

**TRANSLATION TECHNIQUE AND QUALITY OF THE INDONESIAN
CULTURE TERMS IN BILINGUAL TOURISM BOOKLET
OF BADUNG-BALI**



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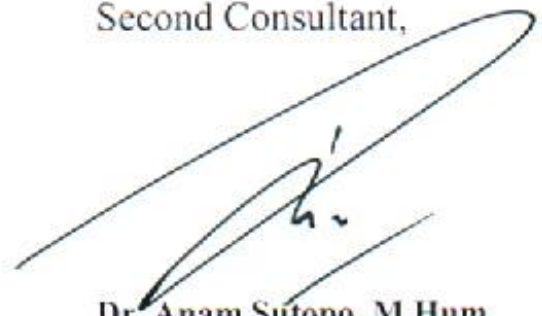
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TRANSLATION TECHNIQUE AND QUALITY OF THE INDONESIAN CULTURE TERMS IN BILINGUAL TOURISM BOOKLET OF BADUNG-BALI

ABSTRACT

The objectives of this research are: 1) to identify the kinds of translation techniques of the Indonesian culture terms in Bilingual Tourism Booklet of Badung Bali, and 2) to assess the translation quality in form of accuracy, acceptability, and readability aspect of the Indonesian culture terms in Bilingual Tourism Booklet of Badung Bali. The objects are the technique used and the translation quality in form of accuracy, acceptability, readability aspect of the Indonesian Culture Terms in Bilingual Tourism Booklet of Badung Bali. This research applies descriptive qualitative. The Technique of collecting data consist of documentation, questionnaire, and interview. Then technique of analyzing data applies Miles and Hubberman's Model (1984) such as data reduction, data display and drawing conclusion or verification. The result shows that: *First*, there are eight techniques which are applied by translator. They are; 1) transposition, there are 39 total data or (24.22%). 2) addition there are 7 total data or (4.34%). 3) reduction there are 9 data or (5.60%). 4) established equivalence there are 21 data or (13.04%). 5) pure borrowing found 50 data or (31.06%). 6) literal translation found 13 data or (8.085). 7) adaptation found 12 data or (7.4%). And the last naturalized borrowing found 10 data or (6.22%). *Second*, the translation quality aspects show that a) in accuracy aspect, it is found 125 data or 77.64 % belong to accurate and Less accurate consists of 36 data or 22.36%, b) in acceptability aspect, it is found 111 data or 68.94% belong to acceptable and less acceptable consists of 50 data or 31.05%, and c) in readability aspect, it is found 112 data or 69.56% belong to readable and 49 data or 30.43% belong to less readable. Finally, the translation quality of the Indonesian culture terms in Bilingual tourism booklet of Badung Bali is assessed by Nababan et al's TQA model, it shows the average score 2,54 is considered into good translation. It means that the translation is accurate, acceptable, and readable.

Keywords : *translation technique, accuracy, acceptability, readability, Indonesian culture term*

ABSTRAK

Tujuan dari penelitian ini adalah 1) untuk mengidentifikasi teknik terjemahan istilah-istilah budaya Indonesia dan 2) untuk mendeskripsikan kualitas terjemahan pada keakuratan, keberterimaan, dan keterbacaan). Penelitian ini menerapkan penelitian kualitatif deskriptif. Objek dari penelitian ini adalah teknik yang digunakan dan kualitas terjemahan istilah budaya Indonesia. Teknik pengumpulan data yaitu dokumentasi, kuisioner, dan wawancara. Kemudian teknik penganalisisan data, penelitian ini mengaplikasikan Model dari Miles dan

Hubberman (1984) diantaranya reduksi data, display data, dan verifikasi. Hasil penemuan penelitian menunjukkan bahwa: Pertama, peneliti mengidentifikasi ada delapan teknik penerjemahan yang diaplikasikan oleh penerjemah dalam menerjemahkan istilah-istilah budaya Indonesia diantaranya adalah teknik transposisi, penambahan, penghilangan, kesepadanan lazim, peminjaman murni, penerjemahan harfiah, adaptasi dan terakhir peminjaman naturalisasi. Kedua, aspek kualitas terjemahan menunjukkan bahwa a) dalam aspek keakuratan, ditemukan 125 data atau 77, 64% termasuk akurat dan 36 data atau 22.36% termasuk kurang akurat, b) dalam aspek keberterimaan, ditemukan 111 data atau 68.94% dapat diterima dan 50 data atau 31.05% kurang dapat diterima, dan c) dalam aspek keterbacaan, ditemukan 112 data atau 69.56% termasuk dapat dipahami dan 49 data atau 30.43% termasuk kurang dapat dipahami. Dengan demikian, kualitas terjemahan istilah-istilah budaya Indonesia dalam buku berlibur di Badung Bali yang dinilai menggunakan model TQA (*Translation Quality Assessment*) oleh Nababan dkk menunjukkan rata-rata skor 2,54. Ini merupakan terjemahan yang baik. Artinya terjemahannya akurat, dapat diterima, dan dapat dipahami.

