

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



**THESIS**

**Submitted to the Department of Language Studies,  
Postgraduate school of Universitas Muhammadiyah Surakarta  
in Partial fulfilment of the Requirements for  
the Degree of Master of Education**

**by  
Muhammad Sahrain  
S200160032**

**PROGRAM STUDI MAGISTER PENGAJIAN BAHASA  
SEKOLAH PASCA SARJANA  
UNIVERSITAS MUHAMMADIYAH SURAKARTA**

**2017**

APPROVAL

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

THESIS

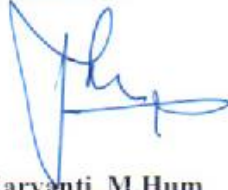
by

**Muhammad Sahrain**

**S200160032**

Approved by Consultant

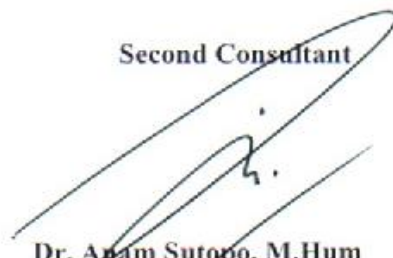
First Consultant



Dr. Dwi Harvanti, M.Hum

NIK. 477

Second Consultant



Dr. Apam Sutopo, M.Hum

NIK. 849

**APPROVAL OF THESIS FOR SUBMISSION**

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

Submitted by

**MUHAMMAD SAHRAIN**


Has been examined by the board of examiners on 2<sup>nd</sup> August 2017. All feedback, corrections, and suggestions recommended by the examiners have been considered and revision has been accordingly made by the student.

The boards of examiners certify that the thesis is eligible for submission.


The Board of Examiners  
Primary supervisor



**Dr. Dwi Haryanti, M.Hum**  
Co-supervisor



**Dr. Anam Sutopo, M.Hum**  
Examiner



**Dr. Abdillah Nugroho, M.Hum**



Surakarta, 7<sup>th</sup> August 2017

**The Director of Graduate School**



**Prof. Dr. Bambang Sumardioko**

## NOTE OF ADVISOR I

Dr. Dwi Haryanti, M.Hum.

Lecturer of Magister of Language Study Post Graduate Program Muhammadiyah University of Surakarta

Official Note on Muhammad Sahrain's Thesis

Dear

The Director of Graduate Program of Magister of Language Study Post Graduate Program Muhammadiyah University of Surakarta

Assalamu'alaikum Warahmatullahi Wabarakatuh

Having read, examined, corrected, and necessarily revised the thesis of

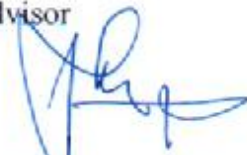
Name : Muhammad Sahrain  
NIM : S 2001 600 32  
Program : Magister of Language Study  
Focus on : Linguistics  
Thesis Title : Translation Technique and Quality of the Indonesian Culture Terms in Bilingual Tourism Booklet Of Badung-Bali

I state that the thesis is approved to be examined by board of examiners in the Magister of Language Study of Muhammadiyah University of Surakarta.

Wassalamu'alaikum Warahmatullahi Wabarakatuh

Surakarta, 24<sup>th</sup> , July 2017

First Advisor



**Dr. Dwi Haryanti, M.Hum**

NIK. 477



## NOTE OF ADVISOR II

Dr. Anam Sutopo, M.Hum.

Lecturer of Magister of Language Study Post Graduate Program Muhammadiyah University of Surakarta

Official Note on Muhammad Sahrain's Thesis

Dear

The Director of Graduate Program of Magister of Language Study Post Graduate Program Muhammadiyah University of Surakarta

Assalamu'alaikum Warahmatullahi Wabarakatuh

Having read, examined, corrected, and necessarily revised the thesis of

Name : Muhammad Sahrain  
NIM : S 2001 600 32  
Program : Magister of Language Study  
Focus on : Linguistics  
Thesis Title : Translation Technique and Quality of the Indonesian Culture Terms in Bilingual Tourism Booklet Of Badung-Bali

I state that the thesis is approved to be examined by board of examiners in the Magister of Language Study of Muhammadiyah University of Surakarta.

