

CHAPTER II

REVIEW OF LITERATURE

This chapter consists of a theoretical review, previous study, and conceptual framework.

A. Theoretical Review

The first part concerns a review of the theoretical framework. It consists of a definition of translation, the definition of error, the definition of translation errors, the definition of the translation process, translation quality assessment, and the definition of promotion text.

1. The Concept of Translation

At this time, the role of translation is crucial for humans in facing the era of globalization because there is a lot of information and knowledge conveyed in English. For Indonesians, translation has become very important to make something widely accessible. One of them is the use of translation in the tourism sector. Translation has been used as a bridge language for people to transfer information from their first language into a specific target language.

The translation transfers meaning from the source of the language to the target language, where it does not change the equivalent text. As Newmark (Newmark, 1988) stated, translation is the process of disclosing the meaning of a text in the target language, precisely as the author intended.

On the other hand, Catford (1965) stated that translation is substituting a text in one language for a text in another language. Furthermore, he defined translation as replacing textual material in the source language with equivalent textual material

in the target language (TL). Meanwhile, Larson (1984) said that the translation is done by going from the form of a second language by way of semantic structure. When a translator translates, they transfer the meaning of the source text.

The translation is a process of interpretation. The type of translation depends on the type of document. Translating technical and promotional documents requires skill and knowledge. Vocabulary, Grammar rules, and sentence patterns according to the kind of document, source language, and target audience. Successful translation meets the needs of both target groups to provide the right structure or format concerning the proper transfer of meaning from the source text to the target text. (Retsker, 2021)

From the explanation above, it can conclude that translation can be defined as the activity of replacing or converting a text into another language by disclosing the meaning of a text (from a source language to a target language) by seeing from vocabulary, grammar rules, sentence patterns, and still preserving the meanings and messages of the SL text.

a. Kind of Translation

There are two types of translation: form-based translation and meaning-based translation. Literal translations are form-based translations that seek to match the form of the source language. Meaning-based translations make every effort to convey the intended meaning. Meaning of the source language text in the receptor's natural forms of speech. The idiomatic translation is the term for these types of translations. (Larson L. M., 1984)

There are kinds of translations based on Newmark (1987) as follows:

1) Word-for-word translation

Word for word translation is rendering text from one language to another at a time with or without conveying a sense of the original text.

2) Literal translation

The SL grammatical structures are converted to their closest TL equivalents, while the lexical words are translated separately and out of context. This serves as a pre-translation indicator of the issues that need to be addressed.

3) Faithful translation

Faithful translation means that the translator strives to convey the author's intention of the text (what the author intended to communicate) as accurately as possible in another language.

4) Semantic translation

Semantic translation means that the translator's primary concern is to convey the meaning of the phrase and sentence (this could be paraphrased or literal, depending on the balance that the translator seeks).

5) Adaptation

This is the 'freest' form of translation. Adaptation translation involves communicating meaning by "adapting" the translation for a specific market or style.

6) Free translation

Free translation reproduces the matter without the manner or the content without the original form. Usually, it is a paraphrase much longer than the

original, so-called intralingual translation, often lengthy and pretentious, and not a translation.

7) Idiomatic translation

Idiomatic translation reproduces the 'message' of the original but tends to distort nuances of meaning by preferring colloquialisms and idioms where these do not exist in the original.

8) Communicative translation

Communicative translation attempts to render the original's exact contextual meaning so that both content and language are readily acceptable and understandable to the reader.

b. The Process of Translation

According to Nida (Taber, 1982), the process of translation can be defined as the activity of translation. The translator usually uses the translation process as a guide in translating text from Source Language (SL) into Target Language (TL). Here are the three stages of translation:

- 1) An analysis is essential for determining the message to be translated, including grammar.
- 2) Transfer refers to how the source language's results are analyzed and translated into the destination language.
- 3) Restructuring is concerned with the various types and styles of language and the techniques that may use to achieve the desired class in translation.