Kata Kunci : *teknik penerjemahan, keakuratan, keberterimaan, keterbacaan, istilah-istilah budaya Indonesia*

1. Introduction

As long as the history of human creativity that consists of organization, social, economic, science, technology and symbol product. These aspects cannot be separated of human activity because those aspects are human symbols especially language. Refers to Newmark (1988:94) defines culture as “the way of life and its manifestations that are peculiar to a community that uses a particular language as its means of expression”. If this issue is connected with the language study or translation the Indonesian culture terms, it must be involving all the human activities. As purposed by , Kuntowijoyo (2006: 3) said that “human activity which is created the meaning and refers to other reality than daily experience”. From the view of Kuntowijoyo means that the culture relates to art, custom, organization, food, belief, tradition, artefact and habit of a society, in which language is used as communication. Of course, those aspects influence in the text translation process of bilingual such as tourism booklet of Badung Bali. In translating the culture is more difficult than translating the simple word itself because the translator should be familiar to estetic context and source language culture. Cultural terms are very sensitive matters to be translated. Most of people

know that culture is something related to the ‘personality’ and the ‘originality’ of a nation, therefore, culture field is different from the other; because every culture has different ways of communication. Relates to the issue above could be seen in this research, where the researcher takes the translating of Indonesian culture terms in Bilingual tourism booklet of Badung Bali as the object. In translating the bilingual is more difficult than the simple word, because the translator should be familiar to estetic context and source language culture. Refers to Leonardi (2000: 1) in Haryanti (2006: 168) said that the translator faced to two languages culture sauch as SL and TL. It means that all the culture elements of two languages such as, name, history, religion, social, food, faith, tradition, fashion, social structure, daily activity, social relation, and language. The translator is demanded understanding both of language context (culture). In translator should balance suitability of the source language into target language. This phenomena is taken from bilingual tourism booklet of Badung Bali, and it can be analyzed as below:

ST : Anggota masyarakat ini terikat dalam suatu aturan adat yang disebut *Awig-awig*

TT : The customary members are bound to a customary by-law called *Awig-awig*

The phrases above are quoted from bilingual book entitled Holiday to Badung Bali. *Awig-awig* translated into English to be *Awig-awig*. In translation technique study, it is categorised to borrowing translation. These words are called transference because the translation way is adapted from source text, and in the target culture text there is not *Awig-awig* terms. *Awig-awig* is a local term that refers to tradition law of Indonesian people. Besides that the translator wants holding the local term, this issue also demands a translator to balance the culture each language.

Based on the phenomena above, the researcher conducted a study which aimed to identify the translation technique used by the translator and to describe the translation quality of the Indonesian culture terms in Bilingual tourism booklet of Badung Bali that focused on words, phrases and sentences.

Related to this research, the objective of previous studdies are very various. The first, a thesis is Naraswari and Nugroho’s study (2015) the entitled

Translation Procedures of Culture Bound Words Used in Visitor Guide of Jawa Tengah. This study aimed at finding the cultural words and based on the findings, the result shows that there are 102 cultural bound words are found. Second is Usman's study (2013) entitled *the Translation of Islamic Terms in Ahmad Fuadi's Negeri 5 Menara*. This study proposes to describe translation procedures which used to translate the Islamic terms in The Land of Five Towers, and explains the qualities of the translation of Islamic terms are found in the land of Five Towers. The second is Haryanti's study (2013) entitled *Strategi Kesepadanan Pesan pada Linguistics Across Culture dan Terjemahannya*, which purposed to describe the strategies used by the translator in grasping equivalence. Third is Cromico (2015) the translation technique and the quality of the translation result using google translate. The last is Ninth, is Arifin's study (2009) entitled *An Analysis of Accounting Terms Translation in Textbook Management Accounting by Don R. Hansen and Maryane M. Mowen into Akuntansi Manajamen by Dewi Fitriasari dan Deny Arnos Kwary*. This study proposed identifying, analyzing and describing the accuracy of accounting terms translation in Textbook 'Management Accounting'. Most of the previous studies have the similarity of the theory study about technique and quality. Yet the object is different, where the Indonesian culture term is object. And the material which is taken as data source in Bilingual tourism booklet of Badung Bali.

Regarding to translation technique theory, the researcher refers to translation technique which proposed by Molina and Albir (2002) in Sutopo (2015). Where there are 21 translation technique, they are adaptation, amplification, borrowing (pure borrowing and naturalized borrowing), calque, compensation, description, discursive creation, established equivalence, generalization, linguistic amplification, linguistic compression, literal translation, modulation, particularization, reduction, substitution, variation, transposition, addition, and reduction or delmon. Those translation technique guided the researcher to classify the translation technique that applied by translator in translating the Indonesian culture terms in Bilingual tourism booklet of Badung Bali.

