LEARNING TRANSLATION METHODS: STUDY ANALYSIS OF TOURISM BROCHURE "INSPIRATION OF HISTORICAL HERITAGE"

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Abstract: English students who focus on tourism translation face unique challenges that require special methods in practice. Tourism translation requires specific methods in practice. This study aims to investigate translation methods applied in the English translation of the Tourism Brochure 'Borobudur: Inspiring Historical Heritage' and identify the most frequent and least frequent translation methods in the brochure 'Borobudur: Inspiring Historical Heritage'. The results of the analysis discovered that the most frequent method used is equivalence (28%), followed by adaptation (19%), transposition (17%), modulation (16%), calque (11 %), and borrowing (9%). The equivalence method is applied because the source text is reformulated as necessary to give the reader an impression of the text's naturalness. Adaptation is used to adapt the culture in the target text. In the meantime, transposition is used to replace the word class to make it efficient. Modulation is used to change the form of the message. Calque is used for phrases that need no major replacement of the structure and word choices. Borrowing is used when the source text has no proper translation in the target text. Therefore, English students studying tourism translation require unique learning methods that include aspects of language, culture, and technology. By integrating this approach, students can comprehensively prepare themselves to become quality tourism translators responsive to the dynamics of the global tourism industry.
Keywords: Student, Translation Methods, Tourism, Translation

Abstrak: Mahasiswa bahasa Inggris yang memilih fokus pada penerjemahan pariwisata dihadapkan pada tantangan unik yang memerlukan metode khusus dalam praktiknya. Penerjemahan pariwisata memerlukan metode khusus dalam praktiknya. Penelitian ini bertujuan untuk menyelidiki metode penerjemahan yang diterapkan dalam terjemahan bahasa Inggris dari Brosur Pariwisata 'Borobudur: Inspiring Historical Heritage' dan mengidentifikasi metode penerjemahan yang paling sering dan paling jarang digunakan dalam brosur 'Borobudur: Inspiring Historical Heritage'. Hasil analisis menemukan bahwa metode yang paling sering digunakan adalah ekivalensi (28%), disusul adaptasi (19%), transposisi (17%), modulasi (16%), calque (11%), dan peminjaman (9%). Penerapan metode kesetaraan ini disebabkan karena teks sumber dirumuskan ulang seperlunya agar dapat memberikan kesan kepada pembaca dan kealamian teks tersebut. Adaptasi digunakan untuk mengadaptasi budaya yang ada dalam teks sasaran. Sedangkan transposisi digunakan untuk menggantikan kelas kata agar efisien. Modulasi digunakan untuk mengubah bentuk pesan. Calque digunakan untuk frasa yang tidak memerlukan penggantian besar struktur dan pilihan kata. Peminjaman digunakan ketika teks sumber tidak memiliki terjemahan yang tepat dalam teks sasaran. Oleh karena itu mahasiswa bahasa Inggris yang belajar penerjemahan pariwisata memerlukan metode pembelajaran khusus yang mencakup aspek bahasa, budaya, dan teknologi. Dengan mengintegrasikan pendekatan ini, mahasiswa dapat mempersiapkan diri secara komprehensif untuk menjadi penerjemah pariwisata yang berkualitas dan responsif terhadap dinamika industri pariwisata global.
Kata Kunci: Mahasiswa, Metode Penerjemahan, Parawisata, Terjemahan

INTRODUCTION

English translation learning is crucial in supporting the development of cross-cultural and multilingual communication skills. As a student of the English Study Program, translation skills are an essential foundation in understanding and articulating various ideas, information, and literary works from the source language into the target language. In the context of ever-growing globalization, translation skills have become a practical necessity and an essential instrument in facing professional challenges in various sectors. The importance of learning English translation for English Language Study Program students reflects the evolution of an educational paradigm that recognizes the need for broader and more complex language skills. Translation is not just transferring words from one language to another; it is a process that involves a deep understanding of culture, context, and linguistic nuances. Along the way, translation learning strengthens students' linguistic skills and improves analysis, synthesis, and problem-solving abilities.

Translation becomes an essential bridge between cultures, allowing students to access knowledge from various sources in the original language and convey it effectively in the target language. Thus, this learning makes students skilled translators and effective messengers in a global framework. In tourism, translation plays a vital role by breaking down language barriers, fostering cross-cultural relationships, and ensuring valuable information reaches a global tourist audience. Borobudur Temple has attracted much attention as one of the world's seven wonders. According to the Magelang Regency Central Statistics Agency, 53,936 foreign visitors came to Borobudur Temple in 2022 (Magelang Regency Central Statistics Agency (2023). Borobudur is famous and considered one of Indonesia's most iconic landmarks. UNESCO includes Borobudur as one of the world heritage sites and is renowned globally as one of the most impressive Buddhist monuments. The site's historical significance, intricate architecture, and location as the world's largest Buddhist temple make it a significant tourist attraction in Indonesia. Visitors worldwide come to admire the intricate carvings and architectural beauty and experience the spiritual atmosphere. It is a symbol of Indonesia's rich cultural heritage and a testament to the region's historical and religious significance.

Various efforts have been made to introduce the temple's wonders to a global audience. One way is through the production of tourism brochures or brochures. Tourist flyers should attract tourists in two ways: first, through design and imagery, and second, by greeting tourists in perfect English. This language must meet the criteria for accuracy and fluency and succeed in a tourism text's communicative atmosphere (Zahiri et al., 2015). It requires appropriate translation efforts because tourism requires quality language to attract. According to Afdal (2016: 4), tourism text is another type of text that is important to study because it has a higher level of complexity and a different sentence structure than other types of text, so it requires special skills of the translator to translate persuasively and effectively. If the explanation does not reach the minimum standard, a country could experience significant losses.