Wassalamu'alaikum Warahmatullahi Wabarakatuh

Surakarta, 24<sup>th</sup>, July 2017

Second Advisor



Dr. Anam Sutopo, M.Hum

NIK. 849

## STATEMENT OF AUTHORSHIP

I am the researcher of this thesis,

Name : Muhammad Sahrain

Nim : S 200 160 032



Program : Magister of Language Study

Focus on : Linguistics

Thesis Title : Translation Technique and Quality of the Indonesian Culture Terms in Bilingual Tourism Booklet Of Badung-Bali

Certify that this thesis is definitely my own work. I am completely responsible for its content. Otherwise, there are some other researcher's opinions for findings included in this thesis but they are quoted or cited in accordance with ethical standard. When there is evidence that this thesis is a kind of plagiarism, I will accept the correlation of my post graduate degree given by Muhammadiyah University of Surakarta.

Surakarta, 24<sup>th</sup>, July 2017

The Researcher  
  
  
**Muhammad Sahrain**  
**S200160032**

**MOTTO**

آلَم

*(Alif Lam Mim)*

*“The only true wisdom is in knowing you know nothing”*  
**(Socrates)**

*“The one exclusive sign of thorough knowledge is the power of teaching”*  
**(Aristoteles)**

## **DEDICATION**

This thesis is dedicated to:

1. Beloved parents; Ahmad, Hafsah and Siti Siyah
2. Beloved brothers and Sister; Nurul Hidayah, Hifjil Khair, Al Hikmatul Munauwarah



## ACKNOWLEDGMENT

*Assalamualaikum, Wr. Wb.*

Praise to Allah SWT, the God of the universe. Thanks for every blessing given to the researcher in finishing this thesis entitled **Translation Technique and Quality of the Indonesian Culture Terms in Bilingual Tourism Booklet of Badung Bali**. Then, the researcher realizes that this thesis cannot be fixed by self without many helps, critiques, motivations, and suggestions from all persons around us. Therefore, the researcher would like grateful to everyone who have helped and supported during this thesis process. They are:

1. Prof. Dr. Khudzaifah Dimiyati, SH, M.Hum, the Director of Muhammadiyah University of Surakarta,
2. Prof. Dr. Markhamah, M.Hum, the Head of Language Study Department,
3. Dr. Dwi Haryanti, M. Hum. and Dr. Anam Sutopo, M.Hum. as the advisors, who have given guidance, information, suggestion and correction patiently during process of writing this thesis,
4. Beloved father and mother who always give prayer, care, support and as motivator during the researcher in learning process,
5. Beloved brothers (Hifjil Khair and Al Hikmatul Munauwarah) for all care, pray support, and as a motivator.
6. Beloved sister (Nurul Hidayah) for all motivation, prayer, advice, help, and has being a motivator.
7. Great Respondents (Leon Gilberto- Mexican, Nannyanja Shukkie Natato-Uganda, and Hend Farouk Sayyed Hasan-Egyptian) who have spare the time and support, shared knowledge, and provides the time to be the rater.

8. Great family of Lembaga Genius NTB, Penerbitgenius, and Pusat Riset Genius Sumbawa- Lombok NTB, for all of the staffs thanks a lot for advice, motivation, directive, knowledge, and experience,
9. Great Family of English Zone Club IKIP Mataram, LPM Sidik IKIP Mataram, PPMI Dewan Kerja Mataram, for all of the members thanks a lot humor, education, experience and knowledge,
10. Great family of FORMS NTB Surakarta, for all of the members thanks a lot has been admonished knowledge, advice, discussion,
11. Great Family of Desa Kanca, thanks a lot for prayer and motivation.
12. Nocturnal friends (Rimawansyah, Firman Yan Permana, Mas Agung, Mas Suparman) for the support, help, and become good friend,
13. All friends of MPB English 2016 (Bang Agung, Bang Fatoni, Bang Dika, Bang Arga, Pak Hafiz, Kak Ary, Kak Anis, Kak Tika, Kak Enggar, Kak Anin, Kak Hida, Kak Maliha, Kak Ais, Kak Desi, Kak Ida, Kak Yunita, Dek Irin, Dek Firda, Dek Selvi, Jeng Rizky,) who always create the harmfulness through harmonitions, supports, jokes, and motivation,
14. All of his families, friends, and leturers that cannot be mentioned one by one, who have supported the researcher.

Finally, the researcher realizes that this thesis is so far of being perfect. Therefore, the researcher wishes the readers are able to give suggestion to make the better research for future.