Related the translation quality, Larson (1984) a translation is considered good if it is covered by three aspect such as accurate (accuracy), natural (acceptability), and clear (readability). While Nababan et,al (2012: 44) explains that translation quality assessment is focused on three main things, they are accuracy, acceptability, readability. Each aspect of translation quality is quite influenced to translation result. Relates to this issue in Webster's Dictionary (1973) proposes that accuracy is the most important in translation to produce quality translation. It is related to the correctness of transferring the message. A translation can be considered as an accurate translation if the message is conveyed to the target language correctly. Beside the accuracy, the acceptability aspect is very important in translation the culutre terms. Nababan et, al (2012: 44-45) defines that acceptability refers to translation is related to norm, custom or even culture in target language text both micro and macro unit. Meanwhile, the accuracy and acceptability are not enough to assess the translation result. In translating the readability should observe. Nababa (2008:61) says that readability aspect is related to the understanding of source language text and target language text. While, in other definition refers to Richards et al (1985: 238) in (Nababan, 2008: 62), "readability is how easy written materials can be read and understood". From the result view by some experts above, each aspect should be balanced some factors that influenced the text quality. Whether the linguistic element or the culture of each certain language.

From the three aspects above, it is not enough found out that classified. Yet, in assessing translation result, each aspect has the different integrity should be given the integrity score. Nababan et al (2012) proposed that the accuracy aspect integrity has the highest score on 3. It is adapted to the basic concept from translation process as transferring message process (accuracy) from source language into target language. Then acceptability is scored on 2. It referenced on the concept which describes that the acceptability is related directly to translation appropriateness towards the principle, norm, and culture in target language. It means the acceptability aspect is influenced to accuracy. And last, readability

aspect is scored on 1. In this aspect referenced to the reader, it is not related to the translation process conducted by the translator.

2. Research Method

This research conducts a descriptive qualitative research. The objects of the research are the translation technique used and the translation quality in accuracy, acceptability, and readability in Bilingual tourism booklet of Badung Bali. The primary data are the Indonesian culture terms and the secondary data is the questionnaires distributed for raters. The data source is Bilingual tourism Booklet entitled Holiday to Badung Bali- *Berlibur di Badung Bali*, it is published by Tourism Office of Bali, and informants. Techniques for collecting data are documentation, questionnaire, and interview. Then technique for analyzing data applies interactive model by Miles and Hubberman (1984) in Denzim and Lincoln (2009) such as data reduction, data display and verification.

3. Finding and Discussion

This part is divided into finding and discussion related translation technique and quality in translating the Indonesian culture terms in Bilingual Tourism Booklet of Badung Bali:

3.1 Findings

The finding that found in Bilingual tourism booklet of Badug Bali is divided into the translation technique and translation quality of the Indonesian translation terms.

3.1.1 The Translation Technique of the Indonesian culture terms

After the data are analyzed continuously, this research finds that the translator applies eight translation techniques to translate the Indonesian culture terms into english. They are transposition, addition, reduction, established equivalence, pure borrowing, literal translation, adaptation, and naturalized borrowing. Each technique could be described as follows:

3.1.1.1 Literal Translation

No: 138/BBB-P 52/HBB-P49

SL: *Perang Bantal* ini banyak dijelaskan dalam catatan-catatan sejarah kuno berupa lontar-lontar.

TL: *Bantal war* tradition is widely described in ancient historical paml-leaf manuscripts.

In datum 139 above, the translator translates the sentence “*Perang Bantal ini banyak dijelaskan dalam catatan-catatan sejarah kuno berupa lontar-lontar*” into target language “*Bantal war tradition is widely described in ancient historical paml-leaf manuscripts*”. Yet, in this research is only focused on phrase or word. Both of phrases from SL and TL, it can be analyzed that there is level shift from SL to TL. Translator changed and put *Bantal* as the modifier and *war* as Head. Fom this analysis, the term above is considered into literal translation technique.

3.1.1.2 Addition

No : 015/BBB-P 06/HBB-P05

SL : Bentuk Kabupaten Badung menyerupai *Keris*, keris bagi orang Bali khususnya Badung merupakan senjata.

TL : The shape of Badung Regency resembles a *Kris Dagger*, to Balinese people, especially the Badung people, Kris is weapon.

In the datum above, it consists of source language and target language. It seen that translator translates phrases from SL “*Keris*” into TL “*Kris Dagger*”. *Keris* is a term usually referred to a weapon or traditional heirloom. In this context, *Kris* is a Balinese traditional weapon. During the Puputan Badung War, *kris* is the main weapon used by people to struggle against the Dutch troops (Tourism Booklet of Holiday Badung Bali, 2013: 5). *Kris* also is being a characteristic of Indonesia Traditional in culture celebration. It is caused that *Kris* categorized into Indonesia’s culture attribute. Refers to language or text it called culture term. From the phrase above, it can be seen that the translator adds word “*Dagger*”, it functioned to give clear information about *Kris*, because in English just known Creese it’s not *Kris*. So, the phrase which bold above is categorized into addition technique.

3.1.1.3 Reduction

No : 004/BBB-P 01/HBB-P01

SL : Jika anda ingin menyaksikan kebudayaan Bali khususnya Badung ketika *jaman Kerajaan*.

TL : If you want to witness the uniqueness of Balinese Culture in relation to the past time of Bali when ruled by *Kings*.

