Translating a Tourism Booklet Entitled
"Booklet Wisata Kabupaten Jember"

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Abstract

Considering the tourism potentials in Jember, the efforts in promoting the tourism in the area should be done by utilizing any promotional media including tourism booklet. The local government of Jember had published a printed promotional media entitled "Booklet Wisata Kabupaten Jember". The booklet was written in Indonesian. Therefore, it was essential to translate the booklet into English to attract more visitors to come to Jember especially foreign tourists. In translating the booklet, there were four stages employed including analysis, transfer, restructure, and evaluation and revision. The key and essential parts of current translation were the analysis and evaluation and revision. The writers needed to analyze the source text carefully do to textual and substantial issues. In addition, evaluation and revision were also done by considering the perspective of the target readers. The final product of the translation was an English version of the booklet with the title of "Jember Tourism Booklet: Explore the Beauty of Jember".

Keywords: Translation, Tourism Booklet, Analysis, Transfer, Restructure, Evaluation and Revision

Introduction

Jember is one of the regencies in East Java, Indonesia, that has various tourism attractions. Based on the data from the tourism booklet of Tourism and Culture Department of Jember Regency (2023), the tourism attractions in Jember consist of natural tourism, artificial tourism, educational tourism, and special-interest tourism that attract tourists to visit Jember. Jember also holds various tourism events and the most popular one is Jember Fashion Carnaval (JFC). Since Jember Fashion Carnaval (JFC) has made Jember and Indonesia famous around the world, it contributes to the growth of tourism in Jember. There are not only domestic tourists but also foreign tourists visit Jember to watch this carnival every year (Susanti, 2020). It is also claimed that the highest number of visits by tourists in Jember occurred during the JFC event, which is held annually. It is because many foreign tourists had planned their visits to Jember far in advance during that momentous occasion (Hazliansyah, 2017). Considering Jember tourism potentials, and the great impact of JFC, Jember government, through the Tourism and Culture Department of Jember Regency, needs promotional media to promote the Jember tourism to the public.

For sure, it is always important to promote tourism industry in Jember by making use of various media including books, videos, and any other types (Arsyad, 2017) to promote the tourism activities by communicating them to the target market (Kotler et al., 2017), in this case the tourists. One of the promotional media used by the local

government is tourism booklet. This is the printed material from which people who wish to visit, and are visiting, Jember are able to get informed about various destinations in the area that cover natural, artificial, special interest, and educational tourism.

At the time being, the available tourism booklet was written and presented in Indonesian. Consequently, the booklet was only understood by Indonesian tourists and others who could communicate in Indonesian. There was no English version of the booklet. Therefore, translating the Indonesian version into English was seen as essential effort to reach broader target visitors especially from foreign countries. Based on this, current translation work was conducted.

Translation has been done for years. Theoretically, the definitions remain relatively unchanged. For instance, Newmark (1988) states that translation is rendering the meaning of a text into another language in the way that the author intended the text, while Catford (1965) explains that translation is the replacement of textual material in one language by equivalent textual material in another language. In addition, Nida and Taber (1969) mention that translating consists in reproducing in the receptor language the closest natural equivalent of the source-language message both in terms of meaning and style. Considering the definitions above, it is safe to assume that the translation process is suitable to the ideal one. However, the practical implication could be more complicated. For example, it is challenging to translate a text with problematic issues regarding the quality. This surely affects the translation process.

The translation process is a series of stages actions to produce an accurate, proper and reasonable translation (Ma'mur, 2007). In general, the translation process covers four stages like proposed by Suryawinata and Hariyanto (2016). They divide the process into analysis, transfer, restructure, and evaluation and revision. The analysis is related to the process of analyzing the source text including the grammar, dictions, and textual and contextual meanings. The second stage of translation is transfer. In this stage, the material or message that has been analyzed is processed by the translator in his mind and transferred from the source language to the target language. In the restructure stage, the translator tries to find the appropriate equivalent words, expressions and sentence structures in the target language so that the contents, meanings and messages contained in the source language text can be fully conveyed in the target language. The last stage of translation is evaluation and revision. Translation results in the target language are evaluated or readjusted with the source language text. If it is still not appropriate, then a revision is made.

