CHAPTER I

INTRODUCTION

This chapter reveals the background of the study, research question, purpose of the study, scope of the study and significance of the study. The explanations of these parts are presented below:

1.1 Background of the study

Practically, translation is used for different purposes, including tourism. In fact, tourism is recognised as one of the key drivers for socio-economic development in countries all around the globe. It is also a way to make a better image of a country, hence why economics are investing massively in tourism, and why countries compete to attract as many foreign tourists as possible.

In Indonesia, tourism keeps growing rapidly. A data collected from Indonesia's Tourism Ministry's recent three-year performance report announced on October 17, 2017, tourism is said to be the new star of Indonesia's economy (TheJakartaPost, 2017). In the same year, the country welcomed over 14 million overseas visitors, showing an increase of more than 2 million from 2016 as a result of coordinated and strategic government effort to drive growth in the industry (Guild, 2018). This increase, along with the billions of dollars foreign currency flow, seems likely to keep going.

In February 2019, the Central Bureau of Statistics' (BPS) data indicated a growth of 6.12% in the number of foreign tourist arrivals in Indonesia compared to February 2018, reaching 1.27 million (Antara News, 2019). Undoubtedly, tourism growth in Indonesia is one of the best in the world and among the top 20 fastest growing Asian tourist destinations, ad has been labeled as one of the country's leading sector. (TheBusinessYear, 2008).

Leclerc and Martin (2004: p.182-183) stated that the development of tourism industry could lead to an increase in the opportunities for intercultural communication, with tourism texts to help transfer those communication messages between foreign tourists and local people. Tourist texts, in fact, play important roles in providing information about tourist destinations, promoting tourist attractions, instructing travelers in tourism areas, describing historical objects, and explaining events in historical places. Consequently, accurate translation in tourism texts is crucial to the tourists' need of understanding the cultural, historical and scientific values of destinations.

Tourism text comes in various forms, such as guidebooks, brochures, pamphlets, as well as artefact captions. Using the example of museum's translated artefact captions as a form of purposive tourism information made to both inform and attract potential visitors, this study analyzes translated artefact captions in Museum Wayang.

An artefact, according to Collins dictionary, is an ornament, tool, or other object that is made by a human being, especially one that is historically or culturally

interesting. Located at the heart of Jakarta, Museum wayang dedicates itself to artefacts such as Javanese wayang— theatrical performance employing puppets, which usually are made of leather or wood (Jktgo, nd). Beside, the museum displays numerous collections of paintings, gamelan sets, to collections of puppets from many other countries such as Malaysia, Thailand, Suriname, China, Vietnam, France, India and Cambodia.

The question arise might be why Museum Wayang, among other museums in Jakarta being the object of interest of this study. Clearly, the city has been packed with museum, varies from arts, culture, history, heritage, textile even finance. Museum Wayang, however, aside the other museums, keep one of our authentic national treasures, which is Wayang. Khofifah Indar Parawansa, Indonesia's Minister of Social Affairs, argues that Wayang has been recognized by UNESCO as Masterpiece of Oral and Intangible Heritage of Humanity (Kemendikbud, 2017) hence Indonesian should be proud and continue to preserve the heritage. Therefore, this becomes a major reason why the author picked Museum Wayang; to join in the mission to preserve Wayang as national's authentic artefact.

Captions, according to Cambridge Dictionary (Nd), is a short piece of text under a picture in a book, magazine, or newspaper that describes the picture or explains what the people in it are doing or saying. The texts, in this respect, varies from one picture to another. The outcome expected by the readers from it would be; who is that, why is this picture being presented, what is going on, when and

where was the picture taken, why do they being presented that way, how did that happen.

In addition, captions ought to fully satisfy the reader's understanding towards the picture by providing necessary infromations that the picture could not; for instance, a picture can show a football player standing in the field with two fingers pointing to the sky as he looks up, but it likely does not tell or show that he just scored a goal. The caption should be able to provide that information.

Essentially, the captions in Museum Wayang are written in Bahasa along its English translation containing informational background or specific details of each artefacts, which mainly are Wayang, without losing any of its accuracy in terms of its content. Those translation, in the means of cross-cultural communication, are intended to enhance tourists experiences at the museum, as well as to promote all the history and majesty we have to offer.