Based on the datum 004 above could be analyzed that translator translates the source language “*Jika anda ingin menyaksikan kebudayaan Bali khususnya Badung ketika jaman Kerajaan*” into target language “*If you want to witness the uniqueness of Balinese Culture in Badung in relation to the past time of Bali when ruled by Kings*”. The phrase in SL that bold or italic “*Jaman Kerajaan*” translated into TL by “*Kings*”. It means that, there is implicit information which translated by translator without deleting information from source language. Noun “*Jaman*” is deleted by translator, and the target language is changed with *Kings*. Yet, it still is same context with King Era. Based on this finding, it can be concluded that the phrase is applied by reduction technique.

3.1.1.4 Established Equivalence

No : 083/BBB-P28 /HBB-P24

SL : Karena itu dari dulu sampai sekarang di pohon pala itu setiap hari dihaturkan *sesaji* oleh umat hindu setempat.

TL : As a result, people sanctified the nutmeg tree until now and every day the local hindus put *offerings* there.

In the datum 083 above, it can be seen that translator translates SL “*Karena itu dari dulu sampai sekarang di pohon pala itu setiap hari dihaturkan sesaji oleh umat hindu setempat*” into TL “*As a result, people sanctified the nutmeg tree until now and every day the local hindguts put offerings there*”. In this case, local people believe that such nutmeg tree has magical power and is occupied by unseen spirit. As a result, refers to Booklet of Badung- Bali (2013:24) they have sanctified the nutmeg tree until now and every day the local Hindus put “*Sesaji*” there. In this context, the term of *Sesaji* (SL) or *Offerings* (TL) is an Indonesian culture terms especially for Hindus people. So, in order to the term could be

received easily by reader, the translator translates that word refers to dictionary. It can be concluded that the term above is applied by using established equivalence technique.

3.1.1.5 Pure Borrowing

No : 027/BBB-P08 /HBB-P06

SL : Anggota masyarakat ini terikat dalam suatu aturan adat yang disebut *Awig-awig*.

TL : The customary members are bound to a customary by-law called *Awig-awig*.

In datum 027 above found that translator translates the culture terms from source language "*Awig-Awig*" into target language "*Awig-Awig*". In this case, "*awig-awig*" a term is often used by Bali people who refer to a tradition. A tradition rules or traditional constitute which managed human activity. This is being a characteristic of Bali's term or Indonesia generally. It seem that the translator hold this term in order to known by tourist or foreign or booklet reader. So, the translator translates the term used borrowing technique, where the translator was borrowed the original term from source language into target language.

3.1.1.6 Literal Translation

No : 137/BBB-P 52/HBB-P49

SL :Tipat dalam kontek sini merupakan simbolisasi dari energy feminisme yang diwakili keberadaan *ibu pertiwi* dalam bentuk fisiknya sebagai tanah.

TL : In this context, Tipat is a symbol of *Mother Earth* in physical form as a land.

In the datum 137 above, it seen that translator translates the culture term of "*Mother Earth*" used word by word. "*Mother Earth*" is a term often utterance by society refer to loved land of Indonesia. In using this term, for Indonesia society, the term of Mother is reflected as a symbol of famine, and a Land is supported of life, a place is grown up and developed that should be maintained, preserved, nurtured and respected. It is an indigenous wisdom which is still maintained and adhered to Balinese or Indonesian general. Here, the term of "*Mother Earth*" which is translated by translator used literal technique.

3.1.1.7 Adaptation

No : 142/BBB-P 59/HBB-P55

SL : Tujuannya untuk mengusir *para buta kala*.

TL : It is intended to drive out *the evil spirits*.

Based on datum 142 above, the translator translates text from SL “*Tujuannya untuk mengusir para buta kala.*” Into target language “*It is intended to drive out the evil spirits*”. In this research the researcher analyzed the form of culture term as bold word above. “*Para Buta Kala*” from source language is a term refers to an evil creature that remains on haunted places. In order to the term could be understood easily by reader or tourist, so the term translated into “*the Evil Spirit*”. And also in this term could not be found in English term. The term “the evil spirit” is a familiar term in English.

3.1.1.7 Naturalized Borrowing

No : 043/BBB-P09 /HBB-P07

SL : Pemanfaatan rumah penduduk sebagai sarana *akomodasi* berupa pondok wisata.

TL : Utilization of the people’s house as *accommodation* in the form of tourist cottage.

In datum 043 above, it can be analyzed that translator translates the term “*Akomodasi*” from source language into target language is being “*accommodation*”. From the terms above, the implementation of this technique can be found on “*akomodasi*” term is translated into “accommodation”. It could be analyzed that, this technique used technique adapted the source language to the normal pronunciation then to the normal morphology of the target language.

3.2 Translation Quality of the Indonesian Culture Terms

After collecting data, the researcher analyzes the questionnaire which received from the raters , the reseracher analyzes according to the Nababan el al (2012) about accuracy, acceptability, and readability. The example of analysis of these aspects can be seen as below:

3.2.1 Accuracy

Related the accuracy, the researcher finds two levels of this aspect consist of accurate and less accurate level. each level could be seen as follows:

3.2.1.1 Accurate

No : 048/BBB-P 12/HBB-P10

SL :Ini dia wali dengan pembukaan jalan trekking melewati sawah,*tegalan* dan rumah penduduk.

TL : It was commenced with the opening of trekking route through rice fields, *farm* and house of local village.

