

Translation Quality Analysis of Cultural Words in Translated Tourism Promotional Text of Central Java

Aditiya Aziz Pratama

*Universitas Dian Nuswantoro, Semarang
email: adityapratama290@gmail.com*

Taufiq Brahmantyo Lintang Ramadhan

*Universitas Dian Nuswantoro, Semarang
email: taufiqbram19@gmail.com*

Frydha Novi Elawati

*Universitas Dian Nuswantoro, Semarang
email: frydhado@gmail.com*

Raden Arief Nugroho

*Universitas Dian Nuswantoro, Semarang
email: arief.nugroho@dsn.dinus.ac.id*

Abstract

One of the key aspects of successful in availability of tourism promotional text (TPT) that enables tourists to understand fully tourism destinations in area. Because each region has a different culture, tourism promotional text (TPT) is very much needed for the convenience of tourists who visit Indonesia. The Government already provides it with 2 languages, Indonesian and English. But most of TPT in Indonesia are Indonesian to English translations. There must be an assurance whether tourists can comprehend cultural aspects that usually become untranslatable items. Mostly untranslatable aspects such as traditional food, traditional ceremonies, traditional objects and place names are not translated or use the original sentence. This problem really needs attention because it really affects the tourists who read TPT. Thus, this paper aims to analyze the translation quality of cultural words in translated TPT of Central Java. This

paper also explains how to use translation for cultural words in TPT correctly, so the text can be useful for the tourist. In order to achieve this aim, the authors used descriptive qualitative research along with the utilization of Katan and Nababan techniques of data collection and analysis. The findings show that most cultural words in TPT used environment type based on Katan's theory (2009). For the accuracy, it's shows that most of them are less accurate based on Nababan's theory (2012).

Keywords: Translation, Cultural Words, Translation Quality Assessment

1. INTRODUCTION

The government is actively supporting the promotion of Wonderful Indonesia throughout the world. Wonderful Indonesia is a slogan that aims to attract foreign tourists to visit Indonesia. There are many ways to increase foreign tourist arrivals in Indonesia, one of which is the availability of a good bilingual tourism information text (two languages) (Nugroho et al., 2017). Therefore, the quality of the English translation of the tourism information text must be good. Translation is a means of exchanging information in different languages. (Machali Rochayah, 2000) argues that translation is an effort to "replace" the source language text with an equivalent text in the target language and what is translated is the meaning as intended by the author. However, translation is not an easy activity, especially when it comes to translating cultural elements (Puspita Sari et al., 2013)

According to Newmark (1988), culture is a view of life or a way of life and its manifestation that is unique to a society that uses a particular language as a means of expressing it. (Katan, 2009) categorizes culture into 6, namely (1) Environment (2) Behavior (3) Life Strategy (4) Belief (5) Group Identity (6) Role in Society. The environment includes the physical, social, political environment, artifacts. Behavior includes verbal and non-verbal behavior. Life strategy includes communication, norms, and rules. Trust includes group identity and community ideology. Group identity includes ethnicity, gender, ethnicity, religion, race. Roles in society include hegemony and professionalism. (Venuti, 2000) states that in translating the concept of culture additional explanations and word lists that refer to parts of the text that use cultural words are required. This is because cultural differences cause differences in concepts and in linguistics the concept is closely related to word choice. The translator must understand cultural terms in the source language (BSu) and target language (BSa) so that there is no change in meaning that can reduce the quality of the translation. (Nugroho et al., 2016) states that cultural understanding is needed to build good quality communication. Many cultural terms in Indonesia are difficult to find their equivalent in English, for example, the Javanese terms "tedak siti" or "gotong royong". If the translator mistranslates, it will be misleading information which in the end will result in a lack of interest in foreign tourists to visit Indonesia (Fajriah & Mussadun, 2014). This

example is only an example of the name of the program, imagine if the translator has to translate the concepts or ideologies of various cultures spread in Central Java.

