

The Aspect of Equivalence in Tourism Text

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Abstract:

Tourism texts should achieve their function as promotional texts. The complexity of translating tourism texts requires an appropriate translation technique. The proper translation techniques contribute to the equivalence of translation. This study aims to explain the impact of translation techniques on equivalence. This study used the solo calendar of event 2018 as source of data. Meanwhile, the data is all utterances in the text. The concept of translation as act of communication involves in the study as a parameter in achieving the equivalence. The results indicate the use of translation techniques, namely modulation, literal, calque, and duplet. The most dominant translation techniques is calque while the less dominant is modulation. The achievement of translation equivalence is determined by the target readers' understanding and the text's communication function. The equivalence translation shows the success of the translated text function.

Keywords: Translation, Tourism, Techniques, Equivalence, Solo

INTRODUCTION

Local governments, as part of tourism industry, demand to inform their tourism place and agenda to the community. They can publish the tourism booklet or brosur as media to inform their tourism agenda. The use of booklet or brosur should also understand not only by local tourist but also foreign tourist so the using language to convey information is significant. The local governments must provide information in foreign languages as a strategy to give easily access for foreign tourists. It also becomes selling point for local government in promoting their tourism.

One of local government implemented the strategy is Surakarta government. Surakarta government as part of central java has facilitated information for international tourists who will visit Solo by publishing a booklet solo calendar of events 2018 in two languages, namely English and Indonesian. The booklet solo calendar of events 2018

contains the tourism agenda and place offers by Surakarta government. It informs all of tourism agenda in Surakarta in a year. The text also has function to promote tourism place and agenda of Surakarta so the translation is become more complex. Translator of booklet solo calendar of events 2018 is faced by maintain the meaning of the utterance as well as the translation of utterance should also bring the promotion function. It is due to the fact that the failed in maintenance the promotion function in translation text make the text loss their function.

In the context of translation, translators are required to transfer the source language text (ST) meaning into the target language (TT). It means that translation should produce the same meaning of ST and TT. Translator demands to produce equivalent meanings both of ST and TT so that translation focuses on semantic study since they only transfer the meaning of the text. Generally, the concept translation as process transferring meaning of the text focus on semantic study. It means that translation present the similar meaning form the word, phrase, clause, and sentence from the ST. In this concept, the meaning of word, phrase, clause, and sentence is presented in out of context so the translator has tendency to translate the text literally without consider the function of the text. The concept also shows that the translation has high quality of translation when it successfully transfers the meaning of the text from ST to TT. It does not focus to the impact of the text to the target reader so translation more focus to produce similar meaning of source text and target text.

In translation tourism text, translator should also convey functions of the text. It means that translation not only focuses on transfer the meaning of the text but also they should consider the function of the text. It is due to the fact that translation is act of communication so translation is communication activity between speaker and hearer. In the concept translation as act of communication (Hatim and Munday, 2004), it shows that the translation is process of two process of communication, namely the communication between the author of the source text with the translator and communication between the translator with the target reader. The concept also focus on how the translation has an impact to the target reader. The high of translation quality can be achieve if the translation successfully maintenance the impact to the target reader. In the other word, successfully translation achieve when the translation can maintenance the communicative function. Therefore, the pragmatics study involves in this concept since pragmatic focus on the meaning utterance use in interaction.

The analysis of tourism text translation does not require the analysis of transferring meaning but also the maintenance of target reader impact. It can be achieved by determining the translator effort to maintenance the communicative function. The study explains the achievement of equivalence from tourism text translation which focus on how translator choice the particular translation techniques in producing tourism text translations and successfully of translation in achieving the equivalence message and function of the text in the target language.

LITERATURE REVIEW

The achievement of translation quality is determined with the effort of translator in transferring the message of the text. Translators, however, should use particular way in resulting the similar message of the TT. On the other hand, they implement the particular techniques of translation to result the high translation quality. There are many experts that propose translation technique. They use the various term to refers the way of translators in translation text such as strategy (Baker, 1992), procedure (Newmark, 1988) or technique (Molina & Albir, 2002). The study uses the term translation technique refers to way translator translate the utterance from source text to the target text as propose by Molina & Albir (2002). Molina & Albir (2002) explain that translation techniques result from translators' choices in overcoming problems. The application of the technique can be identified by comparing the translation results with the original text. Translation techniques described by Molina & Albir (2002), namely: adaptation, amplification, borrowing, calque, compensation, description, discursive creation, established equivalent, generalization, linguistic amplification, linguistic compression, literal translation, modulation, particulation, reduction, substitution, transposition, variation.