Datum number 048 is considered accurate level by raters. From source language into terget language is transferred clearly by translator. In linguistic perspective can bee analyzed that the sentence contains of ‘subejct, auxilary and past participle’ *Ini diawali* is transffered into *It was commenced*, and conjunction *dengan* is transferred into *with*. Then *pembukaan jalan trekking melewati sawah, tegalan dan rumah penduduk* is tranferred clearly into *the opening of trekking route through rice fields, farm and house of local villagewithout* distortion meaning. It means that the information which is conveyed that can be understood. Then the socio culture perspective could be analyzed that the word of ‘*Tegalan*’ is the culture term of Indonesian especially from Badung Bali. Yet on the text of tourism Booklet of Badung Bali the translator used local word as local characteristic. Then the translator translated by using word of ‘*farm*’. From analysis result that ‘*Tegalan*’ is transferred into english used word of ‘*Farm*’ is categorized into accurate level. The data is considered into accurate because there is not distortion meaning, then three rater (R1, R2, R3) have same opinions that the word or text in Bilingual tourism booklet of Badung Bali is transferred accularately from Source Language into Target Language. The word of ‘*Tagelan*’ is Balinesse language, The meaning is garden. As the result, there is not distortion meaning which conveyed, so this data is accurate.

3.2.1.2 Less Accurate

No : 086/BBB-P28 /HBB-P24

SL : *RweBhineda* selalu ada dalam kehidupan ini.

TL : *Rwabhineda* always exist in this life.

From the datum number 086 above could be analyzed that the *RweBhineda selalu ada dalam kehidupan ini* is transferred into *Rwabhineda always exist in this life*. The message that conveyed is not total, because in this sentence has a term of *Rwe Bhineda* which is still ambiguous. The meaning of *Rwe Bhineda* is not explained by translator. It is affected to understanding's raters about the message. So the term is considered less accurate level.. The 'Rwe Bhineda' term is as Indonesian cultural term. Balinese people, especially Hindus, believe that the power of phallus and yoni cannot seperated each other. Phallus and yoni are positive and negative element in human life. So, *Rwe Bhineda* is represented positive and negative element which is consisted and always exist in human life. From the this data, it could be analyzed that the translator translates the Indonesian cultural term from SL into TL is 'Rwe Bhineda'. In research process, the raters get difficult to understand this term. It caused by translator used borrowing word, and it effected to text quality. Rater 1 and Rater 2 have same opinion, they are trouble to understand, for them this word is ambiguous. The researcher has same opinion with R1 and R2. The message transferred is not totally. With the result that some certain messages is lost. The translator should be added information, in this context the meanng of Rwe Bhineda. It would be helped the reader understand the message. From the analysis above, it could be concluded that this term is considered into less accurate level.

3.2.2 Acceptability

In acceptability aspect, the researcher finds two levels of this aspect such as acceptable and less acceptable. Each level could be anayzed as follow:

3.2.2.1 Acceptable

No : 044/BBB-P09 /HBB-P07

SL: Pemanfaatan rumah penduduk sebagai sarana akomodasi berupa *pondok wisata*.

TL : Utilization of the people's house as accommodation in the form of *tourist cottage*.

The example above is categorized into acceptable level. There is Indonesia cultural term, it is *Pondok Wisata*. The term is transferred into English to be 'tourism cottage'. This term used by Indonesian people especially Badung Bali refers to culture term for sign a place, a synonym of homestay. All the raters are considered the translation is acceptable. They have same opinion about this term. The translation sounds natural as English expression. Their opinion there is not error transferred message. The raters are understood the meaning of the Indonesian culture term. And the researcher has same opinion with them. It is a proper equivalent for English term. It is no direct equivalent word in English. So, it could be concluded that the Indonesian cultural term is acceptable.

3.2.2.2 Less Acceptable

No : 112/BBB-P44 /HBB-P40

SL : Upacara potong gigi ini memiliki tujuan *Sarira Saskara*.

TL : Tooth filing ceremony is intended for *Sarira Samskaras*.

Datum number 112 above is considered into less acceptable. All the raters have same opinion to this data. For them, this data consist of uncommon word, but a part of the text could understand. In the cultural term 'Sarira Saskara' then translated into 'Sarira Samskaras' is not familiar for them. And the researcher agrees with them. This data is like translation product. Beside that, the term translated from SL into TL have same word, both of them are till ambiguous. The researcher considers that the term is rather clumsy, and categorised into less acceptable level. The researcher think that should be added some informations regarding to *Sarira Samskaras*. An information which illustrates the Indonesian culture term, in order to the reader understand and read easily.

3.2.3. Readability

In aspect readability, the researcher finds two levels of this aspect such as readable and less readable. Each level could be analyzed as follows:

3.2.3.1 Readable

No : 001/BBB-P 01/HBB-P01

SL : Anda bisa datang ke *Pura Taman Ayu*.

TL : You can come to *Taman Ayu Temple*.

