

## CROSS-CULTURE BRIDGES IN TOURISM: A STUDY ON TRANSLATION STRATEGIES IN INDONESIAN PROMOTIONAL MATERIALS

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**Abstract:** Tourism promotion is a type of operative text. The text is structured to influence the reader to visit the tourism destination on offer. The same should also appear in the translated version. The language form of promotional texts is dialogic and persuasive. This study generally aims to explain in depth the translation strategies used in the translation of tourism promotional texts and the translation strategies suitable for the translation of appellative genre texts. This research used qualitative method with deductive and comparative content analysis techniques. The research begins with data collection of tourism promotional texts by looking at their lexicogrammatical features. The data sources were adopted from tourism promotional materials in the form of brochures from the tourism offices of Jepara, and Kudus regencies of Central Java, Indonesia. The data were analyzed with translation strategies and functional theories. The results of this investigation showed that the dominant translation technique used to translate tourism brochure texts from both Jepara and Kudus is the literal technique at 75%, and the semantic method at 72%. Thus, the dominant translation strategy or ideology applied by the translators is foreignization ideology, 98%. So that, the strategy or ideology employed is not suitable with the function of tourism promotional texts. Furthermore, the results of this study also showed that the functional approach is more suitable for translating tourism promotional materials, because the function of promotional texts is to promote tourism.

**Keywords:** *functional approach; translation strategies; tourism promotional materials.*

### INTRODUCTION

Tourism is a sector that has considerable potential for community economic recovery after the Covid-19 pandemic. According to sources from the Ministry of Tourism and Creative Economy, there were 345,438 foreign tourist visits in June 2022. The largest foreign tourists came from Australia at around 18.68%, followed by Singapore at 15.35%, Malaysia at 9.18%, India at 7.43%, and the United States at 4.99%. The increasing number of tourists shows that Indonesian tourism is heading towards the economic recovery phase.

Many tourism destinations can attract tourists, especially foreign tourists. Many destinations are related to natural beauty, historical buildings, infrastructure, and accommodation. Currently, the demand for cross-language and cultural tourism advertisements is increasing to introduce tourist destinations in several countries whose income is dominated by the tourism sector. Therefore, the role of translators to translate promotional materials is increasingly needed to bridge different cultures (Hryniuk et al., 2023; Jovanović & Mušura, 2022).

Translation of tourism promotional materials is

considered a practical solution to persuade prospective foreign tourists to visit tourist destinations that are being promoted. Foreign tourists are often impressed with tourist destinations from translations of tourism promotional materials, such as brochures, pamphlets, and websites. (Dai & Wei, 2023; Kelly, 1998; T. Lee, 2023; Mawarda Rokhman & Reza Maulana, 2023; Z. Sulaiman & Wilson, 2019). However, translations of tourism promotional materials still lack quality. Sharp criticism from the *Journal of Hospitality & Tourism Research* (Tang-Taye & Standing, 2016) which revealed the issue of translation quality became the concern of several experts outside the language. Anhalt (2000) cited by Sulaiman & Wilson (2018) underlines:

Translating promotional materials, or advertising copy, is similar to painting the tip of an iceberg and expecting everything to show up. Effective advertising text is not solely composed of words; rather, it is a blend of the destination's image and the demographics of the intended audience. These are the things that have failed to be conveyed in translation. Advertising is not only composed of words, but also culture. Accurate translation of destination images can influence potential foreign tourists in making decisions. Language and cultural barriers have now become strategic issues in translation. The main task of translators is to bridge tourism information aimed at attracting potential tourists (Jiang, 2023; Mănescu, 2022; Sichkar et al., 2023; Zhu, 2023).

Translation of tourism promotional materials has been widely practiced around the world, including in Indonesia. Prospective foreign tourists usually get information and will be impressed related to tourist destinations for the first time from the translation of TPM, be it brochures, pamphlets or websites (Kelly, 1998; Nadiyah et al., 2023; Sofyan et al., 2023; M. Z. Sulaiman & Wilson, 2018).

In addition, TPM translations have also been subject to evaluation and criticism of the quality of the translations. Most TPM translations have many flaws and weaknesses. This is due to the difference in perspective and culture of the target language. Tourism text is a type of cultural text that has a communicative function to influence others to visit the promoted destination (M. Z. Sulaiman & Wilson, 2018; Turzynski-Azimi, 2021).

The translator is accused of not knowing enough about the craft of persuasion in advertising, which is why the translation failed.