There are four levels of the translation process, they are:

- 1) The source language text level, the level of language, where we begin and which we continually (but not continuously) go back to.
- 2) The referential level. The level of objects and events, real or imaginary, progressively have to visualize and build-up is an essential part of the comprehension and reproduction process.
- 3) The cohesive level, which is more general and grammatical, traces the train of thought, the feeling tone (positive or negative), and the various presuppositions of the source language (SL) text. This level encompasses both comprehension and reproduction. It presents an overall picture, to which we may have to adjust the language level.
- 4) The level of naturalness of a common language is appropriate to the researcher or the speaker in a particular situation. (Newmark P. , 1987)

From the theory that has been explained, it can conclude that; after understanding the message and the structure of the source language, the next step is to change the content, meaning, and message source language into the target language. The translator should be able to find equivalent words from the source language (SL) with the target language (TL).

2. The Concept of Error

According to Hansen, "error" usually refers to something wrong. In written texts, both original and translated texts, errors can be divided as, for instance, pragmatic, semantic, idiomatic, orthographic, linguistic or stylistic, and translation

errors. The errors can be caused by misunderstanding the content of a particular concept (Hansen, 2010).

Meanwhile, Rini Yuliyanti (Yuliyanti, 2014) states that the word "error" requires different meanings and uses relative to how it is applied conceptually. People can sometimes eliminate the concrete meaning of the Latin word "error" as "wondering" or "staying," unlike illusions or errors through knowledge (knowing that one is looking at a mirage and not in natural water does not make a mirage disappear). Also, "error" is a deviation from accuracy or truth, error, as inaction/speech.

In using English as a second language in the translation process, the translator certainly made some mistakes. From the theory above, can conclude that errors usually occur whenever the translator does not master the rules of the target language and lacks knowledge.

3. Translation Errors

Therefore, there is some perception of what constitutes a translation error as follows; Misunderstandings of the translation brief or the substance of the source target, failure to convey the meaning of the Source Language (SL) accurately, factual errors, terminological or stylistic defects, and various types of interferences between Source Language (SL) and Target Language (TL) can all create mistakes in translation. Interferences are undesired traits projected from one language to another and from Source Language (SL) to Target Language (TL). They arise due to asymmetry assumptions between the language and culture, which may manifest

in the same situation (Benjamins, 2010). Something went wrong during the transfer and transit from the SL to the TL, resulting in this translation mistake. They can also be created by misinterpretations of the Source Language's substance or inaccurate translations of its meaning.

According to Takuya Matsuzaki et al., translation errors are divided into six types (2016). They are errors in:

1) Missing words

Every word plays an essential role in conveying messages and meanings. In some cases, removing dishes from translation is acceptable as long as it does not reduce the accuracy of the letters and meanings. In other cases, some translators inadvertently leave out essential words when translating a specific text. This has an impact on the delivery of the source language's message. As a result, translators must pay close attention to this issue.

2) Word order

According to Battat, in languages with relatively restricted word order, the relationship between sentence components (words) is determined by the position of each word in the sentence. Each language has its degree of word order flexibility. There are some restrictions on word order in each language, so the flexibility is not arbitrary. (Battat, 2004)

3) Incorrect words

Readers will be confused if the words are incorrectly translated. Words are incorrect in translation if they fall into one of the following categories. According to Matsuzaki et al. (2015), words are incorrect in translation if

they contain one of these categories; wrong lexical choice, disambiguation, extra words, incorrect idiom translations, and incorrect forms.

4) Incorrect dependency

A sentence can have two or more clauses. There must be one independent clause that can stand on its own. In some cases, a sentence may contain dependent provisions that require an independent clause to stand on its own. Furthermore, conjunction is necessary to connect two independent clauses in a sentence or one independent clause and two or more dependent clauses in a sentence.

5) Grammatical property

Grammar is the entire system and structure of a language or languages, typically defined as syntax and morphology (including inflections) and, on occasion, phonology and semantics. Grammar is essential because it consists of rules for constructing sentences to be understandable. As a result, translators must master a specific language's grammar to translate.

6) Semantic

Semantics is a significant branch of linguistics. It is concerned with the interpretation of linguistic expressions. According to Hurford and Heasley (James R. Hurford, 1983), in semantics, one expression may have two or more meanings depending on how the expression is identified. As a result, translators must exercise caution when capturing the meaning of an expression in the source language, as it may have multiple meanings.

