CHAPTER I

INTRODUCTION

This chapter discusses the background of the research, identification of the problem, limitation of the problem, formulation of the problem, objectives of the research, and significance of the research.

A. Background of the Research

Reporting to Zenius Education, English is ranked number one most widely spoken language among the thousands of languages globally. 1.13 billion Speakers have to use English as a means of communication. English is an international language. Many Countries use the English language as their first language and second language. Australia, the United Kingdom, and the USA use English daily. Meanwhile, the countries such as India, the Philippines, and Singapore recognize the English language legally as the country's language. Indonesia is one of the countries that use English as a communication language.

When two people cannot communicate due to limited language mastery, they will use translation as a means of communication so that each other understands the message to be conveyed. The translation is crucial as a form of communication because translation is a language-based communication activity. People who do not speak the same language can communicate through translation, which allows them to comprehend whatever material they read. Simply, language can be interpreted as media to convey something in our minds. But when this is looked at further, language is a tool used to interact or communicate with others to express concepts, ideas, and feelings.

As the times progressed, the role of translation increasingly showed its existence. Many parts of life use English. In this era, English is not only used in education but also has been used in a wide area. One of them is translation, whose existence has gone global. The role of translation develops in every single human's life. For example, humans use English in translating books. Usually, we call bilingual books. In the bilingual book, the author lists two different languages. Many books are translated into English to get a lot of readers from various parts of the country. So translation is needed as a relay stick so that the reader can understand its intent although language differences. It can say that English is a jack for researchers.

Since revolution 4.0 began, the development and use of technology have been rapid. The advancement of technology has resulted in a wide range of translation breakthroughs. Both application-based and online-based electronic dictionaries are available. A growing number of websites are appearing. This frequently leaves translators confined to the services available. Some translation machines can be accessed on smartphones, such as google translate, U-Dictionary, PONS Online Translator, intended for android users, and iTranslate, specifically for iOS users. Machine translator appears to be the ideal approach for obtaining high-speed translation solutions that are also practical, cost-effective, and accurate. This translation machine makes it easy for people to translate words and sentences in a short time.

But on the other hand, this translation machine has its weaknesses. The main disadvantage of this automatic translator software is the quality of the translation.

This translation machine can be said to be less suitable for translating scientific works or literary works because of the device's limitations in recognizing the context of a text. Machine translation can be utilized for modest, non-critical jobs where a precise translation isn't required. If the translator wants to use this tool to translate important documents, this action will be hazardous.

Especially if the translation error is in the legal documents used in the world of tourism, in the tourism sector, English plays an essential role as a media promoter. They can use brochures, booklets, pamphlets, and social media to provide information about their tourism. In addition, it is also used to attract foreign tourists to come to a particular country. In translating text, translators need to preserve the meaning contained in the source language. If the translator is not aware of this, it can lead to improper translation results. Translation errors may cause readers to get inappropriate information and will not deliver those messages properly.

No matter how good the results of this machine translation, the translation still needs to be revised by the translator (human). Human translation is vital and far more dependable for critical projects that will reach a global audience since it ensures a high-quality job and ensures that the message researcher wants to send is correctly understood by readers. Furthermore, a good translation is an essential part of bilingual books. To present the meaning appropriately, there should be a good translation text. Translation in a reading should be ideal and not remove sense from the source language itself. According to Wills, translation is a process of redirection, which aims to convert the text of the source language into the most

grateful target language text, thus requiring syntactic, semantic, and pragmatic understanding and the ability to analyze the source language (Wills, 2008).

On the other hand, translators often make translation errors in the real world. The word "error" here refers to something inappropriate. In the written sentence, both original sentences and translated sentences. The error can be divided into pragmatic, semantic, idiomatic, orthographic, linguistic or stylistic, and translation errors. Translation errors can be caused by misunderstanding the content of a particular concept. Error in translation text can occur if the translator does not understand the rules of the target language (Hansen, 2010:385). It means that every translator can make mistakes in translating text, and every translator can make something error in the translation process.

In addition to being seen from that side, reported from the Sworn Translator said some of these reasons could be the background why there are mistakes made by the author, including translating the meaning as it is, overestimating the meaning of the word, and using the wordless precisely, fewer communication skills, the use of inappropriate language styles. Besides that, the process of translation is not as simple as many people believe. In another way, a translator should be aware of what the researcher hopes to achieve through their work. The translation must be similar to or close to the target language so that the readers can understand what the translator is saying. It's critical to keep the translation between the source and target languages as natural as feasible. It facilitates comprehension of the original translation's meaning.

The reason why the author chose this title is that this study is the latest research. There are no researchers who have examined Pacitan tourism brochures. Indeed, some researchers write journals about Pacitan tourism, but the research focuses more on tourism development. Two existing studies on tourism in Pacitan, there are; "Potensi dan Pengembangan Obyek Wisata Pantai Klayar di Kabupaten Pacitan by Joko Santoso in 2009", and "Pengaruh Online Review Terhadap Visit Intention Wisata Pacitan (Studi Pada Travel Vlog Lost Packer) by Astari Dwirani Kriswanto in 2018".