Based on the explanation above, this paper aimed at highlighting the process of translating a tourism booklet entitled "Booklet Wisata Kabupaten Jember". This focused on detailed works in each of the four stages of the translation process. Due to the fact that the source text was not satisfactory both textually and substantially, this paper exemplified how to deal with challenging text to produce appropriate translation in the target language.

Research Method

As mentioned previously, this paper was presented based on a project of translating a tourism booklet from Indonesian to English. The project was a development with the aim of producing a product, an English version of the booklet. In this case, the writers used

their scientific knowledge systematically to produce a useful material (Good, 1972, as cited in Kusumarasdyati, 2019).

Regarding the source text, the writers translated a tourism booklet entitled "Booklet Wisata Kabupaten Jember" into English. The booklet had 22 pages (including the front and back covers) with approximately 4.376 words and contained information about tourism attractions in Jember Regency. The details of the translation source can be seen in Table 1.

In translating the booklet, the writers adapted the stages proposed by Suryawinata and Hariyanto (2016). The process started by analysis to comprehend the source text. Next, the writers did the transfer stage, which occurred almost simultaneously with the previous stage. Restructuring was the following stage in which the writers restructured the source text into the English version. The last, the writers did evaluation and revision.

Table 1. Detail Information of the Source Text

No.		Source of Translation
1	Type of Translation Source	Tourism Booklet
2	Title	Booklet Wisata Kabupeten Jember
3	Year of Publication	2023
4	Name of Publisher	Pemerintah Kabupaten Jember – Dinas Pariwisata dan Kebudayaan Kabupaten Jember
5	City of Publicity	Jember, East Java, Indonesia

Results and Discussion

As explained, there were four stages of translation process employed by the writers to produce the translated version of the booklet. The details of the process can be read as follows.

Analysis

Analysis of the source text is always a crucial part of any translation project. This stage commonly took place prior to the translation process from the source to the target language (Hartono, 2020). Suryawinata and Hariyanto (2016) explain that the analysis stage covers grammatical, meanings of words and phrases, textual meanings, and contextual meanings. As a result, a translator will understand what he is about to translate.

In the analysis stage, the writers spotted numerous errors both morphologically and syntactically including incomplete sentence structure, repetitive sentences, nonstandard words, capitalizations, punctuations, prepositions and conjunction problems. The writer also found some incorrect information, incomplete information, irrelevant content, and informal writing style in the description of tourist destination. The writers confirmed this problem to a representative of Tourism and Culture Department of Jember Regency. The representative admitted to the writers that the tourism booklet was not perfect and contained many errors. Therefore, the representative gave full permission to

the writers to adjust and revised it. The purpose of this adjustment and revision activity in the analysis step was to make it easier for the writers to translate the source text into the target text.

There were various errors found in the source text that needed to be revised. The first error was incomplete sentence structure. A complete sentence structure should at least include subject, verb, and object. The incomplete sentence was found in the text description of Pantai Tanjung Papuma and Pantai Watu Ulo. In this case, the sentence had no subject, which made it incomplete. The writers then added the subject, which was the name of the tourist destination, to make it a complete sentence.

The next error was related to repetitive sentences. For example, a problem was found in the text description of Tanoker Ledokombo. The sentence was written twice, which made it confusing to read. The writers, then, removed the duplicate sentence and left the original sentence to provide a better description.

The third example was a nonstandard word, a word that was considered incorrect according to the official dictionary of the Indonesian language or KBBI. There was a nonstandard word, '*capucchino*' which was considered nonstandard in Indonesian. The correct one should be '*kapucino*'. The last example of the errors was the missing of preposition in the description of Agrowisata Gading Asri. There was no preposition in the following sentence, '*Agrowisata Gading Asri terletak kawasan selatan kota Jember*'. The preposition '*di*' should be added separately between terletak and kawasan selatan. As a result, the sentence was revised into '*Agrowisata Gading Asri terletak __di__ kawasan selatan Kota Jember'*.