When translating advertising in general and travel-related commercials specifically, translators should be able to comprehend the copywriting process. As stated by Seguinot, advertising translation requires knowledge of marketing techniques and fundamentals (Jiang, 2023; Mănescu, 2022; Z. Sulaiman & Wilson, 2019). This opinion is in line with Sumberg's (2004) statement that the key to successful translation of TPMs is an understanding of the methods of creating advertisements and promotional texts. In other words, an in-depth understanding of the issues concerning the translation of TPMs is necessary to see how the process of creating advertisements (*copywriting*) of advertisements will be translated.

Munday (2004) emphasizes that the translator must be someone who understands *copywriting* well. This view is also supported by Torresi (2014). He stated that an advertising translator should not only have the competence of a translator, but he should also have the competence of *copywriting*. A *copywriter* and a translator have the same role in writing messages that have high persuasive value in the target culture.

Three highly crucial non-linguistic copywriting talents are agility, persuasiveness, and imagination when translating advertising materials. A translator's agility is defined as their ability to identify the various goals and functions of the original text and to translate them effectively without diluting the text's main objective (Z. Sulaiman & Wilson, 2019; Torresi, 2014). In the translation of TPM, the most crucial thing is the transfer of text functions that are persuasive, as well as informative. So far, translation errors have been made due to the wrong assumption that the translator considers the two functions to be the same. In fact, each function has a different purpose. To solve the problem, translators should be able to compose persuasive texts based on information sources related to the cross-cultural tourism market.

There are several previous studies that are used as a foothold in this research, among others. Research of Sulaiman & Wilson (2018) highlights that the poor translation of tourism promotional materials that pay little attention to cultural issues, and the absence of solutions that can answer the problem. There are two concepts for solving the problem, namely the conceptualization of culture and the image of tourist destinations from the target readers. Then Azimi's research (2020) explores the translation procedures used to translate cultural elements in Japanese tourism

texts. The results show that cultural elements become a factor in determining translation procedures. Translation tends to dominantly use the concept of domestication to reduce the rigidity of the source text.

In their 2023 study, Zagood et al. looked at and assessed the methods employed in translating Arabic novels into English that included cultural idioms. The Arabic source text and the English target text were compared using this technique. Using House's (1997) translation quality assessment theory, they set out to observe. According to the study, cultural differences are the primary cause of translation issues with tourism expressions. This is demonstrated by the fact that certain cultural expressions are foreign in the source language and absent in the target language, and certain approaches are not used.

Research of Hogg et al. (2014) stated that translating tourist experiences is not enough to focus on literal accuracy, but it is also necessary to have cultural sensitivity to target readers. Data was taken from the websites of several museums in the UK and China. The results show that translation fails to achieve the purpose and impact of the text if the norms of the target reader's society are ignored. Therefore, it is necessary to bridge translation theory and tourism theory by considering the cultural elements of tourism with the translation of texts. Linguistic accuracy must be accompanied by *cultural sensitivity*.

Lee's research (2012) compared the typology of tourism promotional texts, such as brochures, leaflets, guidebooks, etc., and analyzed the types of Korean-English translation errors found in tourism texts. In this study, Lee concluded that tourism translation should be oriented towards the target audience, variations in translation strategies. Likewise, the evaluation of translation should be considered on the basis of the adequacy of communication purpose, not only static equivalence (S. J. Lee, 2012). This perspective is echoed in the work of Zhang, who emphasizes the importance of adaptations and selections in the translation process to enhance the quality of tourism translations, thereby promoting local tourism resources effectively (Zhang, 2023). Similarly, Chen et al. highlight the challenges of translating cultural words (CWs) in tourism texts, noting that various taxonomies of translation strategies are employed to mitigate the loss of cultural connotations, which underscores the need for a dynamic approach rather than static equivalence (Chen et al., 2023). The idea that translators need specialized knowledge to

successfully negotiate the cognitive and affective layers of tourism texts in order to ensure that the translation appeals to the intended audience is further supported by the linguistic-stylistic uniqueness of these writings, as Sikaluk and Perminova have explored (Anatoliyvna, 2023). Furthermore, the analysis of Baoding's tourism websites highlights the shortcomings of the translations now in use and offers fixes to better communicate historical and cultural narratives. This supports the notion that the main standard by which translations should be judged is their ability to communicate effectively (Zheng et al., 2023).

Masduki and Misnadin's study on the genre analysis of tourism texts written in Indonesian and English, last but not least, supports Lee's assertion that the communication purpose must be adequate by showing that translated texts are much more readable and understandable when translators concentrate on the rhetorical functions and message segments (Masduki, 2022; Masduki & Misnadin, 2022). All of these studies support a translation strategy that goes beyond static equivalency and instead emphasizes effective communication, flexibility, and audience orientation.