In this study, the research will use tourism information texts on the Central Java tourism promotion page. Central Java was chosen as the research site because the trend of foreign tourist visits to this province is increasing. As far as the authors know, there has never been a translation quality study that uses culturally-laden word data in the tourism information text of Central Java. The researcher will first evaluate the quality of the translation of culture-laden words in the text. Evaluation of the quality will refer to the accuracy, acceptability and readability of the translation (Nababan et al., 2012). A translation is declared accurate if the message from the source language can be conveyed properly in the target language. The Translation is said to be acceptable if the translation is in accordance with the norms, customs, and culture of the target language. Finally, the translation is considered to have good legibility if the reader is able to understand the message conveyed without any significant effort. The quality of the accuracy of the translation itself will be seen based on the translation of various types of words that contain culture as a result of Katan's (2009) classification.

2. LITERATURE REVIEW

This paper will examine several studies that have been carried out, especially regarding cultural translation, namely as follows: (Prasetyani, 2008) research entitled "Translation and Culture", found that there are 5 categories of culture, namely Ecology, Material Culture (Artifact), Social Culture (work and leisure), Organizations, customs, activities, procedures, concepts and gestures and habits. The author also explains that the translator must understand and apply specific culture (emic) and general culture (etic). This is done to avoid being mistaken in providing a translation. (Indriyani, 2019) describes that there are 6 cultural categories which include Ecology, Material Culture, Social Culture, Social Organization, Customs and other Cultures. The author explains that there are 157 culture-laden words in the novel and the material category that is mostly found.

Another research conducted by Nuryadi (2016) with the title "Translating Indonesian Cultural Words into English" explains that there are 4 types of words with cultural content that have good translations, namely (1) material culture category (2) social culture (3) art and (4) ecology. The strategies used are (1) translating using loanwords and (2) translating with cultural substitutions or cultural equivalents. The researcher explained that the translation in the study was generally high, because the meaning of the Source Language (BSu) into the Target Language (BSa) was very precise and conveyed.

Further research by Naserly (2017) with the title "Translation of Cultural Aspects in Subtitle Film *Date Night*". The research uses Newmark (1988) which includes Transposition (transposition), Modulation (modulation), Descriptive equivalent

(descriptive translation), Cultural equivalent (cultural equivalent), Transference (moving words), Naturalization, Addition (adding words), Adaptation (adaptation). In this study, there were several irregularities that caused mismatches. This is because there are words, phrases or sentences that are not translated, besides that there are grammatical and lexical equivalence errors and changes in different points of view. Finally, there is research by Sari et al., (2018) with the title "Translation of the Meaning of Cultural Terms in the English Subtitle of Soekarno Film". This research found that there were two forms of shifting the meaning of the translation of words with the culture of BSu into BSa, namely the translation of general to specific meanings and shifting of special meanings to general meanings. This shift in general to specific meaning is a rare shift in analysis.

The next research is the research by Nugroho et al., (2017) with the title "Penerjemahan: Sebuah Cara Untuk Meningkatkan Kualitas Pariwisata Indonesia". Based on this research, the researcher explained that improving the quality of translation can be developed by means of process and product-based translation. The researcher explains that the translation theory can be used as an analysis of the translation in the tourism text with a deeper examination. The other research about translation quality, it is from Suryaningtyas et al., (2019) entitled "Appraisal in Bilingual Tourism Information Media: Developing an SFL-Based Translation Model". The research explains that there is a shift in the meaning of appraisal in the tourism media because most translators themselves use established equivalent technique in translating. The researcher suggests using a generate a holistic SFL-based translation and maximizing the application of Nababan's theory (2012), so the quality of the translation can be improved.

3. RESEARCH METHODS

3.1 Research Design

This research is a descriptive qualitative. According to Sugiyono (2005), the descriptive method is a method that used to describe or analyze a research result but it is not used to make broader conclusions.