Translation techniques contribute to the achieving equivalence of translation. It is due to that the applying the proper translation techniques can maintenance the message of the target text. The study of message should involve pragmatics study since the message is contained in the using of language. It means that message appear when the text involves in particular context or the language use for interaction. The contribution of translation technique to the equivalence can be observed when the translation can result similar impact to the target reader by maintaining the message of source text.

Equivalence is essential in translation activities (X. Li, 2018; Panou, 2013). The equivalence of the text can determine the fulfilment of the function of the text. Equivalence refers to how the translator produces an accurate translation of the message and the resulting text does not like a translated version (Thi & Oanh, 2018). The principle of equivalence in translation indicates that the translator tries to reproduce the natural equivalence closest to the target text. To achieve this equivalence, the translator must focus on the context and content of the source text. The translator should consider the message, form, and target audience of the target text. In other words, translation equivalence does not only focus on finding lexical and grammatical equivalents but also consider the semantic and pragmatic meanings of a text.

Equivalence is achieved when the message can be transferred properly in the target text. (Nida, 1964) formulates equivalence into formal and dynamic equivalence. Formal equivalence focuses on form and meaning without regard to context. Meanwhile, formal equivalence focuses on the message. Dynamic equivalence presents the same message and the resulting effect on the target text. (Nida and Taber, 1974) explain that the achievement of dynamic equivalence is indicated that the target reader receives the same effect as the source text reader. Nida, in the concept of dynamic equivalence, believes that translators must focus on the meaning and purpose of the source text, not only on the formal equivalence of the language structure of the source text (Y. Li, 2021). Thus the communication function of a

text also determines the achievement of equivalence. It means that the translation has the same message as the source text. In addition, the translation does not change the function of an utterance. The understanding of the target readers also determines the achievement of equivalence. The reader's degree in understanding the translation determines the similarity of the effects produced by the translation.

RESEARCH METHODOLOGY

The research belongs to qualitative research with case studies in which the researcher tries to explain the problem focused on in the study. The main problems explored in the study is the aspect of equivalence achievement in translation tourism text. The study is also considered as single embedded case study since the research only focus on particular problem in specific text. The study used a data source from the tourism text Solo Calendar of Event 2018, while the data were all utterances in the text. In the data collection method, the researcher collected data on words, phrases and sentences in the Solo Calendar of Event by direct observation. The data analysis covers translation technique, the achievement of communication function, and readability of translation. The stage of translation technique analysis was a comparable utterance in ST and TT. In achievement of communication function, the study identified the success of transferring messages using accurate translation parameters and maintaining utterance function in TT. Meanwhile, the study also involves the target reader to assess the readability of the translation text. Data validation used the triangulation method by comparing the results of observation and questionnaire. The research concludes that using the translation technique in the Solo Calendar of Event 2018 resulted in equivalence of the translation. The procedure of research can be describing as follows. First, the researcher collects the data by direct observation. Second, the researcher asking for respondent to fill in the questioner. Third, the data is analyzed the translation technique by comparing source text utterance and their translation. The data also is analyzed their achievement of communication function by involving pragmatic concept and readability of translation by using the degree of target reader understanding of translation text. Finally, the researcher draws the conclusion from results analysis.

FINDINGS

Translation Technique

In this section, the study explains the analysis of translation techniques. It presents the category of translation techniques and their frequency. The analysis of translation techniques involves the theory of translation techniques described by Molina & Albir (2002). The results show four types of translation techniques used by translators in translating utterances, namely the combination of two translation techniques (duplet), modulation, literal and calque. The distribution of the use of these translation techniques is as follows.

Table 1. The distribution of translation technique

Type of translation technique	Number	Frequency
Duplet	24	39.34%
Modulation	3	4.92%
Literal	5	8.19%
Calque	29	47.54%

In the distribution of translation technique table, it can be identified that the most dominant translation technique used by translator in translating the utterance in Solo Calendar of Event 2018 is calque. It is 47.54 % form total data translated with calque technique. It means that translator not only focusses in transferring the message of the text but also he arrange the structure of the text base on the grammatical rule of target language. The implementation of the technique shows that translators consider to the target language reader and they competence in target language grammatical rule. Meanwhile, the less dominant translation technique used by translator is modulation. It is indicated that the effort of translator in changing the different point of view or focus of utterance is rarely done by translator. In the table, the usage of the modulation technique only 4.92% from all of the data. Another translation technique involves literal and duplet. It is only 8.19% and 39.34% respectively from total data. The details explanation of the implementation of translation technique as follows.

