CHAPTER I

INTRODUCTION

1.1 Background

On 26 December 2007 The Minister of Culture and Tourism, Jero Wacik officially launched Visit Indonesia Year 2008 that aims to achieve seven million tourist arrivals in 2008. That year was published as "100 years of national awakening". In accordance with that notion, cultural tourism becomes a significant sector of the industry now on. The tourism industry must recognize that it has a responsibility to contribute to the maintenance of the advertising of tourism attractions which are expected can attract local and non-local tourist. Hence, it is required a good quality media which can support all those needs.

Information is one of necessities for human life. The relevant information may come from in a kind of media advertising. According to King (1995), advertisement is a paid message from a company that appears in a print or broadcast medium. The print and broadcast media by which the message delivered are newspapers, consumer magazines, business publications, television, brochure, and radio. Advertisements are usually displayed anywhere people can easily see and hear. It is because most advertisements are designed to reach a very large audience. Advertisement is used to create people's awareness of the company's products or services, prompt people's interest of the products or services, and encourage or persuade them to actually buy

the products or services. Mc Manis et al. (1987) claimed that persuading people to do things (e.g. buy some products) is not the only purpose of an advertisement. In fact, advertisement is also used to persuade people to believe in things (believe that some thoughts offered by an advertiser is a good, right, and urgent one).

Pocket travel information is one kind of those advertising media that has a significant part in tourism industry. The product and services that required in tourism sector cannot be sampled before the traveler arrives. The decision to take the tourism is influenced by some references from the colleague, brochure or any other advertising in various mass media. Since tourism industry is a kind of trust business that really takes the importance from the existence of advertising, it has to pay a big attention to the quality of its media tourism information. Tourism information is one of factors that can influence tourist decision to take the vacation. The tourist will rely on his decision to visit the tourism area based on the information provided in that advertising media. It indirectly affected the cultural identity of tourism spots.

"Bandung Yellow Pages Pocket Travel Series" is a kind of bilingual tourism guiding book made in special design for those who want to take a vacation in Bandung city. It is a free directory which published in every six months providing the tourism information such a recreation places, restaurant, discotheque, night-club, flight and train schedule, travel agent, shopping center and any other information that has related with the tourism. It is distributed to hotels, airport, restaurants, café, travel agents, convention services, shopping center, apartment, bar, and night club in

Bandung. It is a bilingual since the target is not only local tourists but also foreign tourists.

The notion above shows the use of English translation in various areas, especially in tourism advertising media. There are some parts that can be examined from the translation, ranging from the meaning of single words, expressions to grammatical categories and cultural context.

In accordance with that notion, the writer decided to analyze and evaluate the Indonesian-English translation of 'Bandung Yellow Pages Pocket Travel Series' (January-June 2008 edition) as a source data for testing the translation. The study, however, is narrowed down on the tourist destination part only, in order to gain a reasonable amount of data to be analyzed.

The analysis examined three features that are important throughout the translation; they are accuracy, clarity and naturalness. Through that analysis, it can be found that the common problems encountered in the Indonesian-English translation.

The writer chose "Bandung Yellow Pages Pocket Travel Series" since that book was a kind of bilingual informative book providing some basic information about tourism attractions intended to local and non-local visitors who were not really familiar with situation of Bandung city. Besides that, Bandung which is well known as Paris van Java is considered as an exciting holiday destination with a variety of tourist destinations. Hence, it is expected that the book is useful for the improvement

in the quality of the next translation edition, especially for Yellow Pages company as one of media advertising references in promoting the tourism in Bandung city

1.2 Statement of the Problems

This study was conducted to answer problems related to the English translation in 'Bandung Yellow Pages Pocket Travel Series' January-June Edition formulated in the following questions:

1. How are the accuracy, clarity and naturalness of the English translation of "Bandung Yellow Pages Pocket Travel Series"?

2. What are the common problems encountered in the English translation of "Bandung Yellow Pages Pocket Travel Series"?

1.3 Aims of the Study

The study aimed at finding the answers to the questions in exploring how the English translation in "Bandung Yellow Pages Pocket Travel Series", they were:

1. The accuracy, clarity and naturalness of the English translation in 'Bandung Yellow Pages Pocket Travel Series'.

2. The common problems encountered in the English translation in "Bandung Yellow Pages Pocket Travel Series".

1.3 Subjects of the Study

The subjects of this research were 10 English students at the Indonesia University of Education who are doing their final research especially those who are majoring in translation since they were considered as readers who were familiar with the topic and the culture and have finished the subjects of Principles of Translating, Practice of Translating and Critiquing Translation and Interpretation.

The data of this research were taken from "Bandung Yellow Pages Pocket Travel Series" on January - June 2008 edition.

1.5 Research Methodology

1.5.1 Research Method

This research was constructed with descriptive qualitative research design. According to Fraenkel and Wallen (1993), descriptive qualitative can be defined as a method of research to investigate the quality of relationships, activities, situations, or materials then to synthesize the information obtained from various sources. (E.g. observations, interview, document analysis) into coherent description of what the researcher discovered. The technique qualitative research in this study used document analysis of the written or visual contents of a document. (Fraenkel and Wallen, 1993: 389).

1.5.2 Data Collection and Data Analysis

In collecting the data, the writer followed several steps. They were:

Data Collection:

- Providing the Original book of 'Bandung Yellow Pages Pocket Travel Series'.

- Selecting samples from the book by using random sampling and typing some scripts of the book in a certain format to be given to some respondents to be analyzed. That format was completed by some questionnaires to find the answer for the common problems in that translation.

- Conducting library research in order to get relevant theories.

- Analyzing the result guided by some related theories. After all data were obtained, it was elaborated to make the conclusion.

Data Analysis:

The writer made a script of some Indonesian – English place tourism translation taken from 'Bandung Yellow Pages Pocket Travel Series'. Then, it was attached by some questionnaires that were given to some English students at the Indonesia University of Education. The writer also interviewed the respondents to get more information about the common problems in that translation. After all, the writer analyzed the data from the questionnaires to find the quality and the common problems from the translation.

1.6 Organization of the Research Paper

The paper is organized into five chapters. Each chapter has its own capacity to explain the contents in details. Chapter I is background; this chapter presents the

background, the reason for choosing the topic, limitation of the study, the research questions, the aims of the study, research method, and the organization of the paper. Chapter II is the theoretical foundation; this chapter presents review of theories relevant to the topic of the study. Chapter III describes the procedures of the research used by the writer to conduct the whole study. It includes the research method, the data source, the procedures of the research, and the techniques of collecting and analyzing the data. Chapter IV is Findings and Discussions; it consists of a presentation of the data obtained from the study, followed by interpretation and explanation of the data. Chapter V consists of the conclusions and suggestions.