3.2 Participants

The participant is defined as the source that the data was obtained from various tourism promotional texts. Sutopo (2002) stated that the source of data in qualitative research is very diverse. Source of data can be people, events, locations or places, objects, and also be documents or archives. In this research, the researcher gets the data from English and Indonesian cultural word contained in tourism promotional text in Central Java.

3.3 Instruments

In this research, the instrument that used by researchers in data collection is data sampling. By using this method of data collection, researchers used the data research in brochures, booklets, and tourism information media pages to search for cultural words content that have been classified by Katan (2009)

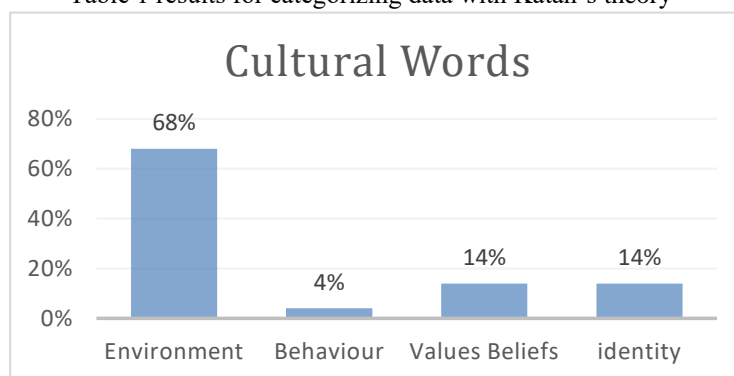
3.4 Data Analysis

The researcher used a descriptive method used to analyze data in this research. The interactive analysis method used by the researcher refers to Sugiyono (2005), After sampling the data, the data is reduced by categorizing the type cultural word according to theory from Katan (2009) and the translation quality assessment theory from Nababan et al., (2012). Data that does not include that classification has been reduced. After analyzing the data on the type cultural word according to theory from Katan (2009) and the translation quality assessment theory from Nababan et al., (2012), the data is presented in the tabulated form. After getting the pattern of findings, the researcher concludes or verify the results of the study. It is the final stage in the data analysis process.

4. FINDINGS

In this study, the technique used by researchers in data collection was linguistic data sampling. Through this method of data collection, researchers used research data in the form of words, phrases, clauses and sentences that have been classified by Katan (2009) and then the data is judged by the accuracy theory of Nababan et al., (2012). Accuracy test means to check whether the meaning of source text (ST) is equivalence with the target text (TT) Siregar (2016). A translator should not ignore, add, or reduce the message contained in ST The researcher took 50 data of cultural word found in tourism promotional text of Central Java. In order to know the clearly explanation, the occurrence of forms and types of cultural words performed into this following table.

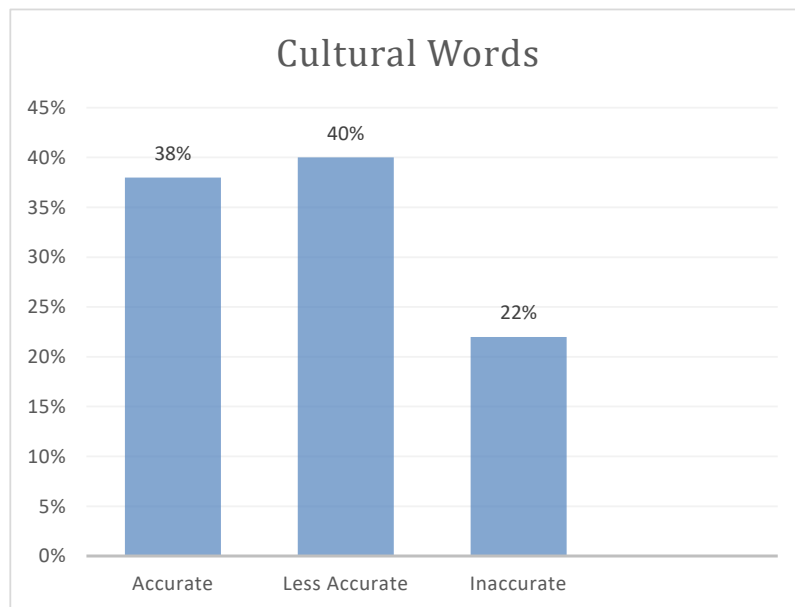
Table 1 results for categorizing data with Katan's theory