After correcting the previous errors in the source text, the writers, next, went to the booklet content. There were incomplete pieces of information that needed to be updated. As a note, the tourism booklet elements consisted of photograph, description, and address of the tourist destination. While the description of each tourist destination should be included facilities and activities that could be accessed by visitors. Meanwhile, several tourist destinations in this booklet had none of these elements. The writers considered it incomplete information. Incorrect information was also found in several descriptions of tourist destinations. In addition, the writers found irrelevant content between the title (name of tourist destination) and the description. Lastly, the writer found an informal writing, a style of writing in an informal manner. Then, the writers revised the content in order to give complete and truthful information as well as a better understanding to the readers.

The first was found in the description of Air Terjun Sumbersalak. It was written that '*Air Terjun Sumbersalak was known as Air Terjun Karangkatak*', while the writers could not find any sources that confirmed the claim being mentioned. Tourism articles and blogs related to Air Terjun Sumbersalak mostly stated that this waterfall was well-known as a '*Mini Niagara Falls'*. Considering the perspective of foreign tourist, to whom the English version of the tourism booklet was addressed, '*Mini Niagara Falls*' would be more attractive than '*Air Terjun Karangkatak'*. The writers chose to revise it into '*Mini Niagara Falls*' in order to attract the tourists' curiosity. The writers also gave a reason why '*Air Terjun Sumbersalak*' was called '*Mini Niagara Falls*'. In the booklet, a photograph of this waterfall was also shown to strengthen this statement.

The next was related to incomplete information. This was found at several tourist destinations such as Pemandian Kimo, Niagara Water Park, and Café & Rest Area Gumitir. There was no address information in the description of Pemandian Kimo. The writers then added the address because it was one of the most crucial elements of the tourism booklet. The writers searched for the address on Google Maps, an application that most people use to find the location of tourist destinations.

Regarding the irrelevant content, this was related to content that had no correlation between the title (the name of the tourist destination) and the description. For example, instead of describing the tourist destination, the content of Agrowisata Cerutu explained the company that built it. The title itself was Agrowisata Cerutu, but the descriptive text explained PT. Boss Image Nusantara. Considering the perspective of the target readers, who consisted of commoners and domestic people from outside Jember, and even foreigners, they would be confused by this. The writers then figured out that the same descriptive text was already on the PT. Boss Image Nusantara's official website, bincigar.com. The writers then revised the content using a new description rather than providing the same information as stated on the website.

The last one was the informal writing style. The writers found informal writing in the description of Glantangan Golf. The writing style was not formal and seemed to be diary notes or a personal blog type of writing, which was considered improper for the tourism booklet. As a result, the writers adjusted the sentence and edited it for more effective writing.

Transfer

After the source text had been analyzed, the writers processed it and started to transfer the Indonesian text into English. Transferring the source language actually had been done at the same time as the writers revised the spelling errors and content problems at the analysis step (Suryawinata & Hariyanto, 2016). It was because while the writers read and structured the sentences, there writers were already planned out how they would translate the text. The purpose of the transfer step was to help the writers in preparing the proper terms for the next step: translating the source text. However, because the transfer stage was only processed in the writers' mind, no translation draft had yet been produced. The writers focused on determining every word and sentence to be transferred into the target language by considering the grammatical structure.

Restructure

The restructure stage was the step where the translation process was done by the writers as the translators. The writers began to write down what has been processed in the writers' mind and arranged the translation draft. Other than manually translating, the writers utilized the technologies of translation, also called translation tools such as Machine Translation (MT) and computer program tools. For the MT, the writers used DeepL Translator whenever the writers had problems in constructing sentences in target language. However, the writers did not depend fully on the MT results because they were unsatisfactory.

The DeepL Translator did not produce any good results in translating several terms. The writers revised it again using equivalent terms to make sure the translation draft was more natural and understandable. To search for equivalent terms, the writers searched for a synonym in the online thesaurus of Merriam-Webster Dictionary.