Datum number 01 is categorised into readable level. On datum above, it could be seen that there is a phrase 'Taman Ayu Temple'. This phrase is categorised into Indonesian cultural term. The meaning of this term could be understood by raters, it means the data belongs to readable. All the rater consider the term of 'Taman Ayu Temple' is fully comprehended by all the raters. The writer agrees with them, that TL considers the data could be understood by rater only read once. Event though the analysis focused on Indonesian cultural term. Yet, the term could be comprehended totally. So, the term above could be concluded that it categorised into readable level.

3.2.3.2 Less Readable

No : 032/BBB-P09 /HBB-P07

SL : Kita bias menemukan Warung-warung Makan dalam posisi *Lesehan*.

TL : We can find several Food Stalls overing *lesehan* or tataming-style dining.

From datum number 032 above is considered into less readable level. all the raters condiser that this Indonesian culture term is suitable to understand. It caused by there is found a unfamiliar word like '*Lesehan*'. R2 and R3 considered gave score 2, it means that the indonesian cultural term is a unfamiliar word. Then to get understand this term, the reader or rater read the text more than once. And tries to understand the adding information. From the analysis result above, the researcher agrees with them, event thought it could be understood by local people like Indonesian. However, it could be hard by foreign because the sentence contains new word or unfamiliar word. So, the data is categorised into less readable level.

3.3 Discussion

The first aim of the reserach, the researcher identifies that the translation technique used by the translator in translating the Indonesian culture terms in Bilingual tourism booklet of Badung Bali by applying Molina and Albir (2002) in

Sutopo (2015). Then, the result shows that the translation used such as transposition, addition, reduction, established equivalence, pure borrowing, literal translation, adaptation, and naturalized borrowing. The detail information of translation technique used in Bilingual tourism booklet of Badung Balican be seen in the table as below:

No	Translation Techniques	Total Data	Percentage
1	Transposition	39	24.22
2	Addition	7	4.34
3	Reduction	9	5.60
4	Established Equivalence	21	13.04
5	Pure Borrowing	50	31.06
6	Literal Translation	13	8.08
7	Adaptation	12	7.4
8	Naturalized Borrowing	10	6.22
Total		161	100%

Table 2.1 the Classification of Translation Techniques which found on Tourism Booklet of Holiday to Badung Bali- Berlibur di Bali of Indonesian culture term.

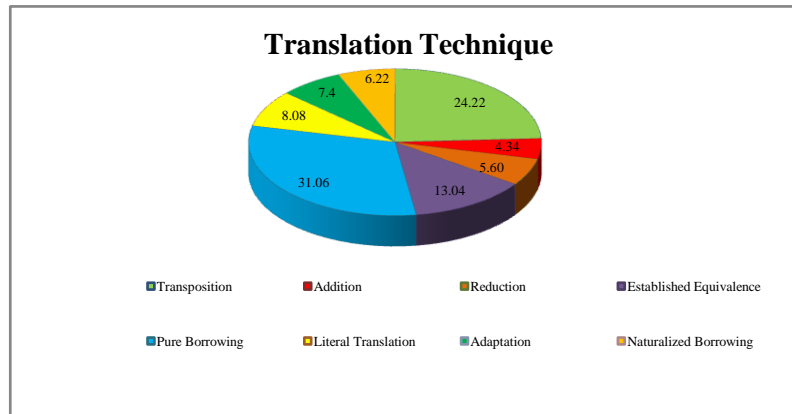


Chart 2.1 The Percentage of Translation Technique of the Indonesian Culture Terms which applied on Tourism Booklet of Badung Bali

Table 2.1 above are the classification result of translation techniques with total data 161. Where the researcher found that (1) Transposition, there are 39 data or 24.22%, (2) Addition, there are 7 data or 4.34%, (3) Reduction, there are 9 data or 5.60%, (4) Established Equivalence, there are 21 data or 13.04%, (5) Pure Borrowing, there are 50 data or 31.06%, (6) Literal Translation, there are 13 data or 8.08%, (7) Adaptation, there are 12 data or 7.4%, (8) Naturalized Borrowing,

there are 10 data or 6.22%. Those findings are result of translation techniques which is applied by translator in Bilingual tourism bookle of Badung Bali which is focused on the Indonesian culture terms (words, phrases and sentence) as a main topic.

This finding is different with the previous studies. There were some previous studies which have similarity with this issue. First, a thesis was written by Naraswari and Nugroho (2015) the entitled Translation Procedures of Culture Bound Words Used in Visitor Guide of Jawa Tengah. This study aimed at finding the cultural words and Based on the findings, where the research is done by qualitative descriptive as a method and Newmark's (1998) Procedures of data analysis during the research they found 102 cultural bound words. The second is written by Usman (2013) entitled *the Translation of Islamic Terms in Ahmad Fuadi's Negeri 5 Menara*. This study aimed to describe translation procedures which used to translate the Islamic terms in The Land of Five Towers. The second aims are explained the qualities of the translation of Islamic terms were found in the land of Five Towers. This study is conducted by descriptive qualitative. Based on some purposes, this study found: the translator applied 13 different translation procedures; literal translation (15.24%), transferences (37.22%), naturalization (2.24%), descriptive equivalent (8.52%), modulation (4.93%), addition 7.62%), shift (4.48%), omission (6.27%), expansion (0.44%), couplet (7.17%). And triplet (2.69%); the quality of translation procedures applied to the Islamic terms found in the novel are; 35.42% very good, 55.60% good, and 8.96% poor. the previous studies have the similarity of the theory study about technique and quality. Then the last a thesis is written by Cromico (2015) entitled *Translation Quality of English-Indonesian by Google translate*. This study was belonged to qualitative employing descriptive method, than it was aimed to describe the accuracy of translation by Google Translate. The result was showed that Google Translate applied 10 kinds of translation techniques in translating the scientific articles. The analysis result of the accuracy was showed that 16 data or (15, 10%) considered to be accurate. 61 data or (57, 54%) considered to be less accurate. And 29 data considered being inaccurate. Implementation of techniques makes the translation

