CHAPTER I

INTRODUCTION

1.1 Background of the Study

There are many languages throughout the world, and one of the ways to connect those many languages are in the form of translation. Translation is very important because it is used either to localize the foreign languages or translate the source language to many foreign languages so that many people from their respective languages could understand the meaning of what it is being said or written.

Meaning in the translation to target language should be equivalent to its source language, as Nida and Taber (1982;12) had stated that "translation consists in reproducing in the receptor language the closest natural equivalent of the source language message, first in the terms of meaning and secondly in the terms of style". It can be understood from the previous statement that meaning is more important than the style used in translation and that many aspects such as syntactic, semantics and pragmatics that could distort the meaning of the source language.

Translation nowadays comes to many forms of field, such as technology, economy, politics, social, etc. including in the field of tourism.

Tourism is one of the ways to introduce one nation to the international world. There are many ways to introduce the nation or in particular, the region in the nation through tourism. It ranges from its culinary, its nature and wildlife, its historical building, or its unique culture.

According to World Tourism Organization (WTO), tourism over the decades has continued to grow and to be more diverse to become one of the fastest-growing economic sectors in the world. New destinations also encompassed and developed by many countries in order to improve the tourism sector. The export earnings that the international tourism generated also has reached to US$1.6 trillion in 2017 with the international tourist arrivals grew by 7% to 1,323 million in the exact same year. WTO also predicts by 2030, the international tourist arrivals to reach 1.8 billion. This shows that tourism is an ever-growing field for any nation and it never stops (retrieved from WTO's website).

Indonesia, as the country with the largest archipelagic country in the world that made up of 17,508 islands, has a lot of tourism places to be discovered. In each region, there is a tourism board that manages to promote their respective tourism place through many media. One of those media is through the creation of tourism guidebooks for travelers. These guidebooks provide as much information as possible to those independent tourists specifically backpackers regarding the tourist attraction in the specified region.

This makes guidebooks as the appropriate way to increase the reputation of the accommodation and confirm reliability (Hiransomboon, 2012).

Besides as the source of information, tourism guidebooks also have huge influences on tourists. According to Lew (1991), guidebooks serve as the markers of tourist attractions because it identifies the sight, and gives it meaning and significance to the tourist. The guidebooks locate sights with maps, addresses, give them descriptions and tell the tourist on why these sights are something that should not be missed. Guidebooks give the tourists the first impression on the sights and it could affect their interests and needs positively or negatively.

Some of the guidebooks that were created have been provided with two languages inside of them or in a separate guidebook. The English language in the guidebooks most of the time were the translated version of the Bahasa Indonesia. These productions of bilingual guidebooks are likely to have problems with its translations because they are affected by the phenomenon of *interference*. According to Keshavarz (1999), interference is one type of influence behavior, a mother tongue's linguistic behavior, in this case, on one that is learned, a foreign language linguistic behavior. The result of such interference created various types of errors that occur in their production, with the most frequent being grammatical, semantic, and pragmatic errors (Mahmoodi, 2007). He added that the errors that occur committed by the

creators of the tourist guide books will most likely result in misunderstanding, altering the information, or even bringing wrong information to the tourist.

Therefore, error analysis is needed to correct those mistakes because it is very important to create a guidebook that is as informative and as intriguing as the original version especially in terms of its language used and its translation quality to foreign language. A guidebook and its interplay with the tourist, as was stated by Lew (1991) may affect the tourist's actual behavior and experience.

Locally, there have not been many studies that cover the error analysis of translation in the tourism field, mainly on the guidebooks. However, several studies have been done locally and internationally regarding the error analysis in translation in many media and on many occasions. Ghaseni and Hashemian (2016) in their study entitled "*A Comparative Study of Google Translate Translations: An Error Analysis of English-to-Persian and Persian-to-English Translations*" try to compare the quality of the translation of Google translate back-to-back from English to Persian and Persian to English.

In his article entitled "*Analyzing Indonesian-English Abstracts Translation in View of Translation Errors by Google Translate*" by Napitupulu (2017), he seeks to investigate the translation error that occurs in the abstracts of undergraduate thesis students that were produced by Google Translate with Keshavarz's (1999) model of error analysis.

