (TIC) should be provided in two or more languages. Constructing tourism language should consider the pattern of specialized language in tourism. Besides, creating tourism text is assumed that communication purposes to persuade the travellers in visiting and enjoying the tourism objects can be achieved. Accordingly, one of solutions to provide information in multi language is translation. In term of tourism translation, language of tourism has specialized in stylistic, pragmatics and also lexical features (Gandin, 2013: 326).. As the requirements in translating documents of tourism texts, multiple understanding should be acknowledged by the translators. Sulaiman and Wilton (2019:2)states “ *dynamics of tourism promotion within a monolingual context, we then move to discuss tourism promotion within an interlingual context where translation seems to be the most sought after, yet most criticized solution.*”. It can be claimed that translation for tourism involves interlingual context in which this is the most essential matters in delivering message among different language and culture. Consequently, tourism language is required to represent communicative function as tourism texts should contain linguistics properties having persuasive effects as the purposes of promotion (Gandin, 2013: 326).

In addition, translation as one of tools to bridge the communication between different language and culture has difficulties dealing with communicative and persuasive effects. To achieve those effects, linguistics and culture are potential to be source of problems in translating tourism texts. This means that linguistics is supposed to be used as the methods and tools of translation (Robinson, 2003:12). Therefore, translating linguistics unit in tourism texts leads to problems in determining the equivalence as well as the purposes of translation.

In terms of translating tourism, many scholars have conducted several researches dealing with tourism translation. Yan and Naikang (2011) conducted a research dealing with *skopos* theory in translation with tourist material translation. They identified the problem of linguistics including spelling error, diction, syntax choices and also problems of clause complex. In addition, Munoz (2012) identified some errors in translating tourism texts. The research also studied how level of linguistics was identified from grammar and spelling to lexis and semantic. However, this article discusses another possibility problem regarding translation of tourism texts in promotion media in Madura. As studies conducted by Yan and Naikang (2011) and Munoz (2012), one of the problems in translating tourism was linguistics matters. Therefore, this article discusses problems in translating texts in media promotion with functional linguistics perspective. In functional perspective, informative or information texts is proposed with the system of exchange information. The system of information can be delivered with the clause as exchange (Halliday, 1985:69; Halliday and Matthiessen,

2004:107; Wiratno, 2018:77). Therefore, this article discusses some linguistics features of declarative and imperative clause as functional perspective.

METHODOLOGY

This is a preliminary research dealing with the problems in translating texts of tourism in Madura. This research is a qualitative descriptive research. The source of data in this research were media promotion in website, leaflet or booklet dealing with tourism promotion in Madura in Indonesian version as the Source Text and English version as Target Text. The data were some words or grammatical matters indicating problems in translating the texts. While the data were analyzed with functional perspective in which the possible problems can be identified with the clause model in informing or giving command to the readers or travellers.

FINDING AND DISCUSSION

Problems of Linguistics features and its translation

Promotion text media in Madura tend to be informative by giving information and also demanding information. Clauses in promotion media in Madura tend to clauses complex in form informative and imperative. This can be indicated with several statements of the texts found in the promotion media both in ST and TT. In addition, clauses in term of tourism text and its translation have many characteristics that construct the level of persuasion for visitors or travellers.

Translation cannot be separated with linguistics. However, linguistics matter in translating the tourism discourse should be integrated with the construction of persuasion. Tourism language is not only merely construction of making discourse describing an object of tourism, but it also creates how persuade the visitors to come and visit as long as possible in object promoted. The ability of translator to transfer the effect of persuasion result in the level of communicative purposed. However, most of tourism texts translated are poor standard (Sulaiman, 2016:53). Therefore, a translator of tourism text shall know how the form of persuasion and how the linguistics pattern can be achieved in translating the texts in promoting tourism. Sulaiman (2016: 22) claims that the texts in tourism have three functions, namely operative, informative and expressive to achieve their purpose. In addition, in translating the document, a translator in translating tourism text should identify the features of the texts in order to know what possibility adequate equivalence. Accordingly, the clause system and its function which indicate the exchange of meaning (Halliday, 1985; Wiratno, 2018:76) can be identified with its feature and its translation in media promotion for tourism.