The translations, however, have been criticised for failing to fulfil their intended function; rather than appear as an original text, it informs the readers of what is in the source text instead. In other words, translators try to rewrite all the content rather than 'translate' for the target language, make it appear that they tend to focus on the quality of translation in a literal sense. As a consequence, detrimental effects on the tourism experience might arise; for instance, misunderstandings, misconceptions or misinterpretations.

> It is the task of the translator not to find an individual equivalent for each of the devices, but to create a text, based on the given information, which would rouse the burning desire in the target reader's mind to go to London and stay at the regent palace. (Vieira, 1999)

Using Error Analysis, the writer intend to analyse errors in Museum Wayang's translated artefact captions, focusing on semantic. Semantic, in this respect, is a branch of linguistic which studies about meaning. As the main objective of translation is to transfer meaning from source language to target language, as well as the fact that many problems related to meaning often faced by translators in translating a text is of lexical problems, the author believe that semantic is of utmost importance in translation.

However, there have not been many studies that covers error analysis of tourism text translation on the artefact captions. Several studies, nevertheless, have been done locally and internationally regarding the error analysis in tourism text translation in various media and fields.

Nguyễn thị như ngọc and lương kim hoàng (2016) in their study entitled *"Common Vietnamese-English Translation Errors in Photo Captions: A Case Study at The War Remnants Museum in Ho Chi Minh City, Vietnam"* investigated common Vietnamese-English translation errors in photo captions at the War Remnants Museum, one of foreigners' favorite tourist destinations in Ho Chi Minh City – Vietnam. The findings revealed that 93.63% of the corpus was found erroneous with grammar, syntax, spelling, omission, word choice, misunderstanding and inconsistency as the most common ones.

Another EA study done by Mulianinigsih and Listiani, in their journal article entitled *"An Error Analysis Of Students' English Writing (A Descriptive*

Study Of Students" Writing At Second Grade Of Smk Bakti Purwokerto Academic Year 2013-2014)" explored the types of grammatical and lexical error made by the students, as well as the percentage of each type of error. The result of the study shown a large number of semantic errors; tenses, omission and addition as the most frequent ones.

In another education field, through qualitative approach by using the writing task as the research instrument, Nazalia, in her journal article entitled *"An Error Analysis in Recount Text Writing Made By The Second Grade Students of SMP Muhammadiyah Bandar Lampung"* analyzed types of errors and the frequencies of occurence of the Surface Strategy Taxonomy and Communicative Effect Taxonomy in the students' recount texts, as well as types of errors which are most frequently made by the second grade students of SMP Muhammadiyah Bandar Lampung. The result of the study showed five types of errors made in the students recount texts based on Surface Strategy Taxonomy and two types of errors made by students based on Surface Stratefy Taxonomy Global Error and Local Error.

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

From those previous related articles, it is proven that there have not been many studies analysing error of translation in tourism texts, especially artefact

captions. For that reason, the author is inspired to analyze the error in the translation of tourism text, specifically artefact captions. This study uses artefact captions that are produced by Museum Wayang in the terms of semantic.

1.2 Research Questions

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

1. What kind of semantic errors are found in the English versions of Museum Wayang artefact captions?
2. What are the most and the least error types of semantic errors are found in the English versions of Museum Wayang artefact captions.

1.3 Objective of the Study

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

1. To reveal what kind of semantic errors are found in the English versions of Museum Wayang artefact captions
2. To reveal the most and the least error types of semantic errors are found in the English versions of Museum Wayang artefact captions

1.4 Scope of the Study

In the proposed study, the author will only focus on a specific type of tourism text, that is artefact captions—the words underneath artefacts to explain what the artefacts are about in terms of semantic as well as its most frequent and least types of semantic errors. In Museum Wayang, the captions are precisely glued to the glass showcase where the artefacts being displayed and placed right underneath the Bahasa Indonesia version.

1.5. Significance of the study

The study is necessary for a better understanding about error in translation that occur in the tourism field, especially in visual art captions. The writer hopes that the study would benefit for:

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

2. Bolstering the author's knowledge and awareness about what kind of semantic errors in translation that might occur.