Research written by Joko Santoso (2009) examines the potential and development of Klayar Beach attractions in the Pacitan Regency. This research aims to determine the potential of Klayar Beach attractions, the development of Klayar Beach attractions, and what problems are faced in developing Klayar Beach attractions in Pacitan Regency. The study results showed that: Klayar Beach tourist attraction is one of the most potential tourist attractions set in Pacitan Regency. In the development of Klayar Beach tourist attractions, it is still experiencing various obstacles: The lack of infrastructure facilities supporting Klayar Beach tourist attractions and the limited funds used for development.

Meanwhile, the study written by Astari Dwirani Kriswanto (2018) was to analyze the influence of Pacitan tourism online reviews by travel vlogger Lostpacker on Youtube on tourist interest. The study used a quantitative approach using research data collected through surveys and distributed questionnaires to 100 respondents according to the specified sample criteria. The research results have been done presently show that all dimensions of online reviews consist of the

usefulness of online reviews, review expertise, timeliness of online reviews, the volume of online reviews, the valence of online reviews, and completeness of online reviews influenced by visiting interests.

Regarding the title of **AN ANALYSIS OF TRANSLATION ERRORS ON TRAVEL BROCHURE "PESONA WISATA PACITAN"**, the researcher had been identify several kinds of translation errors made by Dinas Pariwisata, Kepemudaan, dan Olahraga Kabupaten Pacitan. This study is expected to increase the credibility of this tourism brochure and provide feedback and implications regarding the level of problems and the effectiveness of promotional material in English for future improvement. The findings of this study can also be used to create a model for compelling and persuasive English in tourism promotion material by the party above, increasing the number of foreign tourists interested in visiting Pacitan in the future. The implications for language learning, particularly translator training, are also considered.

B. Identification of Problem

The tourism brochure made by Dinas Pariwisata, Kepemudaan, dan Olahraga plays a vital role in blowing up potential tourism in Pacitan. This book not only promotes domestic tourists, but it also promotes tourism to foreign tourists, which English is key to developing content in it.

Travel brochure Pesona Wisata Pacitan is a brochure in two languages, there are Indonesian and English languages. Bilinguals have two languages: the source

language and target language arranged by a translator, which could contain some errors.

From the explanation above, some problems can be analyzed. First, the Travel brochure Pesona Wisata Pacitan Tourism contains many translation errors. From these errors, several issues could arise as misconceptions where the reader cannot get the message's meaning. Second, a foreigner will be confused to reading a travel brochure because of the selection of an inappropriate language. Third, the travel brochure does not yet convey all the information in detail.

C. Limitation of Problems

Based on the identification above, the researcher must have the limitation of the problem to get a deep analysis. Researcher limits the problem just to the readability level and translation error analysis on travel brochure by Dinas Pariwisata, Kepemudaan, dan Olahraga Kabupaten Pacitan. In this study researcher analyze the kinds of errors made by the translator and level readability from foreigners. Moreover, the researcher classifying the errors only focused on some categories adjusting the whole text inside the travel brochure so that this research had been structured and focused.

D. Formulation of the Problem

Based on the limitation above, the researcher is trying to address the following question:

1. What kinds of translation errors are made by Dinas Pariwisata, Kepemudaan dan Olahraga Kabupaten Pacitan in translating Travel Brochure Pesona Wisata Pacitan from Indonesian into English?

2. How is the readability of bilingual Travel Brochure Pesona Wisata Pacitan made by Dinas Pariwisata, Kepemudaan dan Olahraga Kabupaten Pacitan?

E. **Objectives of the Research**

Regarded to the problem above, the objectives of this study are:

1. To identify categories of translation errors made by Dinas Pariwisata, Kepemudaan dan Olahraga Kabupaten Pacitan in translating Travel Brochure Pesona Wisata Pacitan from Indonesian into English.

2. To find out how the readability of bilingual Travel Brochures Pesona Wisata Pacitan made by Dinas Pariwisata, Kepemudaan dan Olahraga Kabupaten Pacitan.

F. **Significances of the Research**

From this paper, the researcher hopes that this study will have some significance as follows:

1. Theoretically

   a. This research results and knowledge of translation errors in Travel Brochure Pesona Wisata Pacitan.

b. This research becomes a reference to the other researchers who have some interest in a translation errors.

2. Practically, this research is expected to be useful for:

a. For Academic Society

In this research, the researcher discovers the translation error of Travel Brochure Pesona Wisata Pacitan. From this view, this research gave more information about the kind of translation errors made by the translator. Besides that, this research can help student's self-study to increase English skills, especially in writing.

b. For Further Researcher

Another researcher can use this research as a reference to develop a paper that has a similar field in a translation error.

c. For the Readers

The result of the research explained the types of errors in a travel brochure to understand translation errors so that in the future, they can analyze translation errors in the other bilingual book. From this research, the readers knows the intention of translation or target language.

d. For Dinas Pariwisata, Kepemudaan, Pariwisata, dan Olahraga Kabupaten Pacitan

The significance of this research is to help the department recheck and repair their travel brochure, so the quality of the newest travel brochure as promotion media can improve.