Based on the table above, the researcher found 4 types of Cultural Word according to Katan's theory, there are Environment, Behaviour, Values Beliefs and Identity, the Environment category is the most dominant type with 68% of the data. The result explain that most of the data are environment culture. Type of environment is often found because most of the culture of Central Java describes the surrounding conditions such as community life, tourist locations, and nature. Although many types of environment are found, the text of Central Java tourism promotion also has the other type of cultural words. In the second place, there are Values Belief and Identity which has the same number 14%. In the last place, there is Behaviour type with only 4% of the data. From all of these data, it can be concluded that the tourism promotion text in Central Java has various types of words that contain culture. This is a brilliant thing because many tourists can get to know Indonesian cultures, especially Central Java through these kind of texts.

For the next table, it is the result for the translation quality. The technique used by researchers in data collection was same with the type of cultural words which is linguistic data sampling. Through this method of data collection, researchers used research data from the type of cultural words that already found before. After the researcher found the data, it can be concluded to the translation quality based on Nababan's theory.

Table 2 results for the accuracy data based on Nababan's theory



Based on the table above, the researcher found that most of the data is less accurate according to the Nababan's theory with 40%. In the second place, there is Accurate translation with 38% and Inaccurate with 22% in the last place .

Type of Cultural Words	Number of Data	Translation Quality		
		Accuracy		
		3	2	1
Environment	34	16	11	7
Behaviour	2	-	-	2
The values and beliefs	7	2	4	1
Identity	7	1	5	1
Total	50	19	20	11

From the table above, it can be concluded that most of the data from this research are environment. There are 34 data for type of cultural words which is the most type of cultural words that used. In the next place, there are values and belief and also identity which has the same number of data, which is 7. In the last place, there is behavior data which has 2 numbers of data. Most of the data are used type of cultural words environment because cultural words are related to our country especially in the environment. Every environment in Indonesia has so many different cultures, that is why environment has a lot of data.

For the translation quality especially accuracy, most of the data are Less Accurate. It can be show from the total of the data, there are 20 number of data that include in Less Accurate. It means that most of the meanings of words, phrases, clauses and sentences in the source language have been accurately translated into the target language. However, there are still errors in the meaning or translation, which disturbs the point of the message. In the next place, there are 19 numbers of data of accurate and lastly, there are 11 numbers of data of inaccurate.

A. Types of Cultural Words

Environment.

Here is the example of environment in types of cultural words:

Source Text : “Dengan Paket **wisata menggunakan andong (Kereta kuda)** mengelilingi kawasan di sekitar Borobudur, pengunjung dapat menyaksikan secara langsung budaya dan kehidupan masyarakat di sekitar kawasan Borobudur.”

Target Text : “**Andong Tour** brings you the social and cultural values existing in the life of nearby locals.”

From the example above, it describes from the phrase “wisata menggunakan andong (kereta kuda)” is translated to "Andong Tour" in English. This sentence is categorized as a type of cultural words environment (Katan, 2009). The reason is because Andong is very directly related to the environment in the Borobudur area.

Andong is also a common means of transportation in Central Java, so it is closely related to the environment.

Behaviour

According to Katan's theory, in the type of cultural words behaviour, need to account for 'what it is that is going on', the sense immanent in the individual sentences.

Here is the example of behaviour in types of cultural words:

Source Text : "Simbol dalam wujud makanan (**sedekah**) dan menggelar pementasan Wayang (Nanggap Wayang), arak-arakan tumpeng (Ngalap Berkah) sebagai puncak dari prosesi ritual saparan."

Target Text : "It was symbolized with **food offering**, puppet show, Tumpeng carnival, and the main agenda is Saparan."