The study conducted by Sulaiman & Wilson (2019) establishes a connection between the promotion of tourism and critiques of translations of tourism-related materials from both inside and outside the field of translation studies. He makes the general case that translations of promotional materials for travel should be standardized. This is because *marketing* and advertising experts have been blaming the poor translations done by less competent translators. Meanwhile, translation studies experts try to analyze and find the influencing factors. They conclude that translators do not have the desire or ability to use functional approaches other than linguistic approaches (Z. Sulaiman et al., 2019).

From these previous studies, this research has some similarities, which are both examining tourism promotional materials, especially brochures. Secondly, cultural factors are something that must be mastered in translating this type of text. However, this study is different from the previous studies. This study aims to address the gap of TPMs translation using literal translation and that of considering cultural turns in the highly problematic area of cultural translation. This study uses tourism translation theory, translation strategy and functional approach. The translation of TPMs must have the same functions as its source text (ST), which is to

persuade the target readers to visit the advertised tourist destination. Thus, the translation of TPM does not only look at the equivalence at the level of words or sentences but also at the level of communication function that can be realized and through which the equivalence of the text can be achieved. Such translation is based on the functional approach. Functional theory can be used as a framework for translation. It has an important role in translation in all fields. Because the functional theory also emphasizes the importance of communicative function in translation into TT (Wang, 2022). This approach was first pioneered by Katarina Reiss in the 1970s. The purpose of using the approach was to systematize translation assessment. Reiss borrowed the categorization of language functions from German psychologist and linguist Karl Bühler (1879-1963); namely, informative, expressive and appreciative functions (Amenador & Wang, 2008; Munday et al., 2022; Reiss, 2014; Yang, 2019). Reiss also relates the three language functions to the correspondence of language dimension and text type' (Munday et al., 2022; Reiss, 2014). Therefore, this study seeks to get the answers of following research questions; (1) What are the translation strategies of tourism promotional materials published by the tourism offices of Jepara, and Kudus Regencies? (2) How are the translation strategies of the tourism promotion materials using the functional approach?

## **METHOD**

This research method utilized qualitative methods with deductive content analysis techniques and comparative techniques (Williams & Chesterman, 2002). The data were in the form of lexicogrammar from Indonesian ST and English TT. The data source of this research will use source texts in the form of brochures used for tourism promotion in English and Indonesian published by the Tourism Office of Jepara Regency, and Kudus. The selection of tourism brochures from Jepara and Kudus was done because tourism offices of both districts have a desire to attract foreign tourists to visit tourist destinations in the area, so that, the offices try to translate their tourism brochures into English. The data analysis was conducted using the functional approach of Reiss' concept (1971/2000) (Munday, 2008; Munday et al., 2022). As the concept of Reiss' approach states that the translation of operative texts should produce translated texts that have the same impact on the reader of the

text, the translation should be able to adapt to the purpose of the text.

There are two adequacy criteria (*instruction criteria*) used in the analysis, namely interlinguistic and extralinguistic criteria. Interlinguistic criteria include semantic equivalence, lexical equivalence, grammatical feature equivalence. While extralinguistic criteria consist of situation, domain, time, place (country and cultural characteristics), receiver, sender, affective implications, such as humor, irony, and emotion.

The criterion of adequacy is used to assess the quality of the translation of ST that has the same function as ST. First, the ST data and TT data were compared and analyzed by *content analysis*. This document analysis was used to reveal the functions of the two texts embodied in the lexicogrammar data detailed into words, phrases (word groups) and clauses. Then, each level of equivalence is analyzed, starting from word, semantic and grammatical equivalence. Then, the translation strategy used is analyzed by first analyzing the translation methods and techniques. If it is found to be equivalent, the analysis is immediately concluded, if it is not equivalent, it will be further analyzed to find equivalent linguistic elements. Then, after finding the equivalent or the closest one, it will be concluded. As for the data that is not commensurate, it will be analyzed with functional theory and analyzed for non-linguistic elements, then the data will be corrected. Then finally the data is concluded.

Thus, the indicators of the achievement of this research are expected to reveal the problems of translating tourism texts and alternative solutions that can be offered according to the social function of the text, namely to persuade potential tourists to visit the tourist destinations offered, and not only focus on linguistic issues.