The first example was '*gua*' in the sentence '***gua** peninggalan zaman kolonial Jepang*'. The DeepL Translator rendered the word '*gua*' as '*a cave*'. The writers thought that the term '*cave*' was less accurate when it was used in the context that talked about a defense fort built by Japanese soldiers. The writers then searched the synonym of the word in the Merriam-Webster Dictionary and found an alternative word '*bunker*'. The difference between two terms was, a cave was a naturally formed underground chamber, while a bunker is a human-made underground shelter. Therefore, the writers revised '*cave*' into '*bunker*' because it was more suitable in the context of the description.

The second example was '*... kita bisa mengajak anak-anak ke alam ....*' which was translated into '*... we can take the children to nature ....*' by DeepL Translator. The writers thought that the translation was very literal. Therefore, the writers revised the translation to be simpler and more acceptable. In this case, the writers changed the word '*we*' to '*visitors*' and '*take*' to '*enjoy*'. As a result, the writer rephrased the sentence as '*... visitors can enjoy nature with kids ....*'

After finishing translating the entire source text, the writers reviewed the draft with a computer program namely Quillbot grammar checker. The writer utilized the Quilbot to fix grammatical errors that the writer made while translating the text.

Quilbot assisted the writers in revising grammatical issues as well as offering suggestions to improve the sentences. For example, the writers were inconsistent in using the gerund in the sentence '*... fishing, enjoy grilled fish ... and picnic at ....*' The Quilbot then helped the writer correct it to '*... fishing, enjoying grilled fish ..., and picnicking at ....*' Another example was '*... pengunjung tidak perlu khawatir karena ada petugas penjaga satwa di sana ....*' which translated by the writers as '*... visitors don't need to worry because there are animal guards are present ....*' The Quilbot then suggested the writers revise it to '*... visitors do not need to be afraid because there are animal keepers on the spot ....*'

After ensuring that there were no errors in the translation, especially grammatically, the writers sent the draft to a proofreader that had been hired. The proofreader focused on helping the writers with the structure of the draft. In short, the proofreading emphasized the textual structure of the translation.

Table 2. Examples of Feedbacks by Proofreader 1

No.	Source Language	Target Language	
		Before Revision	After Revision
1.	*Pantai Tanjung Papuma (Pasir Putih Malikan)* **merupakan nama yang sudah tidak asing lagi** *di Jawa Timur.*	Tanjung Papuma Beach (Pasir Putih Malikan) **is a well-known name** in East Java.	Tanjung Papuma Beach (Pasir Putih Malikan) **is a well-known beach** in East Java.
2.	***Tidak kalah menariknya di samping Goa Jepang terdapat Goa Lawa (Goa Kalelawar) yang dihuni*** *ratusan ribu kelelawar.*	**No less interesting next to Japanese Bunker is** *Goa Lawa* **(Bat Cave), inhabited** by hundreds of thousands of bats.	**Equally interesting, there is** *Goa Lawa* **(Bat Cave) located next to** *Goa Jepang* **that is inhabited by**

			hundreds of thousands of bats.
3.	*Yang tidak kalah menariknya ialah, terdapat Pantai Kucur yang bersebelahan dengan Pantai* Pancer *Puger.*	Interestingly, there is Kucur Beach adjacent to Pancer Puger Beach.	Another interesting view is coming from Kucur Beach that is located adjacent to Pancer Puger Beach.
4.	*...penonton yang berasal dari nusantara dan mancanegara*	…audiences from Indonesia and abroad	…the local and international audiences
5.	• *Pemandian Kebon Agung berlokasi di **dalam kota*** • *Pemandian Kimo berlokasi di **dalam kota***	• Kebon Agung Swimming Pool is located **within the city** • Kimo Swimming Pool is located **within the city**	• Kebon Agung Swimming Pool is located **uptown** • Kimo Swimming Pool is located **downtown**

