

## Translation Procedures Used in Medan Heritage and Culinary Tourism Booklet

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### **Abstract:**

*This study deals with Translation Procedures in Medan Heritage and Culinary Tourism Booklet. It was aimed to investigate the kinds of translation procedures in Medan Heritage and Culinary Tourism Booklet, to describe the realization as well as to elaborate the reason translation procedures used in the way they are. This study was conducted by using descriptive qualitative research. The sources of data were taken from the Medan Heritage and Culinary Tourism Booklet 2015. The result showed that there were 135 data found in Medan Heritage and Culinary Tourism Booklet. Specifically 31 (22.96%) for Addition, 4 (2.96%) for Subtraction, 43 (31.85%) for Transposition, 1 (0.74%) for Modulation, 42 (31.10%) for Borrowing, 0 (0%) for The Cultural Equivalent, 1 (0.74%) for Descriptive Equivalent and Componential Analysis, 0 (0%) for Synonym, 5 (3.4%) for Official Translation, 0 (0%) for Depreciation, 0 (0%) The Alliteration of the Clarity Meaning, 6 (4.44%) for Reduction and Expansion, 0 (0%) for The Illocutionary Change, 1 (0.74%) for The Change of Structural Information, 0 (0%) for Partial Translation, Visibility Change, Trans- level Editing, and Adaptation. The dominant procedure used is Transposition. The realization of translation procedures were realized or express into singlet, couplet, triplet and quadruplet-use in of word, phrase, clause or sentence. The total number of singlet-use translation procedure are 120 data (88.89%), the total number of couplet-use are 14data (10.37%), the triplet-use is 1 data (0.74%) and there is no data realized quadruplet-use in the text. The reason of translation procedures used in text were classified into 2 basic tenors namely Domestication and Foreignization. Foreignization is the principle translation procedure that translator choose to be faithful with in translating the text in Medan Heritage and Culinary Tourism Booklet.*

### **Keywords:**

*translation procedures; Medan heritage; culinary tourism booklet*

## **I. Introduction**

The role of English is crucial in Globalization era as the medium for communication among the people from different nations. Many more information sources have been translated in English related to entertainment, sport, education, games, politic, social, business and even about literature work as well millions foreign books have been transferred into Indonesia. On top of that, in 2015 itself, there were about around 24.000 titles foreign book have been published in Indonesia through 1.400 different publishing houses (Abraham, 2015).

All countries around the world are now facing Revolution Industry 4.0 that all information uses English as international Language. Thereby to make people get the clear information and communicating globally, they should master more than just their own mother tongue and learn English. In order to guide society in interpreting the right meaning in different language, they need to know about translation. Translation itself helps them in

understanding anything that written or spoken in English. As a consequence, the translator must be able to translate the same idea of original work which was from the source language (SL) with the idea in translation product.

Along the globalization era, the tourism industry has experienced steady growth recently. People tend to travel more and to discover new places and cultures. On the contrary, tourist destinations seek to attract many more tourists. As cites in Tempo, Tourism Minister Arief Yahya said that the Indonesia tourism sector continues to record achievement with the highest growth, ranking 9th in the world in 2018 according to the World Travel & Tourism Council (WTTC).

Consequently, the translation of information in the tourist booklet is an important factor in effective tourism communication. As one of international media, tourism booklet often uses bilingual languages which cover all information of tourist destination. That is why tourism booklet plays an important role in tourist and marketing industry. Hence, this study focuses on procedures in English translations of Medan Heritage and Culinary tourism booklet using the three types of translations procedures proposed by Suryawinanta and Hariyanto (2016:64 – 77). Those techniques are Structural Translation, Semantic Translation and Pragmatic Translation.

The example from the Medan Heritage and Culinary Tourism Booklet is: SL: “Kediaman Tjong A Fie merupakan gedung bergaya arsitektur Tiongkok kuno . . .”  
TL: Tjong A Fie’s Mansion is a building with an ancient Chinese’s architecture style.

In this context, the translator changes “Tiongkok” into “Chinese”. The Translator also uses cultural equivalent procedure. Because the word Chinese is based on Western perspective and the word Tiongkok is the original name from Hokkien dialect.

## **II. Review of Literature**

Language is one of the most important things in the life of every human being. Each of them is of course inseparable from language, the first time a child gets a language that is heard directly from the father or mother when the child is born into this world. Then as time goes by and as the child grows, they will acquire a language other than the language taught by the mother and father, either in the form of a second, third, foreign language or so on which is called language acquisition where it depends on the social environment and cognitive level possessed by these children through the learning process in their environment (Purba, N. et al. (2020).

Murtisari (2015) stated (in Roswani Siregar, 2016:51) proposes that translation “is paramount in the development of national languages by enlarging their capacities as a medium of communication, be it in vocabulary and organization of idea”. Thus, in the communicating process similarly spoken and written, translation plays a crucial role to transfer the information and knowledge inter – languages. Briefly, changing the words from source language to target language should not changing the meaning. As states by Peeter Torop (2002:593) that “translating as an activity and translation as the result of this activity are inseparable from the concept of culture.

The translational capacity of culture is an important criterion of culture’s specificity”. From the above quotation, culture is the essential factors that has largely influence in translational activity. In translating two different language which consisting the different background culture, the translator should create the communicative way to gain the same interpretation both source language (SL) and target language (TL). Hence, the culture element in one culture itself should be replace into other culture element in target language to make the translation acceptable and equivalent.