*WassalamuallaikumWr. Wb.*

Surakarta, 24<sup>th</sup>, July 2017

The Researcher



Muhammad Sahrain

## TABLE OF CONTENTS

<b>COVER.....</b>	<b>i</b>
<b>APPROVAL.....</b>	<b>ii</b>
<b>APPROVAL OF THESIS FOR SUBMISSION.....</b>	<b>iii</b>
<b>NOTE OF ADVISOR I .....</b>	<b>iv</b>
<b>NOTE OF ADVISOR I .....</b>	<b>v</b>
<b>STATEMENT OF AUTHORSHIP.....</b>	<b>vi</b>
<b>MOTTO.....</b>	<b>vii</b>
<b>DEDICATION.....</b>	<b>viii</b>
<b>ACKNOWLEDGEMENT.....</b>	<b>ix</b>
<b>TABLE OF CONTENT.....</b>	<b>xi</b>
<b>LIST OF DIAGRAM, CHART AND TABLE.....</b>	<b>xiv</b>
<b>LIST OF APPENDICES.....</b>	<b>xv</b>
<b>ABSTRACT.....</b>	<b>xvi</b>
<b>ABSTRAK.....</b>	<b>xvii</b>
<b>CHAPTER I: INTRODUCTION.....</b>	<b>1</b>
A. Background of the Study.....	1
B. Focus of The Study.....	5
C. Problem Statements.....	5
D. Objectives of the Study.....	6
E. Benefits of the Study.....	6
F. Research Paper Organization.....	7
<b>CHAPTER II: UNDERLYING THEORY.....</b>	<b>8</b>
A. Previous Study.....	8
B. Theoretical Review.....	13
1. Definition of Translation.....	14
2. Principles of Translation.....	15
3. Process of Translation.....	17
4. Types of Translation.....	18

5. Problems in Translation.....	24
6. Translation Techniques.....	25
7. Translation Quality.....	29
a. Definition of Translation Quality.....	29
b. Criteria of Translation Quality.....	29
1) Accuracy.....	30
2) Acceptability.....	31
3) Readability.....	32
8. The Grand Theory of Translation Quality.....	33
9. Culture Terms.....	34
10. Problem in Translation Cultural Terms.....	37
11. The Bilingual Tourism Booklet.....	38
C. Theoretical Framework.....	40

**CHAPTER III: RESEARCH METHOD..... 42**

A. Research Type .....	42
B. Object of the Research.....	42
C. Data and Source Data.....	43
D. Technique of Collecting Data.....	43
1. Documentation.....	43
2. Interview.....	44
3. Questionnaire.....	44
E. Data Validity.....	45
F. Technique of Analyzing Data.....	47
G. Research Procedure.....	49

**CHAPTER IV: RESEARCH FINDING AND DISCUSSION..... 52**

A. Research Findings.....	52
1. The Translation Techniques in Translating the Indonesian Culture Terms of Badung Bali.....	53
a. Transposition Translation.....	54
b. Addition Translation.....	57
c. Reduction Translation.....	59
d. Established Equivalence Translation.....	62
e. Pure Borrowing Translation.....	64
f. Literal Translation.....	67

g. Adaptation Translation.....	69
h. Naturalized Borrowing.....	71
2. The Translation Quality of the Indonesian Culture Terms in Bilingual Tourism Booklet of Badung Bali.....	73
a. Accuracy Aspect.....	75
1) Accurate Level.....	76
2) Less Accurate Level.....	79
b. Acceptability Aspect.....	82
1) Acceptable Level.....	83
2) Less Acceptable Level.....	85
c. ReadabilityAspect.....	87
1) Readable Level.....	87
2) Less Readable Level.....	89
B. Discussion.....	91
<b>CHAPTER V: CONCLUSION, IMPLICATION, AND SUGGESTION..</b>	<b>104</b>
A. Conclusion.....	104
B. Implication.....	105
C. Suggestion.....	107
<b>BIBLIOGRAPHY.....</b>	<b>108</b>
<b>APPENDICES.....</b>	<b>113</b>



## LIST OF DIAGRAM, TABLE, AND CHART

Diagram 2.1	Schema of Theoretical Framework.....	40
Diagram 3.1	Interactive Model Analysis.....	48
Table 3.1	Scale of Accuracy Aspect.....	44
Table 3.2	Scale of Acceptability Aspect.....	45
Table 3.3	Scale of Readability Aspect.....	45
Table 4.1	The Classification of Translation Technique Applied on Bilingual Tourism Booklet of Badung Bali..	95
Table 4.2	The Average Score of Translation Quality of The Indonesian Culture Terms in Accuracy Aspect.....	97
Table 4.3	The Average Score of Translation Quality of The Indonesian Culture Terms in Acceptability Aspect.....	99
Table 4.4	The Average Score of Translation Quality of The Indonesian Culture Terms in Readability Aspect.....	101
Chart 4.1	The Percentage of Translation Technique.....	95
Chart 4.2	The Percentage of Translation Accuracy of the Indonesian Culture Terms .....	98
Chart 4.3	The Percentage of Translation Acceptability of the Indonesian Culture Terms.....	99
Chart 4.4	The Percentage of Translation Readability of the Indonesian Culture Terms.....	101
Chart 4.5	Translation Quality Assessment (TQA) Model of the Indonesian Culture Terms.....	102

