

ABSTRACT

Uly Karta Diayu Shinta. *An Analysis of Translation Errors on Travel Brochure “Pesona Wisata Pacitan”*. Thesis. Pacitan: STKIP PGRI Pacitan, 2022.

This research aims to determine the level readability and translation errors found in the travel brochure "Pesona Wisata Pacitan" published by Dinas Pariwisata, Pemuda dan Olahraga Kabupaten Pacitan.

This research used a qualitative descriptive research design. The data was obtained through official documents published by Dinas Pariwisata, Pemuda, dan Olahraga Kabupaten Pacitan. The researcher in this study used two data sources. The researcher used a travel brochure as the primary data and an online questionnaire through Google Form as secondary data, which included eight questions about readership assessment on translation errors adopted by Liraz Postan's theory. The research subject used for secondary data were foreign respondents and local respondents.

The results of the data analysis concluded that: 1) in Travel Brochure, "PesonaWisataPacitan" consist of 43 pages of bilingual text. The researcher found 12 out of 15 errors based on Translation Quality Assessment (TQA). The researcher found 279 total errors. There are 20 frequencies of incorrect meaning, 23 frequencies of standard terminology, 21 frequencies of consistency of terminology, 31 frequencies of untranslated language, 27 frequencies of register use, 14 frequencies of spelling errors, two frequency in typos, 69 frequencies of grammar errors, 27 frequency of syntax errors, 23 frequency of punctuation errors, and 22 frequency of font. 2) The survey about the level of readability of the bilingual travel brochure "PesonaWisataPacitan" was clear to understand. The researcher obtained this statement through a Google Form questionnaire completed by eight foreign and ten local respondents. Accumulated data shows 92 points in the 'yes' answer and 43 points in the 'no' response. It is indicated that the tourism brochure has a good level of readability.

Key Words: *Readability, Translation Errors, Travel Brochure*