4. Translation Quality Assessment

Nowadays, most translations are performed using the application of the translating tools designed to assist the translator in completing the task. According to the author's views, translating tools applications can help everyone who needs a translation from one language to another. After utilizing the application numerous times, it was discovered that the translation was good with specific sentences and topics. The quality of the translation needed to be examined further results of the translating tools application program. Quality is a vital term in translation that the translator must consider for the translation to be easily understood by the reader.

According to Nababan (Nababan et al., 2012), translation quality assessment has three main elements:

- 1) Accuracy

Accuracy is a concept used in translation evaluation to refer to whether the source language and target language text are equivalent or not. The idea of equivalency leads to content or message equality between two texts.

- 2) Acceptability

Acceptability relates to whether or not a translation has been expressed in line with the rules, conventions, and culture that apply in the target language, both at the micro and macro levels.

- 3) Readability

Readability is an aspect that is only associated with reading activities because it cannot be separated from every translating move from reading

activities. The readability aspect includes the readability of the source language text and the readability of the target language text.

Another opinion on the quality of the translation was conveyed by Lauscher (2000), who suggested the quality of the translation was divided into four elements, namely:

- 1) Accuracy (correct and incorrect meaning, standard terminology, consistency of vocabulary, and untranslated source language)
- 2) Style (register use, active voice, and passive voice)
- 3) Grammar (spelling errors, typo, grammar errors, syntax errors, and punctuation errors)
- 4) Format (layout, font, and double spaced)

5. Brochure Text

The brochure is one of the best ways to present people company or tourism. One of the most effective methods to introduce kinds of tourism, tourism communication, and tourism promotion is through a brochure. There are tri-fold brochures used to promote a new product or service that a company offers and bi-fold folders used to present projects outside or inside the company. There are various varieties of brochures, each with its design requirements. The criteria used to create a bi-fold brochure to present your company's projects for internal use differ from those used to make one for external usage. A well-designed brochure is the most effective approach to giving kinds of tourist places to people.

According to a journal from the Faculty of Humanities Dian Nuswantoro University Semarang, a brochure has three functions that will be explained below (Ruth Windy, 2014):

1) Informative function

A brochure is typically used to inform potential clients about your business. This information pertains to your organization's presentation, a new product or service your company offers, or a recent name change, among other things.

2) Advertising function

A brochure is an essential marketing tool that helps you showcase one or more items or services visually appealing. This function will be examined in greater depth in the 'Advertising Aspect' section.

3) Identification function

A well-designed brochure allows you to retain a consistent criterion throughout your corporate brochures. Your company will be instantly recognized if this criterion (also known as an idea) is consistent across all brochure formats. It will add prominence and credibility to your business. A company brochure must not include just an "idea" but also a logo; a well-designed logo is necessary for every firm and is one of the first steps in launching an advertising campaign.

B. Previous Study

Several researchers investigate translation. Especially in the field of translation errors. This happens because translation is an essential part of communication, as follows:

- (1) A thesis titled "A Translation Quality Assessment on Medan City Tourism Official Web Pages" by Ruth Putri Suci in 2021 (Suci, 2021). Her study aimed to assess the quality of translation on the Medan City Tourism web pages. The researcher used the translation quality assessment model proposed by Nababan et al. Her research focuses on three aspects: accuracy, acceptability, and readability. The total value for translation quality on a scale of 1-3 is the result of measuring these three aspects. The goals of her study are as follows: 1) to assess the accuracy of the Indonesian-English translation of the Medan Tourism web page. 2) To assess the acceptability of the Medan Tourism website's Indonesian-English translation. 3) Assess the readability of the Medan Tourism website's Indonesian-English translation. 4) To assess the overall quality of the Indonesian-English translation of the Medan Tourism web pages. In general, the findings of her study show that the translation quality of the Medan City Tourism web page is accurate, acceptable, and readable. The accuracy aspect has a score of 2.7, the acceptability aspect has a score of 2.2, the readability aspect has a score of 2.2, and the overall quality of the translation is 2.4.