The article "*Errors in Translation: A Comparative Study of Noun Phrase in English and Malay Abstract*", a study by the two authors, Zamin and Hasan (2018) seeks to investigate the abstract that was backward translated by 10 randomly selected postgraduate students. The study analyses the errors when English noun phrases are translated into Malay language.

Translation error analysis in crowdsourcing translation application is examined by Salam, Akil, and Rahman (2017) in their study entitled "*Translation Errors Made by Indonesian-English Translators in Crowdsourcing Translation Application*". In their study, they aim to describe the kinds of translation errors and the dominant translation errors made by Indonesian-English translators.

The error analysis on Islamic text also has been done by Jahanshahi and Kahipour (2015) in their study of "*Error Analysis of English Translation of Islamic Texts by Iranian Translators*". They intended to find out the type and the frequency of errors that occur in the English translation of Islamic texts by the Iranian translator. According to Jahanshahi and Kahipour (2015), errors emerge as the result of incompetence in one or more than one of the categories: culture, syntax, and semantics. From the previous related articles, it can be inferred that there have not been many studies that cover the error of translation in tourism literature, especially in Indonesia.

Most of the previous studies analyzed the error in the translation of Google Translate, the error of translating noun phrases, the error in translation made by English major students, and the error of English translation of Islamic texts. For that reason, the writer is inspired to analyze the error in the translation of tourism literature particularly tourism guidebooks.

This study uses tourism guidebooks that are produced respectively by the tourism boards of some regions in Indonesia such as Banten, Bangka Belitung, Gunungkidul, Special Region of Yogyakarta, Sawahlunto, and the one from National Museum of Indonesia. Those guidebooks were chosen as the corpus because those six guidebooks were the ones that the writer could get directly from the tourism boards or download it from their official website.

Those selected guidebooks fit to the criteria that the writer desired which are; having both Indonesia as the source text and English as the translated text and having a lot of error in the translation. Those guidebooks were then analyzed by using the modified model of error taxonomy of ATA (2017) and Keshavarz (1999) proposed by Dastjerdi and Abdolmaleki (2012) because this modified error taxonomy is new, more specific in the terms of syntax, semantic, and pragmatic errors, and this taxonomy is not yet used in many studies.

1.2   Research Questions

Based on the explanation, the questions are created as the following:

1. What error types found in the English versions of Indonesia tourism guidebooks produced by six tourism boards?

2. What are the most and the least error patterns found in syntactic, semantic, pragmatic, and translation-specific errors?

1.3   Objective of the Study

The objective of the study is to answer all the questions that have been mentioned in the previous section, which are:

1. To investigate what errors types found in the English translation of the translated tourism guidebooks.

2. To find out the most and the least error patterns found in syntactic, semantic, pragmatic, and translation-specific errors in the English translation of Indonesian translated tourism guidebooks.

1.4   Scope of the Study

The study was conducted to investigate the error types and error patterns that occur in the tourism guidebooks using the ATA (2017) definition of

translation error in which translation errors are the negative impact(s) on the understanding, quality or usefulness of a target text. The error taxonomy used is the modified error taxonomy of Dastjerdi and Abdolmaleki (2012). The corpus is limited to six tourism guidebooks produced respectively between 2017 and 2018 by the Tourism Board of Banten, Bangka Belitung, Gunungkidul, Special Region of Yogyakarta, Sawahlunto and National Museum of Indonesia.

1.5   Significance of The Study

The study is necessary for a better understanding of error in translation that occurs in the tourism field, especially in its tourism guide books and maps. The writer hopes that the study would be useful for:

1. Making the readers of this study know or have more knowledge about the error in translation, especially in terms of syntax, semantics, pragmatics and are the translation appropriate enough.

2. Bolstering the writer's understanding about what kind of error in translation that occurs in each of the terms and what kind of error that occurs in each term.

Furthermore, the writer has an expectation that in the future this study would inspire those who would want to do and advance research regarding an error in translation in these three terms.