As shown in Table 2, there were some revisions from the proofreader. For example, '*... nama yang sudah tidak asing lagi di Jawa Timur ....*' was translated as '*... a well-known name in East Java ....*' The proofreader advised the writers to change the translation with two options: '*... has been well-known ....*' or '*... is a well-known beach ....*' Because '*... a well-known name ....*' was considered too literal, the writers then chose '*... is a well-known beach in East Java ....*' to revised the translation. In the second example, the proofreader recommended the writers to find another expression of '*... tidak kalah menariknya ....*' because '*... no less interesting ....*' was too literal. The writers then changed it to '*... equally interesting ....*' The proofreader also suggested the writers to revise the sentence to '*... there is Goa Lawa (Bat Cave) located next to Goa Jepang that is inhabited by hundreds of thousands of bats ....*'

The last example, the proofreader suggested the writer to change the term '*... within the city ....*' in the location of Kebon Agung Swimming Pool to '*uptown*', and the same phrase for Kimo Swimming Pool's location to '*downtown*'. These two terms had similar meanings in Indonesian, which were '*di dalam kota*' or '*pusat kota*'. The writers then searched for the difference between '*downtown*' and '*uptown*'. According to the Merriam-Webster Dictionary, '*downtown*' was the main business district or central part of a city. While '*uptown*' was the residential district that was away from the center of a town. The writers then looked up the context of each tourist destination. Kebon Agung Swimming Pool was located in Kaliwates Sub-district, 5 kilometers from the center of Jember. Meanwhile Kimo Swimming Pool was located at Sumbersari Sub-district, 4 kilometers from the center of Jember. Therefore, Kebon Agung Swimming Pool was located uptown, and Kimo Swimming Pool was located downtown because Kimo was closer to the town square than Kebon Agung.

Evaluation and Revision

Evaluation and revision was the last step of the whole translation process. In this case, besides getting feedbacks from the first proofreader who focused more on the structure of the translation, the writers also received feedback from the second proofreader who focused on helping the writers improve the draft by considering the perspective of the target readers of the English version of the booklet. Knowing that the source text was

quite problematic, in which number of issues were found, this step was very crucial in order to answer a question of who would read the translated text. Seresová and Breveníková (2019) explain that by considering the target readers of the translated text, a translator will work for that matter even when he has to deal with defect texts. The example of the feedbacks from the second proofreader can be seen in the Table 3.

Table 3. Examples of Feedbacks by Proofreader 2

No.	Source Language	Target Language	
		Before Revision	After Revision
1.	*Bentuk bangunan yang asli dapat dilihat pada restorannya. Di samping itu pula wisatawan dapat menikmati ....*	The original building can be seen in the restaurant. Visitors can also enjoy….	The original building now functions as a Rembangan restaurant. At the restaurant, visitors can enjoy….
2.	*Di pantai ini terdapat pula **sentra penjualan ikan segar** untuk dibawa pulang pengunjung sebagai oleh-oleh.*	The beach also has **a center for selling fresh fish** as souvenirs for visitors to take home.	There is also **fish market** where visitors can buy fresh fish as souvenir.
3.	*Air Terjun Tujuh Bidadari*	Seven Angels Waterfall	Tujuh Bidadari Waterfall
4.	*…menikmati sensasi paralayang dengan ditandem (ikut naik dengan dibonceng di depan pilot paralayang).*	…enjoy the thrill of paragliding by flying in tandem with a pilot.	…enjoy the thrill of the sport by trying tandem paragliding with a professional pilot.
5.	*Pengunjung juga bisa melihat tayangan diversifikasi produk tembakau yang belum banyak diketahui masyarakat luas.*	Visitors can also see presentations on the diversified tobacco products that are not widely known by the general public.	The display also shows the diversification of tobacco products.

As seen in Table 3, the second proofreader helped the writers in paraphrasing the sentences in order to make the translation more natural. For example, '*Bentuk bangunan yang asli dapat dilihat pada restorannya.*' was translated as '*The original building can be seen in the restaurant.*' According to the second proofreader, the sentence was considered ambiguous in English because it resembled the source language's sentence structure. Therefore, the proofreader advised the writers to modify it to '*The original building now functions as a Rembangan restaurant.*' The following sentence, '*Visitors can also enjoy Rembangan ginger tea and cheese-covered fried bananas.*' was also revised to make it more relevant to the previous. The sentence was later revised to '*At the restaurant, visitors can enjoy various snacks, foods, and drinks including Rembangan ginger tea and cheese-covered fried bananas.*'