From the research conducted by Ruth Putri Suci, the primary source of data sources is the Medan City Tourism Official website. At the same time, the study

that the author will do uses the primary data from the tourism book. It can be seen that the current author's research and previous researchers are based on the source.

- (2) Paper made by Novriyanto Napu and Usman in 2020 with the title “Pakaya Examining Translation Problems in Indonesian Tourism Brochures: A Case from Gorontalo” (Usman, 2020). The study aims to look at the English translations of brochures published by the Gorontalo Province Government in Indonesia's Tourist Board. The data source for this quantitative study was tourism brochures in both Indonesian and English. To assess the problems with the English translation used as promotional material, the data were analyzed by considering the frequency and percentage. The results show that syntactic problems (61.54 percent) were the most common, followed by semantic problems (26.37 percent) and miscellaneous problems (12.09 percent).

Based on research conducted by Novriyanto Napu and Usman in 2020 that discussed translation errors in tourism brochures using the theory of Hsieh & Shannon, the study conducted by the author used a view from Lauscher. From the brief explanation, the difference in current research from previous, namely in using different theories, can be seen.

- (3) A study by Muhammad Sahrain in 2017 with the title “Translation Technique and Quality of The Indonesian Culture Terms in Bilingual Tourism Booklet of Badung-Bali” (Sahrain, 2017). His paper analyzes data applied to Miles and Hubberman’s Model (1984), such as data reduction,

data display, and drawing conclusions or verification. The results from his study show that: First, there are eight techniques used by the translator. They are as follows: 1) transposition (there are 39 total data or (24.22 percent). 2) In addition, there are a total of seven data points or (4.34 percent). 3) There are 9 data points to reduce or (5.60 percent). 4) There are 21 data or established equivalence (13.04 percent). 5) Pure borrowing discovered 50 data or (31.06 percent). 6) A literal translation discovered 13 data or (8.085). 7) Adaptation discovered 12 data or (7.4 percent). And the most recent naturalized borrowing discovered 10 data (6.22 percent). Second, the translation quality aspects show that a) inaccuracy, 125 data or 77.64 percent belong to accurate and less accurate consists of 36 data or 22.36 percent, b) in acceptability, 111 data or 68.94 percent belong to good and less acceptable consists of 50 data or 31.05 percent, and c) in readability, 112 data or 69.56% belong to readable and 49 data or 30.43% belong to less readable.

Muhammad Sahrain's 2017 research focused on translation techniques. This is in stark contrast to the research the researcher conducted. The author focuses more on the type of error and credibility in the tourism brochure.

From the explanation above, it is clear that translation is a difficult task. To produce a good translation, a process is required. As a result, the translation process should include analysis, transfer, restructuring, and converting SL text to TL text. Furthermore, knowledge of the TL's culture is essential for producing a qualified

translation. As a result, readers of the TL will accurately capture the original meanings and messages presented in the SL.

