



English Cultural Terminologies in Tourism of North Sumatera Brochures : Translation Studies

Muhammad Ichsan Arrahman¹, Mayasari², Mislal Geubrina³

¹ Universitas Harapan Medan, Indonesia

² Universitas Harapan Medan, Indonesia

Corresponding Author: ✉ Ichsanarrahan68@gmail.com

ABSTRACT

This research aimed to describe the cultural terms used in tourism brochure in north sumatera. This research is motivated by the researcher’s interest because the researcher wants to find out what are the cultural terms that can be found in tourism brochure in north sumatera so that th researcher can atudying and learn the meaning of each word that is found in tourism brochure. There are 30 data that the researcher has pick. From the 30 data, there are 15 data contain communicative translation, 9 data contain free translation, 4 data contain adaptive translation, and 2 data contain idiomatic translation. This research used qualitative methods and the purpose of this research is to understanding the meaning of each cultural terms that is found in the tourism brochure.

Kata Kunci

Translation, Tourism, Cultural Terms

INTRODUCTION

North sumatera as one of the provinces in Indonesia has great tourism potential to be developed. This potential includes natural beauty such as charming lakes, tropical forests, sea and white sandy beaches, flora and fauna, cultural wealth such as works of art, traditional dances, and so on. That makes the province of north sumatera Visited by many tourists both domestically and abroad.

North sumatera with its natural and cultural wealth has many amazing tourist attractions including the city of Parapat and Lake Toba, Berastagi, Cermin Beach, Tangkahan, tor-tor dance, Serampang Dua belas, Sipiso-piso waterfall, and so on. Each tourist attraction has its own charm, for example the language used, expressions or terms related to local culture, and so on. Become an attraction for tourists who visit the place.

To provide tourism information and increase the interest of the public and local and foreign tourists to visit North sumatera. The North sumatera Province Culture and Tourism Office has made various efforts, including publishing tourism brochures in Indonesian and English. For this reason, researchers want to know what cultural terms are listed in the tourism brochure.

In the English tourism brochure in North Sumatera Province, there are translations of terms related to local culture, including expressions in the Batak language *Rumahbolon* found in PematangPurba written in the English tourism brochure *Great House, The Residence of The King and his family*. *Bolon* in Indonesian means big. *Stone jumping* in South Nias translates to *Stone Jumping*, *Mesjid Raya* in Medan translates to *Grand Mosque*, *ulos* to traditional Batak Textile.

The translation technique is a way to analyze and classify how equivalence translation takes place and can be applied to lingual units (Sutopo, 2002). , for example in the translation *Great House, The Residence of The King and his Family*.The *Qalque* translation technique, for example in the translation of *stone jumping*, becomes *Stone Jumping*. *Generalization Translation Techniques*, namely the translation procedure with generic words used to overcome the difficulty of finding more specific words in SL as equivalent words in SL.

This procedure can be used if the term source culture is considered not to have a special meaning that affects the meaning of the text, for example in the word *ulos* which is translated into traditional Batak Textile. Based on the description above, the authors are interested in conducting research based on the identification of the problem above with the research title "English cultural terminologies in tourism of North Sumatera brochures : translation studies.

RESEARCH METHOD

This research was a qualitative research that answers the problem of translating SL into TL qualitatively. This research used translation method by Newmark, Translation method is a systematic way used to do translation. In his book entitled *A Textbook of Translation*, Newmark (1998) divides translation methods into two groups, namely source-oriented translation methods and target language-oriented translation methods. This method is known as a V diagram because it forms the letter V.

This study used a document in the form of a provincial tourism brochure North Sumatra in Indonesian and English, published by Dinas Culture and Tourism of North Sumatra Province. The data collection was come from the tourism brochure of karo regency.

RESULT AND DISCUSSION

The researcher concentrated on data analysis in this chapter. The researcher found the translation of these words from source language to target language and then classified these word to target language oriented method

which is: adaptation translation, free translation, idiomatic translation, and communicative translation.