In the second example, the writer translated '*... sentra penjualan ikan segar ....*' into '*... a center for selling fresh fish ....*', but the second proofreader stated that the term of '*... a center for selling fresh fish ....*" was quite awkward in English. The proofreader then suggested changing it to '*fish market*'. In the third example, the writer used the English name of '*Air Terjun Tujuh Bidadari*' as '*Seven Angels Waterfall*'. The proofreader said that it was better to keep the original name. In addition, the proofreader also suggested adding '*Tujuh Bidadari Waterfall which literally means Seven Angels*

Waterfall' in the description of this tourist destination. The fourth example in the table was also a suggestion from the supervisor to make the translation more natural.

In the last example, the second proofreader suggested the writers reconstruct the sentence of '*Visitors can also see presentations on the diversified tobacco products that are not widely known by the general public*' into a better translation. The writers considered revising it with two sentence options: '*In this museum, visitors can also learn about tobacco product diversification*' and '*The display also shows the diversification of tobacco products*'. The writers discussed this with the proofreader regarding which sentence was better. The proofreader then agreed to revise the translation with the second option.

After revising the draft based on the suggestions by the proofreaders, the writers sent the revised Indonesian draft of the tourism booklet and the translation draft to the institution that published the booklet. Both drafts were reviewed by a representative of the institution. After reviewing, it was informed that both drafts were well-done and no a major revision needed. However, it was requested to remove Glantangan Golf from the tourist destination list. It was because the latest condition of Glantangan Golf was badly damaged and inaccessible to tourists. Therefore, the writers removed the related part, Glantangan Golf, from the tourism booklet. After ensuring there was no errors in the translation draft, the writers were ready to design the English version of the tourism booklet as the final product.

From the description of the whole process of the translation project being reported in this paper, it is obvious that the writers followed the four stages carefully. As explained, there were many issues found in the source text that required the writers not only to analyze but to revise as well to help the writers translate optimally. Molnár (2012) implicitly suggests that the source text should not be taken for granted due to the fact that a translator may have to deal with defective or flawed source text that needs to be identified properly. The careful analysis undoubtedly a crucial foundation before proceeding to the next stages especially the restructure.

Another interesting aspect to discuss is related to the use of machine translation in the project. The writers utilized DeepL Translator to help translate the source text efficiently. Still, the result was not that satisfactory especially regarding the accuracy of the translations in certain contexts. Nevertheless, the machine translation was undeniably helpful to complete the project efficiently by integrating it with human translation performed by the writers (Maučec & Donaj, 2020).

In addition, there were two proofreaders involved in the project. The first took part in the restructure stage while the other helped with the evaluation and revision. Šunková (2011) states that proofreading is a part of "quality control" that is expected to help improve and polish the translated texts. In line with Seresová and Breveníková (2019), in the evaluation and revision, the writers, with the help of the second proofreader, focused on evaluating the results of the translation from the previous stage by considering the perspective of the target readers even though the source text was considered poor.

Finally, after finishing the whole process, the writers could prepare the final product, the English version of the booklet. In this case, the writers hired an editor to design the layout of the English version of the tourism booklet. The final product of the

whole project was an English tourism booklet entitled "Jember Tourism Booklet: Explore the Beauty of Jember".

Conclusion

A translation process may require a translator to deal with complicated tasks starting from the analysis, transfer, restructure, to evaluation and revision. Regarding the current paper, it is obvious that the writers should make efforts in analysis and evaluation and revision stages. The fact that there were various issues found in the source text both textually and substantially, the analysis of the source text should be done carefully. In this case, the writers should make a lot of revisions to make sure that the translation process run appropriately.

The evaluation and revision stages in current project should be seen differently. In this case, the writers offered a quite different approach in translating the tourism booklet. The writers tried to emphasize on the perspective of the target readers. It means that various adjustments were made; resulting in relatively new sentence constructions, which were considered "far" from the source text, in many parts of the booklet. Surely, the main consideration was that the writers concerned that the result would be dull when the translation process fully followed the patterns of textual construction of the source text.

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