From the data above, it describes the word "sedekah" which translated into "food offering". The type of the cultural word for sedekah is behaviour (Katan, 2009). In Indonesia, especially Central Java, it is very common to see the act of food offering in traditional event. The food offering behavior in these data reflects the people of Central Java towards a ritual of Saparan. The Saparan tradition is held every month of Sapar from the 12th to the 18th of each year, the directive is Friday, It is considered as a sacred day to Muslims. The Saparan tradition is held every month of Sapar from the 12th to the 18th of each year, the directive is Friday, a sacred day for every Muslims. (Arwansyah et al., 2017)

The values and beliefs

The values and beliefs is to spell out subjective beliefs about appropriacy using semantic universals to provide 'cultural scripts'. The 'universals' contain a strictly limited use of language, free of cultural baggage, such as the adjectives 'good' and 'bad'.

Here is the example of the values and beliefs in types of cultural words:

Source Text : "Pementasan wayang kulit biasanya dilakukan semalam suntuk dan bisa disaksikan setiap malam **Jum'at Kliwon** di Taman Budaya Surakarta (TBS)."

Target Text : "Usually the performance takes all night long and it could be watched in every **Thursday night**."

In the data above, it explains the sentence "Jum'at Kliwon" which is translated into English as "Thursday Night". This sentence is included in the type of The values and beliefs according to Katan's theory (Katan, 2009). Jum'at Kliwon is a day that combines Islamic days with the day in the Javanese calendar (Rifyana, 2018). Central Javanese people still believe in their ancestors; they always carry out performances or

celebrations for certain purposes. In the context of the data, the community performed wayang kulit at Jum'at Kliwon.

Identity

According to Katan (2009), identity have a variety of actors involved, both within and outside the text, who embody a cluster of values and/or beliefs which will favor a set of text strategies, visible as the text itself, produced within a particular environment.

Here is the example of identity in types of cultural words:

Source Text : “**Topeng Ireng** kepanjangan dari Tata Lempeng Irama Kenceng yang artinya baris lurus irama keras. Topeng ireng lahir dan berkembang di lereng Gunung Merbabu dan Merapi.”

Target Text : “They also have a traditional dance called **Topeng Ireng.**”

In the example above, "Topeng Ireng" translated into "Topeng Ireng". The word Topeng Ireng is included in identity type of cultural words category (Katan, 2009). The word Topeng Ireng in the text represents the people in the slopes of Mount Merbabu and Merapi. Every dance in Central Java portrays a group identity by having their cultural meaning. Topeng Ireng is usually called Dayakan or Topeng Hitam appears inside rural communities in the 1950. This art tell about the pattern of life (Hapsari, 2013).

B. Translation Quality

Translation Quality – Accurate

The meanings of words, phrases, clauses and sentences in the source language are transferred accurately to the target language, there is no error meaning at all.

Here is the example for the Accurate translation:

Source Text : “**Topeng Ireng** kepanjangan dari Tata Lempeng Irama Kenceng yang artinya baris lurus irama keras. Topeng ireng lahir dan berkembang di lereng Gunung Merbabu dan Merapi.”

Target Text : “They also have a traditional dance called **Topeng Ireng.**”

From example above, it can be show that "Topeng Ireng" does not turn into another sentence, so it is an accurate translation (Nababan et al., 2012). The meanings of words, phrases, clauses and sentences in "Topeng Ireng" were accurately transferred to the target language; there is absolutely no distortion of meaning. So it is an accurate translation with 3 point.

Here is the other example for the Accurate translation:

Source Text : “Dalem Kalitan terdiri dari tiga bagian. Yaitu pendopo, ruang tengah atau **pringgitan dan senthong** (ruang tidur)”

Target Text : “Dalem Kalitan consists of three parts. That is the pavilion, the middle room or **pringgitan and senthong** (sleeping room).”