## **LIST OF APPENDICES**

- Appendix I            The Data of Translation Technique  
                              of the Indonesian Culture Terms  
                              on Bilingual Tourism Booklet of Badung Bali
- Appendix II            The Data of Translation Quality  
                              in Accuracy Aspect of the Indonesian  
                              Culture terms on Bilingual Tourism  
                              Booklet of Badung Bali
- Appendix III           The Data of Translation Quality  
                              in Acceptability Aspect of the Indonesian  
                              Culture terms on Bilingual Tourism  
                              Booklet of Badung
- Appendix IV           The Data of Translation Quality  
                              in Readability Aspect of the Indonesian  
                              Culture terms on Bilingual Tourism  
                              Booklet of Badung Bali
- Appendix V            Questionnaire for Raters about Readability
- Appendix VI           The Average Score of Translation Quality  
                              in Accuracy, Acceptability And Readability  
                              Aspect of the Indonesian Culture terms  
                              on Bilingual Tourism  
                              Booklet of Badung Bali

## ABSTRACT

MUHAMMAD SAHRAIN. S200160031. 2017. **Translation Technique and Quality of the Indonesian Culture Terms in Bilingual Tourism Booklet of Badung-Bali**. Thesis. Magister of Language Studies. Faculty of Language Department Muhammadiyah University of Surakarta.

The objectives of this research are: 1) to identify the kinds of translation technique 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 entitled Holiday to Badung Bali. The objects of the research are the technique that used and the translation quality in form of accuracy, acceptability, readability aspect. This research applies descriptive qualitative. The Techniques of collecting data are 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 results show that: *First*, there are eighth techniques which are applied by translator. They are that; 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 assessed by Nababan et al (2012). It shows that the average score consists of 2,54 and it 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

MUHAMMAD SAHRAIN. S200160031. 2017. **Translation Technique and Quality of the Indonesian Culture Terms in Bilingual Tourism Booklet of Badung-Bali**. Thesis. Magister Pengkajian Bahasa. Universitas Muhammadiyah Surakarta.

Tujuan dari penelitian ini adalah 1) untuk mengidentifikasi teknik terjemahan dari istilah budaya Indonesia, dan 2) untuk mendeskripsikan kualitas terjemahan pada aspek keakuratan, keberterimaan, dan keterbacaan) yang terkandung dalam buku dua bahasa berjudul *Berlibur di Badung-Bali*. Penelitian ini menerapkan penelitian kualitatif deskriptif. Objek dari penelitian ini adalah teknik yang digunakan dan kualitas terjemahan istilah budaya Indonesia yang difokus pada kata, frase dan kalimat. Teknik pengumpulan data menggunakan dokumentasi, kuesioner, dan wawancara. Sementara teknik analisa data menerapkan Model dari Miles dan Hubberman (1984) diantaranya reduksi data, display data, dan verifikasi. Hasil penemuan menunjukkan bahwa: Pertama, peneliti mengidentifikasi ada delapan teknik terjemahan yang diaplikasikan oleh penerjemah dalam menerjemahkan istilah-istilah budaya Indonesia diantaranya 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% dikategorikan pada level akurat dan kurang akurat terdiri dari 36 data atau 22.36%, b) dalam aspek keberterimaan, ditemukan 111 data atau 68.94% dapat diterima dan terdapat 50 data atau 31.05% kurang dapat diterima, dan c) dalam aspek keterbacaan, ditemukan 112 data atau 69.56% dapat dipahami dan terdapat 49 data atau 30.43% kurang dapat dipahami. Dengan demikian, kualitas terjemahan istilah-istilah budaya Indonesia dalam buku berjudul *Berlibur di Badung Bali* yang dinilai menggunakan model TQA (*Translation Quality Assessment*) oleh Nababan et al (2012) menunjukkan skor rata-rata 2,54. Berdasarkan hasil yang demikian, dapat disimpulkan bahwa terjemahan tersebut termasuk terjemahan yang baik. Artinya terjemahannya akurat, dapat diterima, dan dapat dipahami.

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