less accurate, less acceptable and less readable. From those previous studies, there is difference with this reserach, its the research focus and object, where the material which is taken as data source in Bilingual tourism booklet of Badung Bali.

The second finding describes the translation quality of the Indonesian culture terms in Bilingual tourism booklet by applying Nababan et al theory (2012). This study could answer these aspects translation quality in accuracy, acceptability, and readability aspect. First, in accuracy aspect, it has been found two levels, they are accurate translation and less accurate translation. The result of the accuracy analysis of the Indonesian culture terms can be seen as below:

No	Level of Accuracy	Data	Percentage
1	Accurate	125	77.64%
2	Less Accurate	36	22.36%
	Total	161	100%

Table 2.2 The Result of the Accuracy Analysis

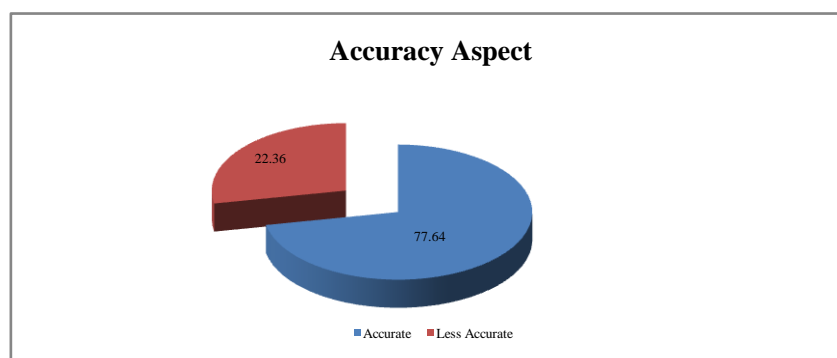


Chart. 2.2 The Percentage of Accuracy Aspect of the Indonesian Culture Terms which applied on Tourism Booklet of Badung Bali

Based on the table and chart above, it could be discussed that the accuracy assessment of translation quality about the Indonesian culture terms are found that there are two level, they are, Accurate consists of 125 or 77.64% from 161 data totally and less accurate consists of 36 data or 22.36% from 161 data totally. Between accurate and less accurate level the lower scale is less accurate and higher scale is accurate level. From those analysis could be concluded that the researcher found the higher scale is accurate level. It means that the meaning and

interpretation of translation quality of the Indonesian culture terms, which consisted on tourism booklet of Badung Bali could be concluded that the Indonesian culture terms are dominated by accurate level, and is transferred accurately from SL into TL.

Second is acceptability, this aspect describes the appropriateness of the diction used, the certain terms, and the grammatical construction of translation with Indonesian language culture (Nababan (2012)). In acceptability aspect, this study finds two categories such as acceptable translation and less acceptable translation. The result of the acceptability analysis on passive voice translation in 1984 novel can be seen as below:

No	Level of Acceptability	Data	Percentage
1	Acceptable	111	68.94%
2	Less Acceptable	50	31.05%
	Total	161	100%

Table 2.3 The Result of the Acceptability Analysis

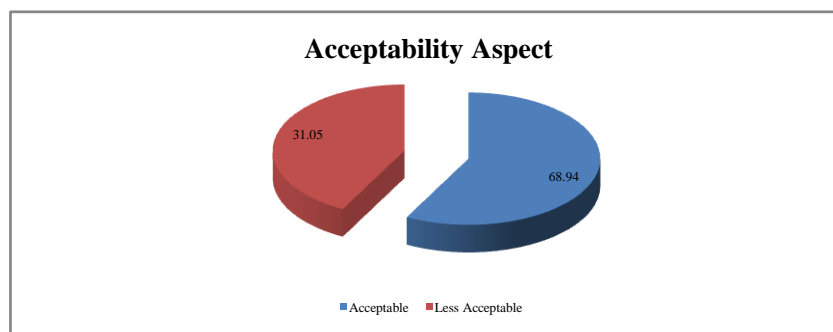


Chart. 4.3 The Percentage of Acceptability Aspect of the Indonesian Culture Terms which applied on Tourism Booklet of Badung Bali

Based on the table above, it could be analyzed that the researcher found the data which is categorised into acceptable level consists of 111 data or 68.94% then calculated with 3 scale is number 333 from 161 data totally. And the less acceptable level consists of 50 data or 31.05% then calculated with 2 scale 100 from 161 data totally. Those levels have been considered fulfilled the criteria such as mentioned by Nababan (2012) from analysis result showed that the acceptable dominates or the highest level. It could be analyzed that the Indonesian

culture terms are sounds natural or it was fulfil some requirements of acceptable, and the lowest level is less acceptable. It means that the translation extremely sounds natural enough or it felt like translation.