## **RESULTS AND DISCUSSION**

### *Translation strategy for tourism promotion materials*

The data employed in this study amounted to 150 sentences or clauses from tourism brochures of the Tourism and Culture Office of Kudus Regency, while the data from Jepara Regency amounted to 50 data. Meanwhile, no brochures were found from Pati Regency that had bilingual information in Indonesian and English. Thus, the research data were only taken from Kudus and Jepara Regencies. Furthermore, to determine the translation strategies used in the data texts, the

source text (ST) is identified by the translation methods and techniques used, then the direction of the translation strategy or ideology applied by the translator in the brochures is determined.

All data were analyzed using the technique of comparison or *contrastive analysis*. Each word, phrase and sentence or clause is analyzed based on its translation method, technique, and strategy or ideology. The most dominant translation methods used are literal method 75 (50%) and semantic method 73 (48%). The translation

techniques are single, duplet and triplet techniques. The single techniques include literal technique 78 data (52%), transposition 4 data (2.6%), and modulation 1 data (0.6%). The modulation found includes two types of modulation of the scope of meaning, and modulation of the angle of field. The following is the translation result of the tourism brochure.

*Translation of Kudus regency tourism brochure*

Table1. *Translation result of source text*

Technique	Single	Literal	78	52%
Source Text Translatio n (N=150)	Single	Transposition	4	2,6%
		Modulation	1	0,6%
		Literal + deletion	9	6%
	Duplet	Literal + additions	5	3,3%
		Literal + transposition	20	13,3 %
		Literal + Modulation	5	3,3 %
		Transposition + deletion	2	1,3 %
		Transposition + addition	3	2 %
		Transposition+ modulation	5	3,3 %
	Triplet	Literal+ Transposition + Modulation	5	3,3 %
		Literal + transposition + Deletion	2	1,3 %
		Literal + addition + modulation	1	0,6 %
		Literal+ Transposition+ addition	4	2,6 %
		Literal+ Transposition + generalization	1	0,6 %
		Transposition+addition+deletio	3	2 %
		Transposition+ modulation+ Deletion	2	1,3 %
	Method	Literal	75	50 %
		Semantics	73	48%
		Communicative	2	1,3%
Translation Strategy/Ideolo gy	foreignization	Literal	75	50%
		Semantics	73	48%
	Domesticatio n	Communicative	2	1,3%

After reading all the data and analyzing them, it was found that the data were translated using literal, semantic and communicative methods. Furthermore, the translation techniques applied in the translation of the brochure include single, duplet and triplet translation techniques. The single translation technique consists of literal (52%), transposition (2.6%) and modulation (0.6%). Then, duplet translation techniques are literal + deletion (6%), literal + addition (3.3%), literal + transposition (13.3%), literal + modulation (3.3%), transposition + deletion

(1.3%), transposition + addition (2%), transposition + modulation (3.3%). Triplet translation techniques include literal + transposition + modulation (3.3%), literal + transposition + deletion (1.3%), literal + addition + modulation (0.6%), literal + transposition + addition (2.6%), literal + transposition + generalization (0.6%), transposition + addition + deletion (2%), and transposition + modulation + deletion (1.3%). The translation technique is dominated by *direct translation* technique, which is literal technique as many as 78 (52%) pieces. It

shows that the dominant translation strategy applied by the translators is oriented to the source text (ST), so that foreignization translation ideology is the choice of the translators. Thus, it can be concluded that the translators are still stuck with the language style and writing style of the

ST version, not seeing and considering the style, language and culture of the readers of the target text (TT), namely the English-speaking public. The following are examples.

*Single technique*

Table 2. Data 1 literal technique

ST	<i>Kabupaten Kudus berbatasan dengan kabupaten Jepara dan kabupaten Pati (sebelah utara). Kabupaten Demak dan Jepara (sebelah barat), Kabupaten Grobogan dan Pati (sebelah selatan) serta kabupaten Pati (sebelah timur).</i>
TT	<i>It is adjacent to Jepara and Pati regency (north side), Demak and Jepara regency (westside), Grobogan and Pati regency (south side) and Pati regency (east side).</i>

Data 1 above shows that the translation into TT uses literal technique. Literal technique is a translation technique that is done by translating words, phrases or clauses word-for-word. However, grammatically, Data 1 has used the grammatical rules of the target language. It's just that in translating words whose meaning is connotative, it is still translated denotatively. In the phrase 'kabupaten Kudus' of ST, it is translated with the pronoun *It* in TT due to the repetition of the same district name before the sentence. However, there is still a grammatical error in the word *regency* 'district' in the phrase "*Jepara and Pati regency*" which should be *regencies*, because it is in the plural. Such grammatical errors should not occur in a brochure officially published by the Tourism Office. It would show that the translation was done by an amateur in the experience of translating cultural texts.

