

## The Strategies of Translation of Bahasa Indonesia-English in Two Indonesia Tourism Websites

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### ABSTRACT

This study discusses the use of translation strategies in translating Indonesian culture-bound words in two Indonesia tourism website articles. By using a descriptive qualitative analysis method, the translation strategies found in the Indonesian culture-bound words were observed using the theory from Mona Baker (2018). The rank of the most dominant strategies, from the most frequent to the least, used by both translator teams of *Wonderful Indonesia* and *Enjoy Jakarta* are loan word with an explanation, word-for-word, cultural substitution, and general word. In the Indonesia culture-bound translation, the most strategy used the culture-bound words is loan word strategy. It is better because instead of translating the Indonesia culture-bound word, the writer keep the culture-bound word in the english version and explain the meaning of the culture-bound word from explaining the history or the ingredients behind the culture-bound words so the international tourists can know the meaning behind the Indonesia culture-bound words without changing the names. In conclusion, both translator teams mostly used loan word strategy as their main strategy in the English translation, but still used other strategy in certain Indonesia culture-bound words.

**Keywords:** translation, translation strategies, culture-bound words

### INTRODUCTION

Translation, a process of transferring one language into another language to connect the source language meaning to the target language, has been an essential part of communication. The existence of translation made spoken & written media from comics, movies, news, novels, and other media that can be enjoyed by many people from different languages around the world. The clear and informative translation is essential because, according to Gill and Guzmán (2010, p. 126), translation is "a point of contact between peoples". The point is that a clear and informative translation can help to connect peoples from different languages around the world.

However, the difficulties the translators will face when translating a certain language are "culture-bound" words. Since Indonesia has so many different culture variations from across Indonesia regions and islands, the challenge for the translators is how they translate Culture-bound Indonesian words to specific language without changing the meaning. According to Newmark (1988) culture-bound words or cultural words is a "a particular language that cannot be literally translated" (1988, p. 95).

In this modern and globalized era, everyone uses the internet as the primary source of information, changing how people acquire new information. Today sources of information around the world can be received in a matter of minutes from the internet. Everyone can know everything that happens around the world in a single click. As many different fields already use the internet as a way to promote their products and services worldwide, this is a perfect opportunity for the tourism sector to follow the step and use the internet as their promotion tool.

Tourism sector plays an important part in a country's economic growth and since Indonesia has so many tourist spots, it is important for Indonesia based tourism websites to provide a multi-

languages version of the contents in their websites homepage because there will be a high possibility that international tourists will come to the website first to check what the Indonesia tourism sector can offer.

In this study, the writer used eight translation strategies proposed by Baker (2018) as the guideline to analyze the English version of the content in *Wonderful Indonesia* and *Enjoy Jakarta* tourism websites. The eight translation strategies proposed by Baker are “translation by a more general word, translation by a more neutral word, translation by cultural substitution, translation using a loan word, translation by paraphrase using a related word, translation by paraphrase using unrelated word, translation by omission, and translation by illustration” (Baker, 2018, pp. 35-45).

## METHOD

In this study, the writer used a qualitative approach in analyzing the data of Indonesia culture-bound word translated to English from *Wonderful Indonesia* and *Enjoy Jakarta* tourism websites. Qualitative approach is suitable for this analysis since the writer wants to find the reason why both *Wonderful Indonesia* and *Enjoy Jakarta* website translator team used specific translation strategies when they were translating Indonesia culture-bound word to English. In this analysis, the writer collected Indonesia culture-bound word from both *Wonderful Indonesia* and *Enjoy Jakarta* website articles.

## FINDING AND DISCUSSION

Based on the result of the analysis done by the writer, the differences between *Wonderful Indonesia* translator team and *Enjoy Jakarta* translator team are the use of translation strategies variations. In *Wonderful Indonesia* website, the writer found that **23** out of **26** words are paraphrased using loan word + explanation strategy while **3** out **26** of the words are using word-to-word strategy.

For *Enjoy Jakarta* website the writer found three translation strategies variation from loan word + explanation, translation by cultural substitution, and translation by a more general word. From the 15 words that the writer collected, the writer found that **13 out of 15** words are using loan word + explanation strategy, **1 out of 15** words is using translation by cultural substitution strategy, and **1 out of 15** is using translation by a more general word strategy.

Table 1. Indonesia culture-bound words of *Wonderful Indonesia*

No	Indonesian	English	Translation Strategies	
			Type	explanation
1	Sogan	Sogan	Loan word	Using Javanese word which mean chocolate brown color
2	Sanghyang	Sanghyang	Loan word	Using Bali word which explain bali ancient ritual
3	Potehi	Potehi	Loan word	Using Chinese word which explain puppets that made from sackcloth
4	Menyirang	Menyirang	Loan word	Using Bahasa Banjar word