Vinay and Darbelnet are the pioneers in translation procedure. They proposed the procedures as a description of the ways that translator can choose in the translation process. However, the translation procedures, as they are presented, do not refer to the process of translation but to the final result. This theory also goes to translation technique. Molina and Albir (2002:509) defined “translation techniques as procedures to analyze and classify how translation equivalence works”. It affects only the micro level or the smallest unit of text and the result of the translation. From these explanations, it is clear that translation procedure and translation technique refer to the same idea.

According to Peter Newmark, the procedures of translation are used to overcome the problem of translation in the level of word, phrase and sentence, while translation methods refer to the whole texts. The kinds of translation procedures were explained by Peter Newmark theory, which consist of 18 kind the translation procedures.

### III. Results and Discussion

The data were analyzed based on translation procedure theory which generally classified into 3 outline procedures which are Structural Translation, Semantic Procedure and Pragmatic Translation. Specifically, those main types have basic procedures namely Addition, Subtraction, Transposition, Modulation, Borrowing , The Cultural Equivalent, Descriptive Equivalent and Componential Analysis, Synonym, Official Translation. Depreciation and Expansion, The Alliteration of Clarity Meaning, Reduction and Expansion, Interpersonal Change, The Illocutionary Translation, The Change of Structural Information, Partial Translation, Visibility Change, Trans – Editing, and Adaptation appeared in Medan Heritage and Culinary Tourism Booklet which can be seen in table below.

The Table shows that the total number of translation procedures used in Medan Heritage and Culinary Tourism Booklet were 31 sentences (22.96%) for Addition, 4 sentences (2.96%) for Subtraction, 43 sentences (31.85%) for Transposition, 1 sentence (0.74%) for Modulation, 42 sentences (31.10%) for Borrowing, 1 sentence (0.74%) for Componential Analysis, 5 sentences (3.70%) for Official Translation, 6 sentences (4.44%) for Reduction and Expansion, 1 sentence (0.74%) for The Change of Structural Information, and the rest of procedures did not found in the data.

**Table 1.** The Percentage of Types of Translation Procedure

1.	Addition	31	22.96%
2.	Subtraction	4	2.96%
3.	Transposition	43	31.85%
4.	Modulation	1	0.74%
5.	Borrowing	42	31.10%
6.	The Cultural Equivalent	0	0%
7.	Descriptive Equivalent and Componential Analysis	1	0.74%

8	Synonym	0	0%
9.	Official Translation	5	3.74%
10.	Depreciation and Expansion	0	0%
11.	The Alliteration of The Clarity	0	0%
12.	Reduction and Expansion	6	4.44%
13.	The Illocutionary Change	0	0%
14.	The Change of Structural Information	1	0.74%
15.	Partial Translation	0	0%
16.	Visibility Change	0	0%
17.	Trans-Editing	0	0%
18.	Adaptation	0	0%
<b>Total</b>		<b>135</b>	<b>100%</b>

After analyzing data and taking everything into consideration, there are only 9 procedures found. Therefore, here the writer tries to demonstrate a number of data that belong to above categories when the realization of decisions making in analyzing the translation procedures in Medan Heritage and Culinary Tourism Booklet were conducted to know the realization and the reason why the translation procedure used in the way they are.

The realization of the translation procedure used in Medan Heritage and Culinary Tourism Booklet appears through the implementation of the single, couplet, triple t or quadruplet use of procedures applied on word level, phrase or clause and sentence. Single means the using of 1 procedure. Whereas couplet are when we applied a combination of two procedures to determine the equivalent in target language. It also possible to uses triplet and quadruplet, with combination of three or four procedures.

The following table shows the single, couplet, triplet or quadruplet translation procedures:

**Table 2.** The Types of Translation Procedure Realization

No.	Types Realization	Number	Percentage
1	Single	120	88.89%
2	Couplet	14	10.37%
	(1) Addition + Borrowing	3	
	(2) Subtraction + Transposition	2	
	(3) Transposition + Borrowing	8	
	(4) The Change of Structural Information + Borrowing	1	
3	Triplet	1	0.74%
	(1) Addition + Borrowing + Transposition		
4.	Quadruplet	0	0%
<b>Total</b>		<b>135</b>	<b>100%</b>

Based on data above, it shows the realization of translation procedure consist of 120 data (88.89%) are single, 14 data (10.37%) are couplet, only 1 data (0.74%) found are Triplet and there is no data found using quadruplet. In short, more than a half percent data shows the dominant translation procedure is single types of realization.

## IV. Conclusion

There were 9 translation procedure with 135 data found in Medan Heritage and Culinary Tourism Booklet. Specifically 31 phrases (22.96%) For Addition, 4 phrases (2.96%) for Subtraction, 43 phrases (31.85%) for Transposition, 1 phrase (0.74%) for Modulation, 42 phrases (31.10%) for Borrowing, 1 phrase (0.74%) for Descriptive Equivalent, 5 phrases (3.74%) for Official Translation, 6 phrases (4.44%) for Reduction and Expansion, and last 1 phrase (0.74%) for Change of Structural Information which less than a half or of Transposition procedure dominantly used in the text.

The realization of translation procedures by Suryawinata and Hariyanto (2016) were appeared though the used of 9 procedures which can be grouped into 3 main procedure namely Structural procedure, Semantic procedure and Pragmatic procedures in Single, Couplet, Triplet and Quadruplet used which realized in the word level, phrase, clause or sentence. The single realization prevails dominantly for about 88.89% compared with couplet realization which only gets 10.3% and Triplet about 0.74%.

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