Table 3. Data 2 transposition technique

ST	<i>untuk mencapai gua ini bisa dengan jalan kaki dari Desa Colo, Gunung Muria, selama sekitar 1 jam yang berjarak 4 km dari puncak gunung Muria.</i>
TT	<i>We can reach there on foot. It takes an hour to go there about 4 km through Muria Mountain peak forest from Colo rest house.</i>

Data 2 above shows that the transposition technique is used by the translator. From the structure of ST, it is known that the sentence in ST has a missing subject element. The beginning of the sentence in ST starts with the phrase '*untuk mencapai gua ini*'. The translator in TT changes the structure with an active sentence beginning with the pronoun *we* to "*we can reach.*" The use of the word *reach* in the sentence is equivalent to

what ST intended. The word *reach* in the Cambridge Dictionary is defined as *to arrive at a place after spending a long time or a lot of effort traveling*. The structural shift shows that the transposition technique is used so that the English sentence structure is in accordance with the English rules and culture. From the method, the translation of the TT sentence above uses the semantic method.

Table 4. Data 3 modulation technique

ST	<i>"Tari Kretek yang menggambarkan proses pembuatan rokok kretek.</i>
TT	<i>"Cigarette Dance. It describes the process of making kretek cigarettes</i>

The modulation technique used in data 3 is the technique of changing the point of view or meaning of a word either expanding or narrowing in the translation process. According to Indonesian language structure, ST data is not a clause or sentence. Instead, it is in the form of a phrase, albeit a long one. The translator tries to understand the ST sentence from another point of view, that is, he decides to divide ST into two parts. The first part is like the title, of course it is in the form of a phrase, secondly, it is continued in the form of a clause with the pronoun '*it*' referring to the phrase '*Cigarette dance*'.

Likewise, in the choice of words to translate kretek, the translator chose to use the word *cigarette*. The word in English has a broader meaning than the word 'kretek' in ST. The word *cigarette* in Cambridge Dictionary online is defined as '*a small paper tube filled with cut pieces of tobacco that people smoke*'. Meanwhile, the word '*kretek*' in the Big Indonesian Dictionary (KBBI) is defined as a cigarette whose tobacco is mixed with clove powder. In the context of the Indonesian language, there are two types of cigarettes, namely *filter* and *kretek* cigarettes. Meanwhile, the English language does not

distinguish this. Thus, the translation is not equivalent in meaning, although it is equivalent in form. To further explain the meaning of ST, the translator should add an explanation or description technique to translate the word 'kretek' into English.

Table 5. Data 4 literal technique + deletion

ST	<i>tepatnya di kawasan Pegunungan Muria desa Colo kecamatan Dawe. Kudus</i>
TT	It is at Muria mountain of Colo village of Dawe sub district of Kudus

Data 4 above shows that the literal technique still follows the target language pattern, it's just that if literal is used to translate a word with connotation, it will be translated with a word with denotation. Therefore, data 2 is still called using literal and deletion techniques. The word "tepatnya" in ST is deleted in TT. Then in terms of grammatical choice, the use of preposition at *Muria Mountain* is not appropriate. The translator should have used the preposition "in" because the Muria Mountain area is quite a large place. The use of more than three in a row is not natural in English. Here, the translator is less observant in using more effective sentences.

Table 6. Data 5 Literal technique + additions

ST	<i>Pegunungan Muria mencakupi pegunungan Argo Jembangan, Argo Piloso, Rahtawu, bukit pasar dan Ringgit.</i>
TT	It consists of mountainous ranges such as: Argo Jembangan, Argo Piloso, Rahtawu, and some range of the hill such as pasar and Ringgit.

Data 5 above shows that the translator is still very much bound to the ST language style. The translator applies the literal technique in translating ST into TT. The literal technique is very visible in the words "mencakupi", "Argo Jembangan Mountains", "Argo Piloso", respectively translated with the words "consists of", "Argo Jembangan, Argo Piloso". The translator also adds the phrase "some range of the hill" to explain 'bukit pasar' and 'ringgit'. The addition technique is used by the translator to make the reader understand that 'pasar dan ringgit' is also a hill.

Table 7. Data 6 literal technique + transposition

ST	<i>Jalan setapak ini diapit oleh tebing dan hamparan kebun kopi yang telah ada sejak jaman kolonial Belanda</i>
TT	There is a footpath and coffee plantation since the Dutch colonial era.

Data 6 above shows that the word 'jalan setapak' is translated literally as 'a footpath'. The translator used the word because it is the equivalent of the word 'jalan setapak' in Indonesian. He also changed the structure in Indonesian, into an English structure that is different in form from ST. The shape shift is done by transposition technique to make the TT sentence more effective and efficient.

