The Unnaturalness of the Translatio of Indonesian Tourist Resorts Signs Into English in Parapat and Bukit Lawang

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Abstract—**This research dealt with the common phenomena unnatural translations in public signs of tourist resorts in Parapat and Bukit Lawang. The objectives of this study is to find out the unnatural Indonesian-English translation of public signs at the two tourist resorts (Parapat and Bukit Lawang. The findings of this study showed that there are only five grounds unnatural translation found both in Parapat ad Bukit Lawang**

Keywords: Unnatural Translations, Tourist Resorts, Public Signs, Qualitative Research

I. INTRODUCTION

Lan (2006:13) highlights that unnaturalness in translation can be observed from the linguistic angle, analyzing the clumsy use of words, expressions, grammatical structures. In translating the public signs, the use of words, and grammatical structures are important rules. To translate public signs into English, an understanding of linguistic features of public signs is required to enable the researcher in analyzing public signs translation. Guo (2012) states that the basic characteristic of public signs in general must consider a correct grammar and spelling, with a short and clear language, a precise word choice, commonly used words, comprehend the cultural difference. The analysis of this public signs was written below:

SL : Ada Kamar
TL : Have Room

From the data above, the owner of the accommodation translated ada kamar into have room. By looking at the international advertisement, and asking at Word Reference Language Forums, to mention ada kamar in the accommodation such as hotel it should be rooms for rent, a room available, and rooms available for rent.

The phenomenon of many mistakes found in the English translation of public signs for tourism in Parapat and Bukit Lawang has been choosen on this subject matter. It is necessary to identify and solve the problems translating public signs for tourism that spread all over the city since tourism plays an important role in boosting the economic development in Indonesia.

II. REVIEW OF LITERATURE

Translating is rendering the meaning of a text into another language in the way that the author intended the text (Newmark, 1988:5). Then, Newmark (1988:7) highlights that as a means of communication, translation is used for multilingual notices, which have at last appeared increasingly conspicuously in public places; for instructions issued by exporting companies; for tourist publicity, where it is too often produced from the native into the foreign language by natives as a matter of national pride; for official documents, such as treaties and contracts; for reports, papers, articles, correspondence textbooks to convey information, advice and recommendations for every branch of knowledge. Unnaturalness in translation is divided into two categories (Lan, 2006:13)

1) Unnaturalness on the Linguistic Grounds
2) Unnaturalness on the Cultural Grounds

This is definitely not a simple task because culture is a notion too broad and sophisticated to be fully grasped Newmark (1998) states cultural words can be categorized into five, namely:

Ecology. It is geographical feature that can be normally distinguished from other cultural terms in that they are usually value-free, politically and commercially. It includes flora, fauna, mountain, river, natural conditions, for example wedus gembe, serindit melayu bird, etc.

Material culture (artefacts). It is the culture specific element that includes clothing, food, transportation, tools and requirements. For example getek, pempek, kebaya, etc.

Social culture: work and leisure such as the names of music, games or dance that is typical in certain areas such as keroncong, kuda lumping, malam takbiran, kopi darat, etc.

Organization, customs, ideas political, social, legal, religions, artistic. The linguistic manifestations of this concept cannot be translated into a language where the audience is unfamiliar

with it, for example SLB (Sekolah Luar Biasa), kepala desa, sumpah pemuda, etc.

Gestures and habits. In this case, there is a distinction between description and function which can be made where necessary in ambiguous cases: thus, if people smile a little when someone dies or give a thumbs-up to signal OK, all of which occur in some cultures and not in others. These activities or actions carried out from generation to generation like kerja bakti, bersila, nujuh bulan, aben, lamaran, etc.

To help translators and translation learners have a clearer view of the major causes of unnaturalness in translation, the researcher will write the classification the causes of unnaturalness based on Lan (2006:38) such as subjective causes and objective causes.