From the example, it can be show that “pringgitan and senthong” are accurate translation. The reason is the meanings of words, phrases, clauses and sentences in "pringgitan and senthong" were accurately transferred to the target language. It also shows more explanation about the cultural words. For “pringgitan”, the translator gives more information like “the middle room or” and for senthong the translator gives more explanation with “(sleeping room)”. It is good example because the readers will not confuse.

Translation Quality – Less Accurate

Most of the meanings of words, phrases, clauses and sentences in the source language have been accurately translated into the target language. However, there are still errors in the meaning or translation, which disturbs the point of the message.

Here is the example for the Less Accurate translation:

Source Text : “Dengan Paket **wisata menggunakan andong (Kereta kuda)** mengelilingi kawasan di sekitar Borobudur, pengunjung dapat menyaksikan secara langsung budaya dan kehidupan masyarakat di sekitar kawasan Borobudur.”

Target Text : “**Andong Tour** brings you the social and cultural values existing in the life of nearby locals.”

For the quality of translation, it can be categorized that the data above is less accurate (Nababan et al., 2012). Most of the meanings of words, phrases, clauses and sentences in the source data have been accurately transferred to the target language. In this context, the phrase “wisata menggunakan andong (kereta kuda)” is translated into "Andong Tour" in English. There is a distortion of the meaning, the translation of the double meaning (taxa), or the meaning which disturbs the integrity of the message. In this context the translator omits the sentence "kereta kuda" which is the point of explaining what andong means. So the point is 2.

Here is the example for the Accurate translation:

Source Text : “Dengan Paket **wisata menggunakan andong (Kereta kuda)** mengelilingi kawasan di sekitar Borobudur, pengunjung dapat menyaksikan secara langsung budaya dan kehidupan masyarakat di sekitar kawasan Borobudur.”

Target Text : “With **Andong Tour (a tour package using a horse cart)**, it will bring you to the social and cultural values existing in the life of nearby locals around the around Borobudur area.

From the example, it can be show that the target text using the source text which is “wisata menggunakan andong” to “a tour package using a horse card”. It is an

accurate example because, the translator using “Andong” and give more explanation after the words, so the readers will not be confused.

Translation Quality – Inaccurate

The meaning of words, phrases, clauses and sentences in the source language is inaccurately transferred to the target language or omitted.

Here is the example of Inaccurate translation quality:

- Source Text : “Simbol dalam wujud makanan (**sedekah**) dan menggelar pementasan Wayang (Nanggap Wayang), arak-arakan tumpeng (Ngalap Berkah) sebagai puncak dari prosesi ritual saparan.”
- Target Text : “It was symbolized with **food offering**, puppet show, Tumpeng carnival, and the main agenda is Saparan.”

According to the data above, the word "sedekah" which translated into "food offering" can be categorized as inaccurate translation (Nababan et al., 2012). The meanings of words, phrases, clauses, and sentences in the source language are inaccurately transferred to the target language or deleted. In this context, “sedekah” are translated into food offering. So that is why the point is only 1 and considered as Inaccurate translation. Zakah, Infaq and Sadaqah are the embodiment of love and compassion to fellow human beings. (Sulistyo & Budhi, 2014)

Here is the example of accurate translation quality:

- Source Text : “Simbol dalam wujud makanan (**sedekah**) dan menggelar pementasan Wayang (Nanggap Wayang), arak-arakan tumpeng (Ngalap Berkah) sebagai puncak dari prosesi ritual Saparan.”
- Target Text : “It was symbolized with **Sedekah** (food offering), Nanggap Wayang (Puppet Show), Ngalap Berkah (Tumpeng carnival), and the main agenda is Saparan.”

From the example, it is the accurate translation because there is no change of meaning from the source text. The translation will not make the readers confused because it already shows the information after the cultural words.

