

Cultural Equivalence In Translation On Solok Tourism Brochures

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Abstract

This thesis explores the analysis of the types cultural equivalence or the degree meaning equivalence used in translating cultural word in Solok Tourism brochures. The objective of this research aimed to find out the types of cultural equivalence or the degree meaning equivalence used in translating cultural word in Solok Tourism brochures. The theory used was the translation procedures by Newmark and meaning equivalence by Bell. The method used was qualitative research in which the researcher presents the issues descriptively. As for the data, they were collected from the cultural word or phrase in script of Solok Tourism brochures. After going through the analysis, the researcher concludes that there are 22 cultural word or phrase that include ecology, material culture, social culture, customs, and organization contained in this study. The words culture that are often used are ecology and material culture. The degrees of meaning equivalence are fully equivalence meaning, partly equivalence meaning, and different meaning. The commonly degree of meaning equivalence is fully equivalence meaning.

Keywords: *Cultural Words, Equivalence, Translation*

Abstrak

Penelitian ini berfokus pada analisis tipe prosedur penerjemahan atau tingkatan padanan makna yang digunakan untuk mengartikan kata-kata budaya dari brosur Dinas Pariwisata Kota Solok. Tujuan dalam penelitian ini adalah untuk menemukan tipe-tipe padanan kata budaya pada brosur pariwisata Kota Solok. Teori yang digunakan adalah teori prosedur penerjemahan dari Newmark dan kesetaraan arti dari Bell. Metode yang digunakan adalah penelitian kualitatif yang mana peneliti memaparkan isu secara deskriptif. Setelah melakukan analisis, peneliti menyimpulkan terdapat 22 kata budaya yang mencakup ekologi, budaya material, budaya sosial, kebiasaan, dan organisasi yang terdapat dalam penelitian ini. Kata budaya yang sering digunakan adalah ekologi dan material budaya dan kelas kata yang sering digunakan adalah kata benda. Selain itu, peneliti juga menyimpulkan bahwa terdapat tingkatan kesepadanan arti yaitu sepenuhnya setara, sebagian setara, dan berbeda arti. Tingkatan kesepadanan arti yang paling sering adalah sepenuhnya setara.

Kata Kunci : *Kata-Kata Budaya, Padanan, Penerjemahan*

INTRODUCTION

Translation is closely relates to culture. Translation is not just a method for spreading knowledge and technology, but yet in addition as a medium of cross-cultural communication. The connection among culture and translation help bridge the gaps that various language might create. In reality we have many Nations and regions and within a nations too it have differential. Based on Newmark (1988), translation is rendering the meaning of a text or something from one language into another language in the way that the author intended the text.

Based on Newmark (1988), say translation procedures are divided into some types of, Transference, naturalization, cultural equivalent, functional equivalent, descriptive equivalent, synonymy, through-translation, shifts or transpositions, modulation, recognized translation, compensation, paraphrase, couplets, notes / supplying additional information. Newmark

defined cultural equivalent as an approximate translation where the Source Language (SL) cultural word is translated by a Target Language (TL) cultural word, however, they are not accurate.

Cultural equivalence also occurs in translation. Furthermore, Baker (1992) points out that cultural equivalence gives the reader a concept with which she/ he can identify, something familiar appealing. It means that the advantage of cultural equivalence is to make the reader familiar with the result of translation or likely to have similar impact on target language. During the process of translation the translator actually decode the source language and tries to find equivalent meaning of those words, phrases and symbols and produces it in target language. According to Bell (1991), texts in different languages can be equivalent in different degree. There are degrees of meaning equivalence namely, fully equivalence meaning, partly equivalence meaning, and different meaning.

Language has a role in advertisement to reflect the naturality of use value toward product commodity or service which is advertised. Language of advertisement is different with language in daily life. Advertisement has several targets such as tool of selling product and as a media of education. It means that advertising is an important tool of promotion that can create wonders with beautiful words to sell the goods or services to the society or reader. The language in advertising is creating in harmony with; the issue of public activity in the reflection of public life. For this reason the language of promoting assumes a significant part in the study and analysis of social language knowledge. Therefore, to persuade or convince the audiences, the advertiser used linguistic features and persuasion techniques to persuade the readers or audiences to buy or use a goods, thing or product. One of media to promote a goods or thing is brochures.

Based on Ross Bainbridge in Pujihartono & Baroroh (2016) tourism brochure is defined as brochure, but it contains higher quality visual. Ideal tourism brochure should also give information about flights, roads, the shortest way of reaching a particular place, and other information. Its means brochure is also known as a short booklet or pamphlet.

To support this research, it is important to have other review related finding which discuss the same problem. The first is written by Fedora (2015) with the title "An Analysis of Procedures in Translating Cultural Words and Their Meaning Shift Found in The Indonesian Novel Laskar Pelangi ". The research was aimed to find categories of cultural words in Novel Laskar Pelangi. The second previous research is written by Pasangka (2016) with the title "The Equivalence And The Method on The Indonesian Translation of English Idiom In The Subtitle of Friday Night Light Movie". The research was aimed to find out the equivalence and method on the Indonesia translation of english idiom in the subtitle of Friday Night Light Movie. Last, The last research is written by Artha Pitaloka et al., (2018) with the title "The Equivalence of Cultural Word Translation In the Novel Child of All Nations By Max Lane". This research explores the analysis of the type of translation procedures and the degree of meaning equivalence used in translating cultural words in the novel Semua Anak Bangsa by Pramoedya Ananta Toer into Child of All Nations by Max Lane.