There are several theories about types of translation techniques. Each theory has some different types of translation techniques. Actually, there is a difference between translation methods and translation techniques. According to Newmark (1988:81) translation procedures or translation techniques are used for sentences and the smaller units of language, while the translation method is related to the whole texts.

III. RESEARCH METHODOLOGY

Qualitative research design will be applied to this research. Bogdan & Biklen (1992:58) mentions that the qualitative research is descriptive, where the data is in the form of words or pictures rather than numbers. It is about what going on and what the data shown. Then, Bogdan and Biklen stated that research here is descriptive with the natural setting as the direct source of the data and the researcher is the key instruments. There are totally 35 translation texts of public signs in Parapat divided into 15 Indonesian-English translation texts of public signs in Parapat and 20 English translation text of public signs in Parapat. While there are 32 translation texts of public signs in Bukit Lawang, divided into 10 Indonesian-English translation texts and 22 English translation texts. The sources of data in this research are Parapat and Bukit Lawang while the data of this research are the Indonesian-English translation text of tourist resorts public signs. In process of collecting data, the researcher needed tools as supporting instrument, such as camera to catch the photo of public signs in the tourism places in Bukit Lawang-Kabupaten Langkat, and Parapat, Kabupaten Simalungun. Bogdan Biklen (1992) explain the analysis in qualitative involves working with data, organizing them into manageable units, synthesizing them , searching for patterns, discovering what is important and what is to be learned, and deciding what you will tell others.

IV.DATA, DATA ANALYSIS, FINDINGS AND DISCUSSION

A. The exclamation "welcome"

It was found one general greeting in tourism places written embarrassing spelling mistakes; that was welcome. Based on Oxford Dictionary welcome should be written welcome. Welcome in tourism places has function as an exclamation which has meaning as used to greet someone in a polite or friendly way. SL : SELAMAT DATANG DI KABUPATEN SAMOSIR PARIWISATA
TL : WELLCOME TO SAMOSIR TOURISM REGENCY

On the information indicator board in Parapat for example show Wellcome to Samosir Tourism Regency. Wellcome; well, come (as in well come in or something along that line based on Oxford Dictionary). But, together welcome means nothing, no such words exist. Another data from Quora site, wellcome is a family name. Probably the most notable person with that name was Sir Henry Wellcome, who set up the Wellcome Trust for biomedical research. There is also another source highlights that wellcome is a supermarket chain owned by Jardine Matheson Holdings via its Dairy Farm International Holdings subsidiary. The wellcome supermarket is one of the two largest supermarket chain in Hong Kong. It absolutely does not have any relationship meaning with welcome as the exclamation used to greet someone in a polite or friendly way. Newmark (1998) states cultural words can be categorized into five, namely Ecology culture, material culture, social, organization, customs, ideas political, social, legal, religions, artistic, gestures and habits. The data just found the cultural bacgrounds on material culture side. Here was the explanation; Material culture (artefacts). It is the culture specific element that includes clothing, food, transportation, tools and requirements. The data was taken from the words Ayam Penyet.
SL : Ayam Penyet
TL : Ayam Penyet or Smash Fried Chicken
Actually, penyet is not the origin word from Malaysian / Indonesian language, but came from Javanese language which has meaning flattened, smashed, crushed, press, push. Ayam Penyet is Indonesian, more precisely East Javanese cuisine which is fried chicken dish consisting of fried chicken that is smashed with the pestle against mortar to make it softer, served with sambal, slices of cucumbers, fried tofu and tempeh. It will be really nice and wise not to change the words ayam penyet into another words although smashed has similar meaning with penyet. The discussion same with gado-gado and rending.

First and foremost, the practice of translation belongs to the linguistic realm. Thus, the primary reason of poor translation must be the insufficiency of the translator's language competence. Admitting that translating into the second language is not the most felicitous working mode, in practice the service is still solicited in many branches of human activities.