				explaining the process of hand stitching and weaving
5	Kain Pamintan	Kain Pamintan	Loan word	Using Indonesia word Explaining a fabric
6	Rangda	Rangda	Loan word	Using Bali word Explaining a balinese mythology creature
7	Karawo	Karawo	Loan word	Using Sulawesi word Explaining a art, piece of embroidery
8	Lontong	Lontong	Loan word	Using Indonesia word Explaining the food, steamed rice covered in banana leaves
9	Menatah	Menatah	Loan word	Using Indonesia word explaining a process, making wayang puppets
10	Mendalang	Mendalang	Loan word	Using Indonesia word explaining a process, playing the puppets
11	Tau	Tau	Loan word	Using Torajan word Explaining a statue
12	Aluk Todolo	Aluk Todolo	Loan word	Using Torajan word explaining a traditional belief that everyone who passed will enter the afterlife
13	Poyo	Poyo	Loan word	Using Torajan word explaining a realm, afterlife
14	Bingka	Bingka	Loan word	Using Banjarese word explaining the history and ingredients of a cake
15	Tatung	Tatung	Loan word	Using Hakka word Explaining a ritual
16	Debus	Deblus	Loan word	Using Javanese word explaining a traditional martial art

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17	Dablus	Dablus	Loan word	Using Arab word explaining a weapon, a sharp iron lance
18	Sayur Lodeh	Sayur Lodeh	Loan word	Using Indonesia word explaining the food, vegetable soup cooked with coconut milk
19	Gudeg	Gudeg	Loan word	Using Javanese (Yogyakarta) word explaining the food, sweet jackfruit stew
20	Gori	Gori	Loan word	Using Javanese (Yogyakarta) word explaining the fruit, young unripe jackfruit
21	Tempe Bacem	Tempe Bacem	Loan word	Using Indonesia word explaining a traditional side dish
22	Bakancing	Bakancing	Loan word	Using Minahasan word explaining a form of traditional treatment
23	Tarian Kecak	Kecak Dance	Loan Word	Using Bali word Explaining a traditional dance, kecak
24	Barong Landung	Giant Barong	Word-for-Word	Only translated the word landung that means giant
25	Barong Macan	Tiger Barong	Word-for-Word	Only translated the word macan that means tiger
26	Barong Celeng	Boar Barong	Word -for-Word	Only translated the word celeng that means boar

Table 2. Indonesia culture-bound words of *Enjoy Jakarta*

No	Indonesian	English	Translation Strategies	
			Type	explanation
1	Arum Manis	Arum Manis	Loan word	Using Indonesia word and

				explaining the ingredients
2	Semur Daging	Semur Daging	Loan word	Using Indonesia word and explaining the ingredients
3	Cucur	Cucur	Loan word	Using Indonesia word Describing the texture of the food
4	Karedok	Karedok	Loan word	Using Indonesia and explaining the other name of the food
5	Martabak	Martabak	Loan word	Using Indonesia and explaining the other name of the food
6	Rujak/Mie Juhi	Rujak/Mie Juhi	Loan word	Using Indonesia word and explaining the ingredients
7	Kue Kembang Goyang	Kue Kembang Goyang	Loan word	Using Indonesia word and Explaining how the food was made
8	Kue Ape	Ape Kue	Loan word	Using Indonesia word and Describing the texture and the smell of the cake
9	Kue Biji Ketapang	Kue Biji Ketapang	Loan word	Using Indonesia word and explaining the ingredients come from
10	Kue Akar Kelapa	Akar Kelapa Cake	Loan word	Using Indonesia word and describing the shape of the cake
11	Putu Mayang	Putu Mayang Cake	Loan word	Using Indonesia word and

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				explaining the ingredients
12	Nasi Ulam	Ulam Rice	Loan word	Using Indonesia word and explaining the ingredients
13	Kue Pepe	Sago Pie Cake	General word	The English translation is a general word translation
14	Kerak Telor	Egg Crust	General word	the English translation is a general word translation
15	Dodol	Taffy	Cultural Substitution	Describing the ingredients and other version of the the food

Based on the analysis done by the writer, the writer found that both websites *Wonderful Indonesia* and *Enjoy Jakarta* often used loan word strategy when they translated Indonesian culture-bound word into English. The writer believes that the reason why both translator teams used loan word strategy other than other strategies is because culture-bound word is usually culture-specific language, so the both translator teams decided to use loan word strategy so they can borrow the Indonesian culture-bound word and use it to the English version of the articles. The translator also explained the meaning of the word itself for example, the translator team borrowed the word “gori” from one of the articles of *Wonderful Indonesia* and explained that “gori” is a local word or term for unripe young jackfruit.

## CONCLUSION

Even though almost 90% of the words are translated using loan word strategy, the writer still found other translation strategies that are used by both translator teams like cultural substitution strategy, general word strategy, and word-for-for strategy. In conclusion, the writer think the main purpose why both translator teams mainly used loan word strategy in the English translation is because both translator teams want keep the original meaning of the culture-bound words so the international tourists can acknowledge the meaning behind the Indonesia culture-bound words and instead translating the words, both translator teams explained the meaning behind the Indonesia culture-bound words. In conclusion, the writer think that both websites do a good for keep using the original Indonesia culture-bound words in the English translation but the writer think the first website, *Wonderful Indonesia* website is more detailed than the second website, *Enjoy Jakarta*. Because the information inside the articles of *Wonderful Indonesia* website like the cultures or cuisines explained more detailed than *Enjoy Jakarta*. On the other hand, most of the articles in *Enjoy Jakarta* only briefly explain the cultures or cuisines.

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