Therefore, based on phenomena and explanation above, the researcher is interest to analyze cultural equivalence in translation on Solok tourism brochure. Because brochures is one of media to promotes, persuades, and showcase how important cultural equivalence in translation. The researcher often see some difficulties to find equivalent in translation words or phrases from cultural word.

METHOD

The design of this research was descriptive qualitative method. The data collected contained from sentences was also called qualitative Kothari (2004). Research design was procedures which involve and has important role in the research process such as data collection, data analysis, and report writing. It means that research design influence the researcher to determine the proper technique in collecting, analyzing , and reporting the data. In doing this research the method used was Content-Analysis method. According to Kothari

(2004), content analysis consist of analyze the contents of all other verbal materials which can be either spoken or printed. After chose the research design, the researcher needs source of data to help the researcher in order to answer the research question of this research. Source of data was something that obtained in the form of textual such as audiotapes, videotapes, film/movie, and fields notes Mack (2011). Thus, the researcher will need source of the data to help the researcher to get the data. The data in this research will be taken from script of Solok Tourism Brochures. The researcher did not take all the documents, but only in word and phrases.

Technique of data collection was a step in collecting data to answer the research question in a research that the researcher used. In this case, the researcher chose the observation from the utterances of compliment to collect the data. In order to collected the data, the researcher chose a technique from observational attentively method. This kind of method used to observe the language in order to collect the data itself. Moreover, a technique that the researcher from observational attentively method such as a non-participant observation technique. According to Sudaryanto (2015), observational method is a kind of method which observed the use of language in order to collect the data of it. The researcher will do observation in collecting the data. The researcher also uses non-participant technique because the researcher will not need participant in collected the data. Thus, the researcher will used document in collecting the data. The document that the researcher used was Solok tourism brochures.

After collecting the data, the next step is analyzing the data. In analyzing the researcher use technique from Sudaryanto referential identity method. Based on Sudaryanto (2015), the referential identity is the method of analyzing the data where the key actors of data are defines by context outside of language itself such as : speakers, times, setting and situation. It also used to saw the fact of language itself and the main tool the fact showed by language (referent) itself.

FINDING AND DISCUSSION

No	Datum		Type of Cultural Based on Newmark Theory's					Type of Cultural Equivalence Based on Bell Theory's		
	SL	TL	E	M C	S C	S O	G H	FEM	PEM	D M
1	"Pulau Belibis"	" Belibis Island" is one of the tourist destinations that accentuate s natural beuty with recreationa l facilization. .."	✓					✓		

2	<p>“Air Terjun Sarasah Batimpo” Merupakan salah satu objek wisata alam yang terletak di kawasan hutan lindung</p>	<p>The tourism object of “Sarasah Batimpo waterfall” is one of the natural attractions which is located in a protected forest area</p>	✓						✓	
3	<p>Hampanan sawah solok yang membentang indah dengan latar belakang “Gunung Talang” yang berdiri dengan anggun</p>	<p>The stretch of Solok rice fields stretches beautifully against the backdrop of “Mount Talang” that stands majestically</p>	✓						✓	
4	<p>Tidak hanya itu, pengunjung juga akan dimanjakan dengan pemandangan “Danau Singkarak” yang sangat mempesona</p>	<p>Not only that, visitors will also be pampered with “Singkarak Lake” “view which is very charming”</p>	✓						✓	
5	<p>“Diantara tanaman “kopi robusta” yang berumur antara 30 sampai 50 tahun..”</p>	<p>“Among Robusta coffee plants aged between 30 to 50 years..”</p>	✓						✓	
6	<p>“Kota Solok dengan julukan Kota Beras sudah sangat dikenal secara nasional”</p>	<p>“The city of Solok, nicknamed Rice City, is well known nationally</p>	✓							✓

7	“Kawasan agrowisata sawah solok yang terletak dijalan lintas sumatera tepatnya belakang kompleks kantor Balaikota Solok ”	“Solok rice field agro-tourism area which is located on the road across Sumatera, precisely behind the Solok city Hall office ”		✓					✓	
8	“... pengunjung juga akan mendapatkan pengetahuan mengenai sistem pertanian mina padi.. ”	“...visitors will also get knowledge about the mina paddy ”			✓					✓
9	“Kawasan objek wisata Pohon Jomblo berada di Tanah Sirah, Kelurahan Tanjung Paku...”	“ The Jomblo tree tourist area is in Tanah Garam, Tanjung Paku Village..”	✓						✓	
10	“...plank berukuran besar yang terdapat tulisan Taman Syech Kukut di sekitar tulisan..”	“... a large sign marked with the words Kukut Syech Park, around this writing..”		✓					✓	
11	“ Dikiri kanan plang juga terdapat lambang bendera marawa yang berwarna merah, kuning, dan hitam..”	“On the right side and left side of the sign there is also the marawa flag symbol in red, yellow, and black color...”		✓					✓	