a. Declarative Features in Source Language and its translation

The problem in translating of informative texts can be identified with several linguistics features, some of them are indicated with the texts in form indicative declarative clauses and its translation. The features of informative texts are indicated with the form of predicate in which those are linking verb or process of being. However, in SL the indicative declarative clause tends to use

inappropriate lexical choices. One of the examples is in the following:

1. ST: “*Sumenep terdaftar di ujung timur Pulau Madura. Dibutuhkan lebih dari empat jam untuk mencapai Sumenep dengan bus atau taksi dari Tanjung Perak Surabaya.*”

TT: “Sumenep **is listed** in the eastern end of Madura Island. It takes more than four hours to reach Sumenep by bus or taxi from Surabaya's Tanjung Perak harbour.”

(Source:

<https://www.eastjava.com/tourism/sumenep/>)
The declarative clause (1) is realized with verbs, such as *terdaftar*, in ST and the language tend to show the statement or information proposed by the writer or speaker. However, the use of verb is less appropriate, *terdaftar* instead of *terletak*. As the consequence, the verb “*terdaftar*” in ST is translated into “**is listed**” in TT. Dealing with the information, the form of sentences is declarative which indicate that sentence is giving the information. This, in addition, does not deliver the message to inform correctly the location (Sumenep as regency) in TL, since lexically “**is listed**” has different meaning from “**is located**”. As the functional perspective, Mood element in ST is determined with Subject (Sumenep) and Verb (*terdaftar*). The following is the distribution of Mood system.

2. ST

<i>Sumenep</i>	terdaftar	<i>di ujung timur Pulau Madura</i>
S*	F*	P* R*
Mood		

TT

Sumenep	is listed	in the eastern end of Madura Island
S	F P	Residue
Mood		

Grammatically there is no difference between the system in ST and in TT in example (2). As the consequence, information package in tourism media promotion does not insist the readers or travellers to know much or rather it makes confused, since place (*Sumenep*) should be informed as a location not a list or a catalogue. This shows that translating informative features possibly create a problem in media promotion of tourism. This indicates that the form of sentence in forming tourism texts are not constructed well in either in ST or in TT as its translation. Besides, different structure of Mood system in as in the example (3) is as follows.

3. ST

<i>Dibutuhkan lebih dari empat jam untuk mencapai Sumenep ...</i>
F P Residue
Mood

TT

It	takes	more than four hours to reach Sumenep ...
S	F P	Residue
Mood		

*S : Subject

*F : Finite

*P : Predicator

*R : Residue

The declarative sentence as in the case (3), Mood system has difference between the ST and in TT. There is no Subject in ST and it is realized with *It* in TT. Besides, the clause has also difference in voice, from passive (*Dibutuhkan*) in ST and active (takes) in TT. However, there is a different perception both from the writer and the reader to the Subject. In ST, the Subject is not considered as essential matter in constructing declarative clause, while in TT the translator supposes that Subject element is important and it can be related to the theme of clause (Matthiessen, 2004: 118). Accordingly, to inform to the readers (visitors), the subject is considered as one important elements to deliver an appropriate informative effects in translating tourism texts.

b. Imperative Features in Source Language and its translation

Imperative is a form of persuasion to invite the readers to visit the destination in tourism promotion. Imperative can be identified with some linguistics features indicating command since the form of the clause represent giving and demanding information and also goods or services (Martin, 1992:32). These features may persuade the readers or visitors to enjoy the place promoted. Accordingly, persuasive can be realized in form of imperative features that appears in the tourism text. Persuasive language is one of indicators to show that the visitors are persuaded by the writer to visit Madura. In following example is one of the ways of writer in showing the way to persuade the writers:

4. ST: “*Cukup kunjungi pariwisata Sumenep, salah satu distrik yang menarik di Pulau Madura. Lihat kompetisi unik Karapan Sapi, pantai fantastis, dan seni tradisional yang menarik.*”

TT: “**Just visit Sumenep tourism**, one of interesting district in Madura Island. **See** the unique Bull Race competition, fantastic beaches, and the interesting traditional art”

(Source:

<https://www.eastjava.com/tourism/sumenep/>)

Based on the example (4), the statement **Cukup kunjungi pariwisata Sumenep, salah satu distrik yang menarik di Pulau Madura...**is one of statements showing the way the writer in demanding readers or travellers to visit the tourism destination in Madura. The statement is also translated with the way to convince the tourist visitors to visit Madura, **Just visit Sumenep tourism...**This shows that translator tries to deliver an equivalent of meaning. Besides, the writer also persuade the readers with form of noun phrase, **salah satu distrik yang menarik** and its translation *one of interesting district in Madura Island*. However, the way to express of persuasion in the data does not use appropriate lexical choices. This is indicated with the word **Lihat** instead of **Saksikan** in ST, so the translation tends to literal, **see** in TT. Therefore, the writer and the translator tend to neglect how the words can influence the visitors. This may lead to challenges for translator to translate the adequate translation in order to achieve persuasive effects. Accordingly, the translation of imperative or command by giving instruction is potential as one of problems in translating tourism documents.

c. **Lexical Choice in Source Language and its translation**

Sulaiman and Wilson (2019:19) stated that in constructing message in tourism promotion, the texts producers should consider how a word in perfect way in order people can think, feel and act as they hope for visiting the place. In terms of tourism the text, the language used also has its own characteristics. Based on the system of the clauses which were derived from the data, it can be found that the language units in the text have special characteristics and functions realized in congruently and incongruently, (Wiratno, 2018:157). Lexical words realized in promotion media indicate that many words are produced in form of incongruent as form technicality. The problems of the lexical matter also influence the abstraction for the visitors to know the terms of tourism that influence the meaning and terms in media promotion. Lexical choices in the promotion media has some incongruent indicating the density of the tourism message delivered. The following are the technicality and its translation found in the texts

5. ST: “.....selama matahari terbenam untuk melihat *nuansa dramatis* senja.....”

TT : ”....during the sunset to see a *dramatic nuance of the twilight...*”

(Source:

<https://www.eastjava.com/tourism/sumenep/>)

In clause (5), translating lexical matters is not merely translating the word in ST into the TT. This lexical unit also represents the form of technicality of the words. The phrase *nuansa dramatis* in ST is a phrase that cannot be translated word for words since this has equivalent in TT, *a dramatic nuance of the*

twilight. However, the term of *nuansa dramatis* is not merely as usual situation, as it appears in the context of tourism. Both the phrase in ST and TT use attitudinal lexis in which the readers will assume an opinion, (Santosa, 1996). It apparently has message about the beautiful situation in tourism object enjoyed that may influence the choice of attitudinal lexis. This has attitudinal lexical since *nuansa dramatis* is described a situation in which the tourists have their perception on *nuansa dramatis*. Accordingly, the *nuansa dramatis* as a phrase of technical term in ST is rendered as in the context of tourism in which the translation should be adequate in TT to represent the situation. The difference of language system in text media promotion may influence the meaning informed in text produced. The use of congruency that is proposed by Halliday and Matthiessen (2004:63) relates to nominalization as the source problems in translating lexical choices in tourism promotion media. As the consequence, lexical choices in tourism media possibly create ideational metaphor which influence the tourism technicality used either congruent or incongruent.

CONCLUSION

Based on the discussion above, it can be concluded that translating tourism documents should consider the way of the writer or commissioner in constructing the language used in tourism media. In addition, translating tourism media promotion should also consider the media used in translating the documents. Problems in translating tourism is not merely about the problems of transferring the message but also how the effect the promotion can be achieved, but it is

also caused by the linguistics features and lexical choices in Source Language.

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