Table 8. Data 7 literal technique + modulation

ST	<i>Puluhan ribu orang memenuhi kompleks Menara Kudus khususnya saat dilangsung prosesi ritual buka luwur (pergantian kain tirai makam) Sunan Kudus pada tanggal 10 Asyura.</i>
TT	Ten thousand of people fulfilled in the Kudus minaret area, especially at the bukaluwurritual procession (the replacement of certain covering of Sunan Kudus grave) on 10" Ashura.

Based on data 7, it is known that the sentence as a whole is translated using literal and modulation techniques at once. The literal technique is shown in the translation 'ten thousand of people fulfilled in the Kudus minaret area'. Meanwhile, the meaning modulation technique is used in the translation of the word kompleks with the word 'area', and the word makam with the word 'grave'. From the lexical meaning review, the word kompleks does not have the same meaning as the word 'area', the word kompleks in the *Big Indonesian Dictionary* (KBBI) online has the meaning of 'group or set'. This shows that the word 'kompleks' is more indicative of several places that are put together in one place. Meanwhile, the word 'area' in English only refers to one particular place. So, from the meaning point of view, it is not equivalent. It is

better for the translator to keep using the word 'complex' in English. Likewise, the word 'tomb' with 'grave'. If we refer to the *Cambridge Dictionary online*, the word 'grave' is defined as 'a place in the ground where a dead person is buried'. This means that the word 'grave' is used to refer to a public cemetery. Meanwhile, to refer to the burial place of people who are considered important and meritorious to society, usually in

English the equivalent word is 'tomb'. The word 'tomb' in the *Cambridge Dictionary online* is defined as 'a large stone structure or underground room where someone, especially an important person, is buried'. The word 'tomb' has a positive and honorable connotation.

#### Triplet technique

Table 9. Data 8 transposition + addition + deletion technique

ST	<i>Panoramanya sangat bagus dan berhawa sejuk ideal untuk camping/kemah, olahraga sepeda gunung, maupun outbound.</i>
TT	<i>It is a place where student and boy scout take recreation in the natural scenery and holding camping activities we can spend the whole day, cycling and picnicking on the grassy lawn or along the river.</i>

Based on data 8, the translator applies the transposition technique in the TT structure, as well as using the addition and deletion techniques at the same time. The transposition technique can be seen in the translation of the sentence 'panoramanya sangat bagus'... the panorama in TT is used as an adverb of place 'in the natural scenery'. the first sentence of TT adds the word 'a place' which does not exist in ST. Likewise, the words *students* and *boy scouts* are also added. The translator also makes his own sentence that

does not exist in the TT, namely *we can spend the whole day*, and the adverb of place *on grassy lawn or along the river*. The translator remodeled the structure of ST into TT with the structure that is considered suitable for TT. Actually, the translation method is more free translation if seen from the whole sentence.

#### Translation of Jepara regency tourism brochure

Table 10. Translation result of source text

Source Text	Technique	Single	Translation (N=50)	
			Method	Description
	Single		Literal	43 89%
			Transposition	2 4.16%
	Duplet		Literal	+ 2 4.16%
			Transposition	
			Modulation	+ 1 2.83%
			Description	
	Method		Literal	45 93.5%
			Semantics	3 6.25%
	Translation Strategy/Ideology	foreignization	Literal	45 93%
			Semantics	3 6.25%

Table above shows that the translation methods used are literal and semantic. However, the most dominant one is the literal method as much as 45 data (93%), while the semantic method is 3 data (6.25%). Meanwhile, the translation techniques applied include single and duplet techniques. Single technique includes literal as much as 43 data (89%), and transposition as much as 2 data (4, 16%). Likewise, there are only two duplet techniques,

namely literal + transposition technique of 2 data (4, 16%) and literal + description technique of 1 data (2, 83%). Thus, the translation strategy used by the translator tends to be ST- oriented. It is shown by the literal and semantic methods found. In other words, the ideology of translation is more towards foreignization or exile. The translator is still bound to the source language and culture. Here are some examples of the data.

Table 11. Literal technique data 1

ST	<i>Taman Nasional Karimunjawa merupakan gugusan kepulauan berjumlah 27 pulau yang terletak di Laut Jawa</i>
TT	<i>Karimun Jawa national park is an archipelago of 27 islands in the Java Sea.</i>

Data 1 in the translation of the Jepara tourism brochure shows that the translator adequately uses

the literal technique in translating descriptive sentences about Karimunjawa National Park.