12	“Yang berjarak ± 4 Km dari pusat kota tepatnya di Gurun Bagan Kelurahan VI Suku, Kecamatan Lubuk Sikarah”	“Within ± 4 Km from the City Center. Precisely in the desert chart of Kelurahan VI Suku, Lubuk Sikarah district”	✓								✓
13	“ Mesjid Agung Al-Muhsinin merupakan mesjid terbesar dan termegah yang terdapat di Kota Solok”	“ The Great Al-Muhsinin Mosque is the largest and grand mosque in Solok City”		✓					✓		
14	“...dan disaksikan oleh Walikota Solok , beserta seluruh jajaran....”	“...and witnessed by the Solok’s Mayor , with all levels of Solok City government officials..”				✓			✓		
15	“Salah satu ciri khas dari surau ini adalah memiliki atap seperti rumah tradisional Minangkabau (beratap gonjong)”	“One characteristic of this surau is that it has a roof like the Minangkabau traditional house (oval roof)”		✓							✓
16	“ Pada masa beliau, surau ini juga digunakan sebagai tempat bersuluak bagi para pengikut dan murid-murid..”	“ During his time, it was also used as a place to worship for his followers..”			✓				✓		

17	“ Selain berfungsi sebagai tempat belajar <i>mengaji</i> , Surau ini juga merupakan tempat untuk melaksanakan akad nikah”	“ Besides functioning as a place to <i>study the Koran</i> , this surau is also a place to carry out a marriage contract”							✓			✓
18	“ <i>Rumah gadang</i> yang dibangun pada tahu 1900 dan selesai tahun 1905”	“ <i>The Gadang House</i> built in 1900 and finished in 1905”		✓								✓
19	“ Pada loteng bagian depan terdapat ruang paleh-paleh/ <i>pagu</i> ”	“ In the front attic there is a paleh/ <i>ceiling</i> ”		✓						✓		
20	“...yang berfungsi sebagai tempat <i>panyuruak-an</i> ”	“...that functions as an <i>inventory</i> ”		✓								✓
21	“ Jalur pertama yang dibuat oleh Belanda adalah jalur <i>Pulau Air-Padang</i> yang selesai dikerjakan pada tahun 1891”	“ The first route made by Netherlands was the <i>Air-Padang Island</i> line which was completed in 1891”	✓									✓
22	“... diakhiri dengan makan bersama di <i>pondok-pondok</i> yang ada di tengah sawah”	“... then ending with meal together in <i>the huts</i> in the middle of the rice fields”		✓						✓		

As the result, the researcher presents the research findings, the researcher found the answer for the research question on this thesis ,that was show the type of cultural equivalence in translation found in Solok Tourism Brochures. After analyzed all the data obtained in script of Solok Tourism brochures , the researcher found type of cultural equivalence and cultural

item in translation Solok Tourism brochures. There were five type of cultural item Based on Newmark (1988) namely, ecology, social culture, material culture, social organization, gesture and habits. The researcher found the commonly cultural item that the researcher find was ecology and material culture. There were types of equivalence found in translation Solok Tourism Brochures based on Bell (1991) namely, fully equivalence meaning, partly equivalence meaning and different meaning. According to the data that the researcher analyzed above the researcher found 22 cultural equivalence found in translation Solok Tourism brochures there are fully equivalence meaning, partly equivalence meaning, and different meaning. The commonly degree of meaning equivalence found was fully equivalence meaning because the translator completely transfered the SL into the TL which represents the equivalency both in terms form and meanings.

The translator uses various translation strategies to translate the brochures in order to give an acceptable translation from SL into TL and also to convey meaning from the source language to the target language. Based on the result of each strategy, the translation word-for-word translation and literal translation was commonly used . The result of this research indicates that the translator used more expressive word to convey the meaning from SL into TL.

CONCLUSION

The researcher find 22 cultural equivalence word or phrase in brochures. The researcher concludes that in translating the cultural words or phrases need a special attention in translation. The translator also must know the meaning equivalence of cultural word in translation because each countries have different culture and it can affect language's user. It is intended, in order to tue translator can get the result of translation that is acceptable and understand by the reader. Based on the result, there are fully equivalence, partly equivalence, and different meaning. The type of cultural equivalence found in translation on Solok Tourism brochure is fully equivalence meaning, partly equivalence meaning and different meaning. The commonly types of cultural equivalence the researcher found in brochures is fully equivalence meaning.

As translation is an effort of finding equivalence meaning of a word, phrase, text into the target language, a good translator should be familiar with the source language culture or target language culture, history and beliefs not only of the language translator speaks but also the source language the translator would translate into own language in order to avoid misinterpretation, different meaning. The researcher also recommends for Department of Solok Tourism to improve the equivalence meaning in translated cultural word or phrase in brochures. . The translator also has to be excelent in applying the proper translation procedure that can affect the quality level of translation. The translator especially suggested that they can be more careful in translating, so the reader will get a good and meaning full message and information.

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