The last is readability, this aspect describes the easiness in reading the passive voice translation for the target readers. It is related the reader's understanding. In readability aspect, this study finds two levels such as readable translation and less readable translation. The result of the readability analysis of the Indonesian culture terms in Bilingual tourism booklet can be seen as below:

NO	Level of Readability	Data	Percentage
1	Readable	112	69.56%
2	less Readable	49	30.43%
	Total	161	100%

Table 2.4 The Result of the Readability Analysis

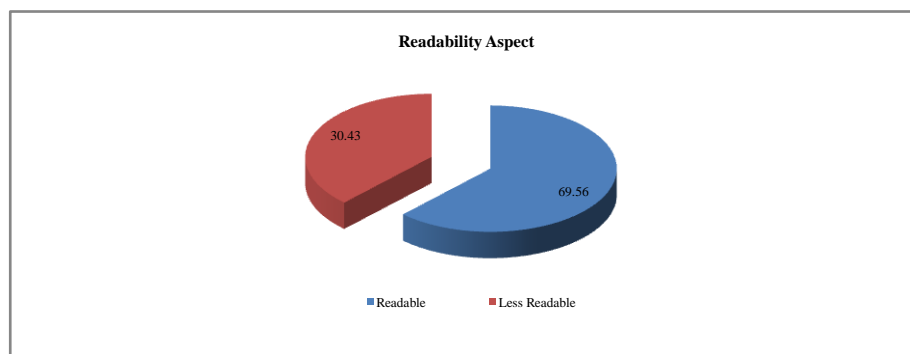


Chart 2.3 The Percentage of Readability Aspect of the Indonesian Culture Terms which applied on Tourism Booklet of Badung Bali

Based on the table above, it could be analyzed that the researcher found the data which is categorised into readable level, there are 112 data or 69.56% then calculated with scale 3 are number 336 from 161 data totally. And the less acceptable level, there are 49 data or 30.49% then calculated with scale 2 are 98 from 161 data totally. Then the average score for two levels are 2.70%. From analysis result showed that readable level dominated or the highest level. It could be concluded that the Indonesian culture terms consist of words, phrases and sentences could be understood by raters. And the lowest level is less acceptable. It

means that the translation is considered average sentence length, number of new words and the words, phrases or sentences are not understood by reader or rater with read once. After getting the result of each translation quality aspects above, it is assessed by applying Translation Quality Assessment (TQA) based on Nababan et al model (2012). Thus, the result shows the quality of the Indonesian culture terms are good translation with average score 2.54 overall, it means the translation is accurate, acceptable, and readable. Based on this assessment result, the Bilingual tourism booklet of Badung Bali translation is very suitable to be consumed by local and foreigner readers.

4. Conclusion and Acknowledgements

This part is divided into conclusion and acknowledgements:

4.1 Conclusion

From the explanation of the research finding, the researcher concludes that first, the translation technique applied by translator in Bilingual tourism booklet of Badung Bali. *First*, there are eight techniques. They are; 1) transposition, there are 39 total data or (24.22%). 2) addition there are 7 total data or (4.34%). 3) reduction there are 9 data or (5.60%). 4) established equivalence there are 21 data or (13.04%). 5) Pure Borrowing found 50 data or (31.06%). 6) Literal Translation found 13 data or (8.085). 7) adaptation found 12 data or (7.4%). And the last naturalized borrowing consists of 10 data or (6.22%). Each category is analyzed by researcher references to Albir and Molinar's theory. *Second*, related to translation quality of the Indonesian culture terms which is applied by translator on tourism booklet of Badung Bali. The researcher analyzes translation quality refers to Nababan's Theory as a grand theory and found that there are accuracy, acceptability and readability aspect. Where each aspect the researcher found, there are accurate level consists of 125 data or 77.64% from 161 data totally, and less accurate level consists of 36 data or 22.36% from 161 data totally, and the average score of accuracy aspect are 2.40 %. And the acceptability aspect, the researcher found two levels, they are; acceptable level consists of 111 data or 68.94% from 161 data totally. And the less acceptable level consists of 50 data or 31.05% data from 161 data totally. And the average score for two levels are 2.68%. And the

last is readability aspect, the researcher found two levels, they are; readable consists of 112 data or 69.56% from 161 data totally. And the less readable level consists of 49 data or 30.43% from 161 data totally. Then the average score for two levels are 2.70%. Based on finding result could be concluded that the average score of translation quality the Indonesian culture terms which is applied by translator on tourism booklet of Badung Bali are 2.54%. It means that the translating the Indonesian culture terms which are contained on the Booklet entitled Holiday to Badung Bali- *Berlibur di Badung Bali*, which is focused on words, phrases and sentences are considered good quality.

4.2 Acknowledgements

This research based on analysis result in Bilingual tourism booklet of Badung Bali. The researcher is especially to Dwi Haryanti and Anam Sutopo for their advice during writing of journal.

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