5. DISCUSSION

There are so many unique cultures in Central Java that deserve to be shown for the foreign tourists. The text of tourism information is needed by foreign tourists so they can understand more about Javanese culture. One kind of tourism information text is brochure. Tourism brochures are important media for providing information on the tourism places such as the unique things relating the places, the tourists' activity, and, most notably, the history. Brochures also have an immense potential for attracting potential tourists (Napu, 2020). Central Java itself has many cultural terms that do not have English translation. This makes us as local people have to make a good quality

tourism promotional information text. The quality of translation will affect to the amount of tourism in Indonesia especially Central Java. If there are many tourism texts that have good translations, a lot of tourists will understand more about Indonesian Culture Particularly Javanese culture.

In addition, language is used in tourism to manipulate reality turning an anonymous place into a tourist destination, language is the most effective driving force in the field of tourism. Language can make tourists interested in visiting the tourism place. Tourism promotional text have a crucial role as a bridge between tourist destinations and visitors, especially those who come from overseas and have different language and cultural knowledge as the locals. There are a lot of translation machine that makes the translation process easier for human. A lot of people make website that automatically translate the source language into the target language. People also use translation machine and sometimes they do not check again about the quality of the translation especially in the aspect of accuracy. Accuracy in representing the meaning of the original text and using natural idiomatic expressions in the receptor language are the primary goals of the translator (Larson, 1984). The structure of a given language determines the way in which the speakers of that language view the world (Siregar, 2016). According to Arvianti (2018) human translation is different from machine translation. Human translation has better quality than the machine translation. In order to make a good translation, a translator need to considering some aspect namely the Accuracy, Acceptability and Readability. Hutchins (1995) states that the translations result from a machine translation need to be revised. That is why a lot of inaccurate translation are found in the text. It is well-known that the translation quality of tourist discourse in written material is not always good (Pierini, 2007). From the result that have been found by the researcher, most of official tourism pages need to improves the quality of their translation, with a good quality translation, the tourism of Indonesia especially Central Java will be better. According to Busana (2020) most of Indonesian cultural word are translated into English with adding some information or explanation from the source language to target language to make the English reader understand the meaning. There will be complaints against the tourism language used in promotional texts when tourists' expectations are not appropriate. Tourists have high expectations of the tourism places they will visit (Napu, 2020). The main purpose of promotional website in tourism industry is to “encourage” hundreds of thousands of people to travel throughout the globe, a good or a bad website can make the difference (Cappelli, 2007). As stated by Soebagyo (2012) each number of visits by tourists will have a direct effect on increasing output Gross Domestic Product (GDP) which influence on economic growth.

Based on research by Shams & Gholami (2019) tourism is important for the economies of the countries. Tourism websites introducing tourism landmarks as well as presenting general information of particular tourism site. Translating such websites

would be a challenging task and evaluating them is then a need. In terms of translation, the tourism promotion text will have many positive impacts. Indonesian people especially who work in the field of translation can get new cultural words that foreign tourists can apply and understand. Translation also can be improved because there are more creativity and technology every year, which is great and translation words will be easy to understand. The knowledge of translation in tourism promotion texts can also be applied in tour guide science. With applying from translation, people can explain more deeply about tourism promotion texts when tourists visit Indonesia. The positive impacts will also effect in regional development. When the number of foreign tourists who come to Central Java is increase, it makes the country's foreign exchange also increase. It can be used to build or repair the infrastructure for tourist visits. When the facilities are available, the tourists will come back to Central Java again.

6. CONCLUSION

From the 6 categories of type of cultural word by Katan (2009), the data sources that were successfully obtained in this study consisted of only 4 categories. There are Environment, Behavior, The Values/Beliefs, and Identity. From those 4 categories, words that containing environment category are the most frequently found with 68% data used. The second cultural word that often appears next is The Values/Beliefs and Identity, which both of them have the same number with 14%, while the Behavior category is the least common category with 4%. The translation quality theory developed by Nababan et al., (2012) was used to assess the accuracy of the data sources. After knowing the word categories with type of cultural words based on Katan's theory (2009) and assessing the accuracy of the translation using Nababan's theory (2012), it can be concluded that there are still many words with cultural content in the text of tourism information in Central Java that have poor translation quality. This is evidenced by the large number of cultural words that are less accurate.

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