(1) ST : Kejuaraan Kempo se Jawa Tengah

TT : Central Java regional Kempo Championship

In translating utterance (1), the translator changes the utterance structure into TT grammatical rules. In example (1), the translator uses the calque translation technique. The translation technique attempts to transfer phrases or sentences from the source language into the target language, both lexically and structurally. The application of this technique is very precise in translating sentences in the Solo Calendar of Events 2018. It is due to differences in the grammatical structure between ST and TT. Based on the meaning conveyed by the sentence, it can be observed that the meaning of the translation is accurate. In other words, there is no distortion of meaning caused by applying this technique.

(2) ST: Nikmati tarian menarik yang mengangkat keagungan cerita
Ramayana di panggung terbuka Benteng Vastenburg

TT: Enjoy the stunning dance performance of the epic story of Ramayana in open
air stage of the historical Vastenburg Fort

The translator translates *Nikmati tarian menarik yang mengangkat keagungan cerita Ramayana di panggung terbuka Benteng Vastenburg* into “Enjoy the stunning dance performance of the epic story of Ramayana in open air stage of the historical Vastenburg Fort” using two techniques, namely amplification and calque. In the study, the combination of two technique classified as duplet category. The translation using the calque technique at the sentence level produces a high translation quality. It is due to the fact that the implementation of this technique can transfer all messages in the source language text. The amplification technique can be observed in the historical words added by the translator. The

adding word give additional information in the target text. In the Solo Calendar of Events 2018, many sentences are translated using amplification techniques or adding information that is not provided in the source text. The implementation of amplification technique contributes to the degree accuracy of translation.

(3) ST: Konferensi, pameran dan kirab pusaka Indonesia

TT: Conference, exhibition, and carnival of heritage cities of Indonesia

The translation of utterance (3) uses different translation techniques compare to utterance (1) and (2). The translator translates the utterances using word for word. It means that the translator direct transfer each meaning of the word without effort to accordance to the target text grammatical rule. The word for word translation or literal technique can transfer all messages in the source language text if the utterance consists of simple structure. Therefore, the use of literal techniques in translating sentences with simple structures often results in high degree of translations quality since the implementation translation technique are successfully transfer the meaning of word or expression in target text.

(4) ST: Rayakan HUT Car Free Day melalui aktivitas Go green

TT: Go green activities to celebrate the anniversary of Car Free Day

The utterance (4) is translated using the modulation technique. The modulation technique changes the point of view, focus, or cognitive category of expressions in SL text into an expression in TL, both lexically and grammatically. In example (4), the modulation technique is applied by changing the imperative sentence structure in Rayakan HUT Car Free Day melalui aktivitas Go green into an informative structure in “Go green activities to celebrate the anniversary of Car Free Day”. In this case, the modulation technique is applied structurally at the sentence level. The implementation of this technique can contribute to the less accurate of the translation if the translator failed in maintenance the message of the utterance.

THE ACHIEVEMENT OF COMMUNICATIVE FUNCTION

The section explores the achievement communication function of text due to source of data is tourism text. The tourism text has function as promotion media for tourism agenda and place. The translator demand to maintenance the promotional faction of the text in order the target reader get the similar effect with the reader of source text. In this study, the achievement of the communication function is determined by the pragmatic equivalence in translation. The success of this achievement can be observed through the accuracy degree and successfully maintenance of the speech function in the translation. Further explanation can be seen as follows.

Table 2. The distribution of communication function achievement

Type of achievement	Number	Frequency
Successful	43	70%
Unsuccessful	18	30%

Table 2 shows that there are 43 (70%) from total data are classified as successfully in achievement the communication function. The data consider as accurate translations and successfully maintaining the speech function. It means that the meaning of words, phrases, clauses or sentences from the utterance in the source language is accurately transferred to the target language, and there is no distortion of meaning. In addition, the speech function of the source text can be maintained in the target text. Meanwhile, 18 (30%) from total data are classified as successfully in achievement the communication function. The data are included in inaccurate translations and less successful in maintaining speech functions. It means that the meaning of speech in the source language is inaccurately transferred to the target language or deleted, and the speech function changes in the translation. The details explanation can be observed in the example bellow.

(5) ST : Jadilah bagian dari kemegahan Kirab Budaya perayaan HUT Kota Solo

TT : Enjoy the greatness of Javanese culture in a Cultural Carnival celebrating the 273rd anniversary of Solo City

Translators produce accurate translations by applying two translation techniques. In utterance (5), the translator uses literal techniques in translating the utterance. The translator also used amplification techniques in adding Javanese culture information that is not stated in the ST. The application of two techniques resulted in an accurate translation of the message and did not change the persuasive function of the target language. It is due to the sentences of the source language text are still structured simply so that the literal technique can transfer all the messages in the source language text.