Adaptation Translation

Adaptation translation is the “freest” form of translation. It is basically used or dramatization (comedy and poetry, subjects, characters, plots, short stories, stories, etc.) and is usually protected, the culture of source language is transformed into the culture of the target language and the contents of the text are rewritten. The analysis can be seen as below of adaptation translation.

a. Sl : *Sekapur sirih*

Tl :whiting

Explanation : *Sekapur sirih* is classified as adaptation translation, because the meaning of this word is considered adapt from two different words convey into one meaning Which is chalk and sirih leaves.

b. Sl : *ngampekan Tulan-Tulan*

Tl : remain of important ancestors

Explanation : *ngampekan tulan - tulun* classified as adaptation translation, because it means to taking up the remain of important ancestors to improve the status of the ancestors.

c. Sl: *tongkat paruluan*

Tl : paruluan stick

Explanation : *tongkat paruluan* is classified as adaptation translation, because panaluan stick means a stick that is used by shaman in batak toba tribal. Usually they using it for ritual ceremony to prevent or bring disaster.

d. Sl : *rumah siwalu jabu*

Tl : tribal traditional house

Explanation : *rumah siwalu jabu* is classified as adaptation translation, because Rumah siwalu jabu comes from karo language, which is waluh means eight and jabu means house. It means that siwaluh jabu is a house that has eight rooms and can be lived by eight family.

Communicative Translation

Communicative translation is a translation that tries to create relevant and precise meaning from the original in such a way that the substance and content of the language can be effectively recognized and captured by reader. The analysis can be seen as below of commuicative translation.

a. Sl : *erpangir ku lau*

Tl : ritual bath

Explanation : *erpangir ku lau* is classified as communicative translation, because the word ritual bath is meaning to cure from evil curse and is used at wedding and baptism.

b. Sl : *tari ndurung*

Tl : ndurung dance

Explanation : *tari ndurung* is classified as communicative translation, because this dance describe how the people do their activities, as working in rice field, taking palm sugar from the jungle, etc.

c. Sl : *perumah begu*

Tl : ritual animist ceremony

Explanation : *perumah begu* is classified as communicative translation, because it is a ritual where shaman communicate with the spirit of ancestor by letting them poses his body. In this way information about future can be obtained and longing for the ancestors can be conveyed.

d. Sl : *erdemu bayu*

Tl : wedding ceremony

Explanation : *erdemu bayu* is classified as communicative translation, because it is a wedding ceremony that involved bridegroom, bride, kalimbubu, anak beru and sembuyak.

e. Sl : *pesta tahunan*

Tl : the yearly party

Explanation : *pesta tahunan* is classified as communicative translation, because it describe as celebration for the local people after the harvest by having traditional dancing and traditional karo food is served.

f. Sl : *kalimbubu*

Tl : brother

Explanation : *kalimbubu* is classified as communicative translation, because it means a man who is a member of the same group as you or who shares an interest with you or has a similar way of thinking with you.

g. Sl : *sembuyak*

Tl : siblings

Explanation : *sembuyak* is classified as communicative translation, because it means as a relative that shares at least one parent with the subject, male is called brother while female is called sister

h. Sl : *gundala-gundala*

Tl : mask dance

Explanation : *gundala - gundala* is classified as communicative translation, because the meaning is to calling rain or in batak language is called *nidio wari udan*

i. Sl : *gurda-gurdi*

Tl : *gurda gurdi* dance

Explanation : *gurda gurdi* dance is classified as communicative translation, because this attraction is usually used by the karo people to call raining.

j. Sl : *acara ritual*

Tl : *ritual ceremony*

Explanation : *acara ritual* is classified as communicative translation, because is a religious service or other ceremony which involved a series of actions performed in a fixed order.

k. Sl : *peninggalan Meriam putri dan legenda*

Tl : the cut-off of *putri hijau's* cannon and legends

Explanation : *peninggalan Meriam putri dan legenda* is classified as communicative translation, because it is described by local people that the cut-off *putri hijau's* cannon has a magical power and that's why every year that place always been cleaned for tourism.