However, upon observation, the ST translation still contains grammatical errors and diction choices. These grammatical errors should not occur, especially small grammatical errors. Grammatical errors occur in the word *island* which should have a plural marker 's'. Likewise, in the choice of the word *archipelago* which in Indonesian means a collection of islands. Therefore, it should be '*an archipelago which consists of 27 small islands.*' Actually, the translator can apply the minimum semantic

translation method so that the language can be more flexible according to the TT and the target audience. However, the use of the communicative method with a functional approach would be more interesting, because in this method, the function of the brochure language, which is to make readers interested in visiting Karimunjawa National Park, takes precedence over being faithful to form and meaning alone.

Table 12. *Literal + transposition technique data 2*

ST	<i>Dengan nama Taman Nasional Karimunjawa. Tahun 2001 sebagian luas kawasan Karimunjawa seluas 110.117,30 Ha ditetapkan sebagai kawasan Pelestarian Alam Perairan dengan Keputusan M445enhut No.74/Kpts-11/2001.</i>
TT	In 2001, some areas of Karimunjawa national park which is covering an area of 110,117.30 hectares was designated as a nature conservation waters area with the decision of the ministry of forestry, No. 74/kots-II/2001.

Based on data 2, the ST text is translated using duplet techniques, namely literal and transposition techniques. The literal technique is applied to the translation of '*the area of 110,117.30 hectares is designates as* '. This means that each element in the ST is translated one by one or line by line into the TT. Meanwhile, transposition is used to

change the ST structure into TT structure. Taman Nasional karimunjawa *is* placed after the phrase *area of* to become the object of the preposition. Actually, the Indonesian language of ST also needs to be improved. This is because in Indonesian, sentences cannot be preceded by a *coordinating conjunction*.

Table 13. *Modulation + description technique data 3*

ST	<i>Tiap malam Jum'at diberi sesajen berupa wedang gula dan wedang kopi.</i>
TT	Every Friday night, there are some offerings such as wedang gula (is a type of sugar tea) and wedang kopi (is a type of coffee) at this place.

Data 3 was translated using the duplet technique, namely modulation and description techniques. Modulation technique is used to translate the sentence 'diberi sesajen berupa wedang gula dan wedang kopi' into English '*there are some offering such wedang gula*'. The change from passive sentence in ST to active sentence in TT shows that the translator applies viewpoint modulation technique. The translator changes the point of view from the activity of giving offerings to just the information that there are offerings. Meanwhile, the phrases '*wedang gula and wedang kopi*' are translated with description technique, i.e. the translator gives an explanation of wedang gula (is a type of sugar tea) and wedang kopi (is a type of coffee) in English. The translator does not try to find an equivalent phrase that matches the TT.

Actually, there are equivalent words in English. For example, the phrase a type of copy can be replaced by *a hot cup of coffee*, and the phrase *a type of sugar tea* can be replaced by *warm a cup of tea or lukewarm tea*.

#### *Translation strategies for tourism promotion materials with a functional approach*

The following are some alternatives for translating tourism brochures using the functional approach. The translation of tourism promotional language should use the communicative method so that the readers of the target text have the awareness to visit some tourist destinations described in the brochure. In principle, promotional texts are persuasive to their readers.

Table 14. *Data 1*

ST	<i>Kabupaten Kudus berbatasan dengan kabupaten Jepara dan kabupaten Pati</i>
TT	<i>(sebelah utara). Kabupaten Demak dan Jepara (sebelah barat), Kabupaten Grobogan dan Pati (sebelah selatan) serta kabupaten Pati (sebelah timur).</i> It is adjacent to Jepara and Pati regency (north side), Demak and Jepara regency (west side), Grobogan and Pati regency (south side) and Pati regency (east side).
Back Translation	It is bordered by Jepara and Pati regencies (north side), Demak and

	Jepara regencies (west side), Grobogan and Pati regencies (southside), and Pati regency (east side).
Functional Translation	Kudus Regency shares borders with the Regencies of Jepara, Demak, Pati, and Grobogan. It spans 425.5 kilometers, and it is the smallest district in Indonesia's Central Java.

Table 15. Data 2

ST	<i>untuk mencapai gua ini bisa dengan jalan kaki dari Desa Colo, Gunung Muria, selama sekitar 1 jam yang berjarak 4 km dari puncak gunung Muria</i>
TT	We can reach there on foot. It takes an hour to go there about 4 km through Muria Mountain peak forest from Colo rest house.
Back Translation	We can get there on foot. It takes an hour to get there about 4km through the peak forest of Mount Muria from the Colo rest stop.
Functional Translation	Tourists can walk from Colo Village to the cave on Mount Muria, which is roughly 4 kilometers away.