(6) ST: Saksikan konser gamelan yang apik dengan menampilkan kelompok orchestra gamelan dari Solo dan luar negeri

TT: An attractive concert of gamelan (Javanese traditional instruments) presenting several gamelan orchestra groups performances from Solo City and other foreign countries

The translator translated utterance Saksikan konser gamelan yang apik dengan menampilkan kelompok orchestra gamelan dari Solo dan luar negeri into "An attractive concert of gamelan (Javanese traditional instruments) presenting several gamelan orchestra groups performances from Solo City and other foreign countries" and it is categorized as less accurate translation. It is due to the fact that the translator present new information in the target text (TT). Utterance in source text belongs to sentences with persuasive functions. However, in the target text, these sentences turn into informative sentences which loss their persuasive force. In this case, the translation is not only successfully transfer the message but also failed in maintenance the function of utterance in target language text.

The Understandable Degree Of Translation

The section shows the understanding degree of translation. It refers to the degree of target reader in understanding the target text. The translation categorizes as high readability if the target text is easily understood by the target reader. Meanwhile, the translation with

less readability shows that the target reader is difficult to understand the text. The degree of understanding of translation in this study is determined by the readability of the text. The reader's success in understanding the translation can be seen from the text's readability level. Further explanation can be explained as follows.

Table 3. The degree of readability

Type of Readability	Number	Frequency
High readability	57	94%
Less readability	4	6%

Table the degree of readability shows that there are two categories of level of readability, namely high readability and low readability. The table also present that 57 (94%) from the total data belong to translations with a high level of readability. It means that readers can easily understand words, technical terms, phrases, clauses and sentences. Meanwhile, 4 (6%) from the total data is included in the less readability category. The use of inaccurate spelling contributes to a lack of readability. The following is an example of translation data with a high and less readability level.

(7) ST : Pameran, dan Atraksi seni budaya dalam rangka memperingati Tahun Baru Kalender Jawa

TT : The Expo and Art performance to celebrate the Javanese New Year

In the example, translators produce translations with a high level of readability by applying the calque technique. The implementation of calque technique can present the text that accordance to target text grammatical rule so it easily for target reader in understanding the message of the text. In other word, the application of this technique produces a translation that has a high level of readability and does not change the message in the source language. It is because the translator maintains an informative sentence structure so that the translation can be easily understood by the reader. Therefore, the maintenance of informative sentence structures by the translator makes the target language text sentences easy to understand and has a high level of readability.

(8) ST: Pameran Komputer dan Smartphone

TT: Komputer and Smartphone Expo

In the utterance (8) present the translation error produced by the translator with the spelling in the target language. The translator does not focus of target language spelling by using source text spelling. Translating the word " Komputer " into " Komputer " without changing or adjusting the spelling in the target language makes the translation less readable. In producing a quality translation, translators are not only required to carefully transfer the messages and make sentences grammatically acceptable in the target language. However, translators are also required to be careful regarding the use of spelling. It is due to the fact that text with incorrect spelling rules in the target language will also reduce the readability of text.

DISCUSSION

This section explains the factors that influence the equivalence of a translation. The equivalence of the translation can achieve in many different levels. In this study, the achievement of translation equivalence does analyze not semantically but also pragmatically. It means that the translation focus on the transferring the message and achievement function of communication. The achievement equivalence of a translation are determined by the aspect of achievement of the communicative function and the target readers' understanding of the translation text. Translation as an act of interpretation and reproduction of messages must achieve pragmatic equivalence in translation. Pragmatic equivalence relates to the use of utterances in communicative situations and the way these utterances are interpreted in context (Aruna, 2018). Therefore, this relates to the study of the meaning conveyed by the participant's utterance in a communicative situation. The achievement of pragmatic equivalence shows the translator's success in presenting the message effect in the target text. Pragmatic equivalence focuses on the impact of the original text.

Nida emphasizes the dynamic equivalence of meaning so that translators should consider a dynamic role in understanding and interpreting the original meaning correctly both in language and non-language contexts (Chen, 2018). The meaning of the translation text is the result of the translator's interaction with the original text. Translators must fully transfer messages and ideas in the target language to make the translation easier to read (Alwafai, 2015). Translators must also consider the target readers, so they must apply the proper translation techniques in translating a text. Since translation is a complex process, different target audiences will determine the translation techniques used.

CONCLUSION

Equivalence of translation should be achieved in translation activities. However, the achievement of equivalence in the translation of tourism texts is not only determined by the success of conveying the message. The translation must also produce similarities in the communicative function of utterances and ease the reader in understanding the translation. The concept of translation as act of communication demands the translator to result the similar communicative function in the target text. The impact of the text to the source text reader should be maintained by the translator and presented it in the target text. translation without maintenance communicative function will loss their impact to target reader. Besides, the translator also demands to consider the readability level of the text that can be achieved by translators by using the proper translation techniques.

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