Idiomatic Translation

Idiomatic translation is an interpretation that produces a "message" from the original, but tends to change the subtleties of meaning by choosing colloquial language and idioms that are usually displayed in the original. The analysis can be seen as below of idiomatic translation.

a. Sl : *orang pintar*

Tl : *magic man*

Explanation : *orang pintar* is classified as idiomatic translation, because it related as another word for paranormal who has ability to curing sick people.

b. Sl : *tukur*(*mas kawin*)

Tl : *dowry*

Explanation : *tukur* is classified as idiomatic translation, because dowry meaning is property given by the man to the bride which for example money, gold, house, etc.

Free Translation

Free translation is usually not tied to proportional sentence searches, but similarities tend to occur at the sentence level. The translator must be able to push messages in the source language at the paragraph level or discourse as a whole and then exchange and express them in the target language. This is

difficult to do, especially for untrained translators. Where there are free translations, such translations are generally limited to the level of expression, clause or sentence. Informal expressions and proverbs are often translated unconditionally. The analysis can be seen as below of free translation.

a. Sl : *marga ginting*

Tl : ginting clan

Explanation : *marga ginting* is classified as free translation, because ginting clan only means as one of the clan in karo tribe others are karo-karo, sembiring, tarigan, and perangin-angin.

b. Sl : *lau baleng*

Tl : rafting

Explanation: *lau belang* is classified as free translation, because it describe about rafting activities that can be doing in lau belang river.

c. Sl : *tongkat malaikat*

Tl : angel stick

Explanation : *tongkat malaikat* is classified as free translation, because angel stick is one of the tools that used by magic man to cure people from sickness.

d. Sl : *anak beru*

Tl : the married man's family

Explanation : *anak beru* is classified as free translation, because it means the female taker or the female recipient for marriage

e. Sl : *dokan*

Tl : village

Explanation : *dokan* is classified as free translation, because it is described as a village that has been living by ginting clan which is major clan in dokan village

f. Sl : *deleng kutu*

Tl : group of hills

Explanation : *deleng kutu* is classified as free translation, because meaning of this word is explain about group of hills's that surrounded berastagi town

g. Sl : *taman hutan raya bukit barisan*

Tl : bukit barisan forest park

Explanation *taman hutan raya bukit barisan* is classified as free translation, because the meaning of this word only explain about forest park that has various of green trees of tropical forest

h. Sl : *wisata karo*

Tl : Karo tourism

Explanation : *wisata karo* is classified as free translation, because the word karo tourism only just meaning as to described the tourism that can be see in karo province.

i. Sl : *mejuah juah*

Tl : lucky, prosperous

Explanation : *mejuah juah* classified as free translation, because the meaning of this word does not replace the source language because the meaning of *mejuah juah* has more than one meaning.

CONCLUSIONS

After analyzing and identifying the data from each word of the cultural terms in the tourism brochure, the researcher summarized some conclusions which explained as follows:

1. The type of translation method that is used by the researcher in this thesis is target language oriented method.
2. The function of this target language oriented method in English cultural terminologies in north sumatera's tourism brochures: translation studies is to explain the identified source language from karo language translated into English and classified into four types of target language method.

REFERENCES

- Baker, M. (1992). *In Other Words: A Coursebook on Translation*. London: Sage Publication.
- Hoed, B., H. (2006). *Penerjemahan dan Kebudayaan*. Jakarta: PT Dunia Pustaka Jaya
- Machali, R. (2000). *Pedoman bagi penerjemah*. Jakarta: Grasindo
- Newmark, P. (1988). *A Textbook of Translation*. New York: Prentice Hall International
- Sutopo, H., B. (2002). *Metode Penelitian Kualitatif*. Surakarta: UNS Press
- Vinay, J., P. & Dalbarnet, J. (2000). *A Methodology for Translation*. New York: Routledge