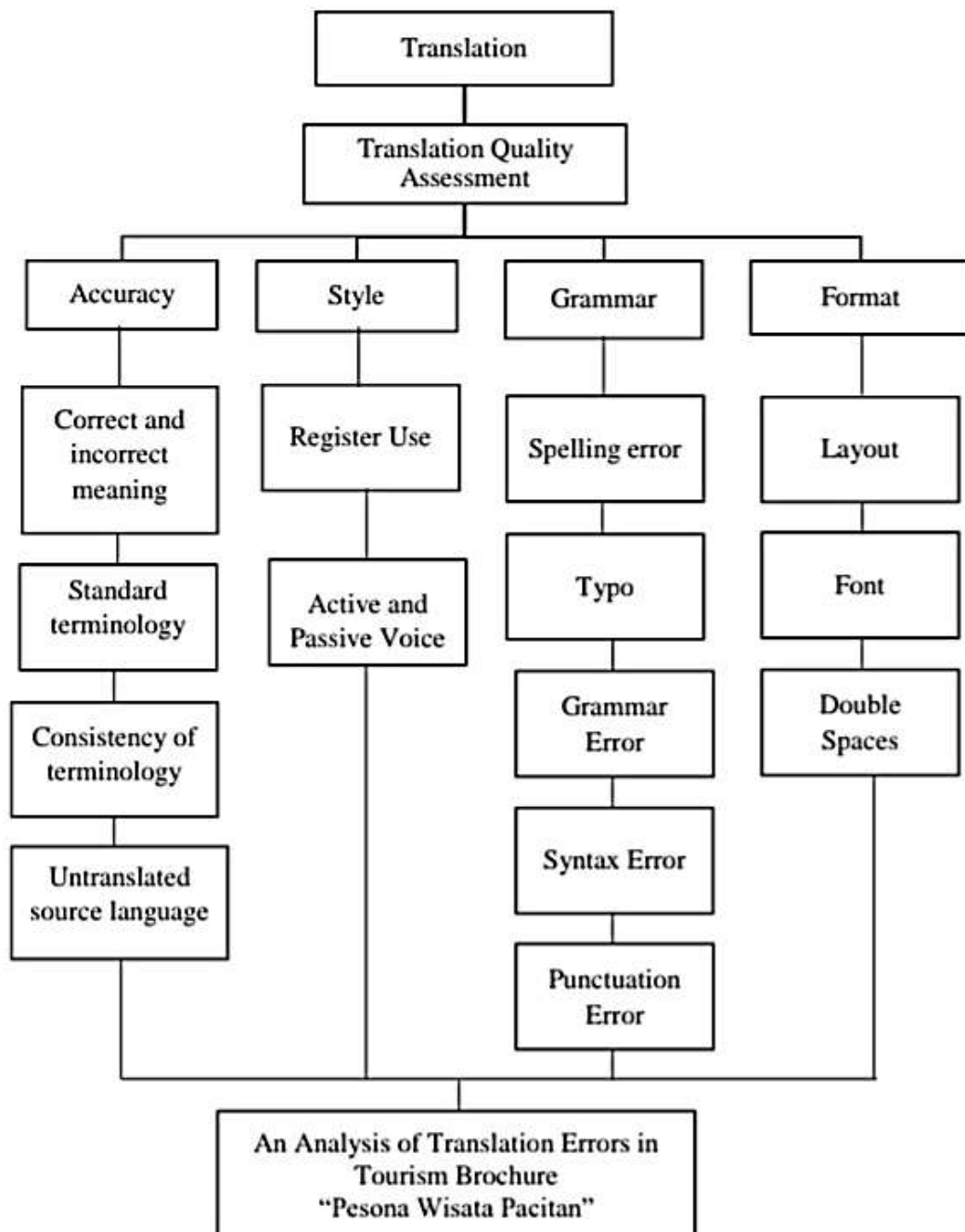
From some of the studies described, the researchers were interested in researching to identify errors in the translator's translation text. Researchers want to investigate the types of mistakes made by translators, the source of errors, and the most common mistakes made by translators when translating brochure text. Therefore, the researcher hope this research can give a contribution to the credibility of tourism brochure made by Dinas Pariwisata, Kepemudaan, dan Olahraga Kabupaten Pacitan.



C. Conceptual Framework

The conceptual framework of this research can be seen as follow:

Figure 1. Conceptual Framework of the Research



This research starts from the brochure that has been selected, which a book is made by Dinas Pariwisata, Kepemudaan, dan Olahraga Kabupaten Pacitan. This brochure has a complete 43 pages containing several materials, such as natural tourist destinations, cultural tourism, culinary, and Pacitan crafts. This tourism brochure consists of two languages there are Indonesia and English. The tourism brochure "Pesona Wisata Pacitan" is given to local and foreign tourists as promotional media to increase the number of foreigners in Pacitan tourist attractions. The quality of translation in the tourism brochure is crucial because this will affect the acceptance of language understanding by foreign tourists. From the book, the author will analyze errors in translation using Lauscher's theory of Translation Quality Assessment which includes several things, including: (1) accuracy (correct and incorrect meaning, standard terminology, consistency of terminology, and untranslated source language), (2) style (register use, active voice, and passive voice), (3) grammar (spelling errors, typo, grammar errors, syntax errors, and punctuation errors), and (4) format (layout, font, and double spaced).