Table 16. Data 3

ST	"Tari Kretek yang menggambarkan proses pembuatan rokok kretek"
TT	"Cigarette Dance. It describes the process of making kretek Cigarettes"
Back Translation	"Cigarette Dance" depicts the process of making kretek cigarettes.
Functional Translation	<i>Kretek Dance depicts the process of how to make kretek cigarettes.</i>

The translation of tourism brochures of Jepara and Kudus Regencies is still dominated by literal translation as shown by 52% and 89% respectively. Thus, the strategy or ideology of foreignization tends to be chosen by the translators. The percentage of translation techniques used shows that the translation of tourism brochures has not been done by professionals in translation. In addition, the translation that predominantly uses literal techniques cannot be used for the translation of literature related to tourism. This is due to the translation's inability to convey the target readers' cultural perspectives and pictures of tourism. The target readers have a culture that prefers challenges and adventures, not just for fun and relaxation. In translating tourism texts, translators should have several competencies before carrying out the translation process. These competencies include linguistic competence (preferably a native speaker of the target language), cultural competence (good understanding of the target market), understanding of all the products to be promoted, and competence in *copywriting*. In relation to the translation result in the previous data, the aspects of text function and the culture of the potential readers of the target text (TT) are not well understood by the translator. Translators of tourism advertisements should be creative like *copywriters* of advertising texts (Sulaiman, 2016; Sulaiman & Wilson, 2018; Sulaiman & Wilson, 2019; Sumberg, 2014).

Translators in the case of translating tourism brochures in the two regencies only focus on linguistic aspects, and even then, there are still errors in writing, grammar both in ST and TT. Translators should be able to choose diction and grammar that are commensurate and can persuade potential tourists to visit the promoted destinations. In fact, a good tourism brochure translation must accommodate both the source and target cultures which can be shown by lexical, and grammatical choices and the sentence formations. For example, foreign travelers prefer the active voice over the passive voice, which is different from the Indonesian language and culture that prefers to use the passive voice. Since the target of the tourism brochure is to attract more foreign tourists to visit tourist destinations, it is necessary to write the translation of the brochure with foreign perceptions and cultures in mind. Communicative translation techniques should be applied to the translation of brochures with a functional approach, especially Reiss's functional approach. Functional theory is more appropriate if it is used to analyze cultural texts, such as tourism brochure texts. Because translation according to the theory is considered as a process of transferring a culture, which means that the meaning of the source text will be clearer if the function or purpose of the text can be achieved in translation (Belkacemi, 2020). In general, the translation of the two tourism brochure texts has not met the standards of

tourism text translation in accordance with international standards.

## CONCLUSION

The translation of two tourism brochure texts from Kudus and Jepara Regencies still has many weaknesses, especially those related to the selection of translation methods and techniques. The methods and techniques are still predominantly source text-oriented. Thus, the translation strategy or ideology that tends to be dominantly applied is the foreignization strategy or ideology. In other words, the translator is still trapped in the mindset of the source language, and has not understood the function of the tourism text and what approach is suitable for the purpose of writing the advertisement. Therefore, the translator should have cultural competence of the source and target languages. Likewise, he/she should also understand the principles of advertisements and how to translate them. So, it is not enough for the translator to rely only on English skills, without understanding the culture of both codes. Therefore, translating tourism brochures using the functional approach is considered more suitable for the function of the text.

Regarding the translation strategy of brochures, many experts suggest that it is better to use a neutral strategy or ideology, i.e. applying both foreignization and domestication strategies or ideologies. That is because the translation of tourism texts should be able to accommodate both ST and TT cultures. Translators sometimes have to maintain the ST culture to introduce it to TT readers, and vice versa. However, since the tourism advertisement aims to influence the target readers to visit the destination, the translator should be more oriented to the TT readers and their culture.

In the light of study's findings, it is highly recommended for marketers and translators of tourism brochures to translate using the communicative translation method with a functional approach because tourism texts include operative or persuasive texts. In order for the persuasive function to be achieved, for examples the use of the form of grammatical and vocabularies, and cultural expressions. Although this study presents observation regarding the translation of Indonesian tourism promotional materials into English version, several questions still remain to answer going forward. Further research is required to explore more the ways of copywriting for Indonesian dan for western

people for promoting tourism destinations, so that there will be guiding patterns which can be used for translators and copy writers. Subsequently, the findings can be used to improve translation teaching and training.

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