Shift or transposition is a translation procedure involving a change in the grammar from source language to target language. One of the type of shift found based on the data is structure shift. This is a shift in grammatical structure including change in word order. Structure shift occurs when a source language grammatical structure does not exist in the target language.

Here is the example of the transposition category:
SL   : ADA KAMAR
TL   : HAVE ROOM

From the data above, the owner of the accommodation translate ADA KAMAR into have room. By looking at the international advertisement, and asking at Word Reference Language Forums, to mention ADA KAMAR in the accommodation such as hotel it should be rooms for rent, a room available, and rooms available for rent. Signs are common to be written in short form with be verbs or generally function words dropped e.g. waitress wanted, evenings and weekends which is actually a waitress is wanted here in the evening on the weekend, so room available is short for a room (to rent) is available. Available room is more like labeling a room (this is an available room) than a sign reading room is available to rent.

V. FINDINGS

Having all the data been analyzed based on the three research problems, the findings are described as the following: There are only four grounds from six unnatural translation found both in Parapat and Bukit Lawang, they are embarrassing spelling mistakes, change or loss information, grammatical mistakes, inappropriate choice of words, and on the material (artifact) cultural background. In embarrassing spelling mistakes found it was found in exclamation welcome and thank you. In change or loss information, there was missing information in terms of service and center. In grammatical mistakes, it was found in the use of apostrophe and also the change from singular to plural. In inappropriate choice of words, it was found inappropriate choice of words have as the transfer meaning. Word for word translation and redundancy as linguistic ground of unnatural translation are not found in the data of public signs in Parapat and Bukit Lawang. The researcher assumes that it is because there is no repetition in public signs in Parapat and Bukit Lawang. That is related to the culture of people in Parapat and some of them in Bukit Lawang are Bataknese. Bataknese people will not use repitition to mention something. The researcher meant here that Bataknese people will not use the similar words to mention one meaning. If there is a word sounds like repetition, it included reduplication, not redundancy. That is two different things. Reduplication is a process of repeating a word, either wholly or partially (Brown, 2013). Reduplication is used in inflections to convey a grammatical function, such as plurality, intensification, etc., and in lexical derivation to create new words. There are at least two kinds of reduplication; full reduplication and partial reduplication. In Indonesian, it involves repeating the entire word where the two parts of the word are separated by a hyphen. For Example: Free bases (root words): kupu-kupu; tiba-tiba; buku-buku.
Base + an affix or more: perubahan-perubahan(from base ubah); tulisan-tulisan(from base tulis)

Furthermore, in Indonesian, some nouns consisting of repeated forms are single bases (root words). Many of these words are names of plants, animals, types of food and instruments:
1) cumi-cumi   (squid)
2) kupu-kupu   (butterfly)
3) alang-alang   (tall grass species)
4) gado-gado   (mixed vegetable dish)
5) oleh-oleh (gift).
Sometimes it also refers to something having two or more similar parts:
1) paru-paru   (lungs)
2) baling-baling (propeller)
3) anting-anting (ear ring).
Indonesian full reduplication may also produce a meaning which is different but nevertheless related to the meaning of the single base (root word), or similarity.
These results can be prooven by looking at the result of research done by Sinaga (2015) states that reduplication in Batak Toba included dwipura reduplication, partial reduplication, dwilingga reduplication, and dwilingga affixes reduplication. If the language change into Indonesian, it will transferred into one meaning. For example
1) Baba (Simalungun) = Mulut (Indonesia) = Mouth (English)
2) Tigting (Simalungun) = Pengumuman (Indonesia) = Announcement (English)
3) Munggil Unggil (Batak Toba) = Ragu-Ragu (Indonesia) = Doubt (English)
In contrast with the explanation from Dawson (1991) states that redundancy is the use of more words than are necessary to express a thought, especially the use of two expressions that mean the same thing. Compare with the example Written as : Panorama view
Panorama and view has the same meaning but it is written as both of that words.
based on the data is structure shift. This is a shift in grammatical structure including change in word order.

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