Brochures are a media used to advertise and inform about tourism destinations in an area. Tourist brochures aim to attract visitors to the region while supporting the livelihoods of local people (Luo & Huang, 2015). One of the original functions of

tourism brochures in the tourism sector is to provide service information (Luo & Huang, 2015, p. 203). However, applying specific translation strategies in tourism brochures will contribute to the quality of particular texts. Tourist brochure text is a marketing strategy to persuade visitors to visit a location by telling them what they can see and do there. A tourist brochure aims to educate and describe a country, region, or society (Durán Muñoz, 2011).

Translation is a complex cognitive process that requires in-depth analysis (Siddiq et al., 2023). Translation in tourism is relatively marginal and understudied in tourism studies (Hall-Lew and Lew 2014; Agorni 2018, 2019). Museum translation, as well as the entire cultural or heritage tourism industry, is a growing field of study among translation academics (Liao 2018) due to the increase in international tourist visits (Richards 2018). Therefore, this research is still worth studying to add to research findings regarding the translation of tourism translations, especially in Indonesian, into English.

Much research has been conducted on the methods of translation of tourism brochures. However, none has taken the 'Inspiration of Indonesian Historical Heritage' brochure as the object under study. Several scholars have proposed methods, strategies, and techniques for translating tourism brochures into different language pairs. Most scholars proposed domesticating and foreignizing strategies (Baawaidhan, 2016; Safi'i & Tanjung, 2020; Fuadi, 2016). Sanning (2010), in the meantime, suggested a new strategy for the translation of tourist texts, the neutralizing strategy, as opposed to domesticating and foreignizing strategies. In the same vein, other scholars discovered multiple strategies employed in translating tourism texts.

For example, Sodiq et al. (2021) discovered several translation techniques for translating cultural terms in religious tourist destinations in Semarang City. Those techniques include (1) pure borrowing, (2) established equivalence, (3) pure borrowing-established equivalence, (4) deletion, (5) pure borrowing-deletion, (6) generalization, (7) modulation; (8) generalization-pure borrowing; (9) pure borrowing-modulation; (10) modulation-deletion. The dominant techniques are pure borrowing and established equivalence, associated with high accuracy. Flora (2014) analyzed translation methods and the meaning of Lampung tourism brochures. She discovered that the translators used only 3 (three) out of the 4 (four) methods, namely: 1) Word-for-word translation, 2) Literal translation, and 3) Faithful translation. The literal translation method is the highest among the three methods, while the others are approximately the same. No translation quality is discussed in her research as an impact of the translation methods.

Skibitska (2015) conducted a study on the language of tourism: translating terms in tourist texts. Her in-depth research discovered that functional equivalent, neutralizing, and addition were the most frequently used translation methods for the description part of tourist text. At the same time, information type of texts, calque, transliteration, and functional equivalent are most dominant. In the meantime, professional communication applied transference, calque, and functional equivalent approaches. In the meantime, in identifying translation strategies of Baker's theory of translation in translating culture-specific items by 74 Balinese translation practitioners, Wiramarta et al. (2022) discovered that loanwords with explanation are dominantly applied (57.77%), followed by

paraphrasing using unrelated words (22,.78%), using general words (8.49%), cultural substitution (6.51%), paraphrasing using related words (2.41%), and omission by 1.16%.

This article will explore various aspects of learning English translation, from teaching methodology to students' challenges. By delving deeper into the diversity of text types and translation contexts, students are expected to develop skills that can be widely applied in their future professional world. Thus, translation learning is not just a course in the curriculum but a long-term investment in developing the intellectual and professional capacity of English Language Study Program students.

Given the identified research gaps, this research aims to study the translation methods used in the 'Inspiration for Indonesian Historical Heritage tourism brochure. Our aims include analyzing the strategies used in translating cultural and historical context and assessing their effectiveness. This article will explore the vital role of studying translation for English students, examining its challenges and benefits. In this way, it is hoped that students will be able to see translation not only as a technical skill but also as a gateway to a deeper understanding of the cultural and linguistic riches that shape our world.

LITERATURE REVIEW
Translation

English, one of the world's most dominant languages, is the backbone of global, academic, and professional communication. Students majoring in English have a big responsibility to master these language skills in depth, including translation skills. Learning translation is not just about transferring words from one language to another but also about understanding cultural context, linguistic nuances, and meanings that are sometimes difficult to express directly.

Why is learning translation important? First, translation opens the door to access to the world's literary heritage. By being able to translate literary works from various languages, English students can explore the world of ideas and thoughts through various perspectives. Translation also plays a vital role in the cross-cultural exchange of knowledge and information, enabling students to become bridges between different language communities.

In addition, in this era of globalization, translation skills have become a valuable asset in the professional world. The ability to work as a translator for international organizations, multinational companies, or global media is becoming an increasingly pressing need. English students with good translation skills can contribute significantly to bridging diverse groups and broadening communication horizons.

Translation is the process of transferring the meaning of a text (called the source text) into another form of text (called the target text) while maintaining the appropriate meaning. Experts have various definitions of translation. Vinay and Darbelnet (1958) stated that translation transfers meaning from one language into another while maintaining communicative equality. Meanwhile, Catford (1965) said that translation is replacing a source text with an equivalent target text so that the message contained in the source text can be conveyed with as much accuracy and precision as possible. Translation is a process of thinking and expression that involves selecting translation similarities

most appropriate in a particular context so that the result is equivalent to the source text (Nida and Taber, 1969). Brislin (1976) further stated that translation is an activity in which code (language) changes are carried out to present a message from the source to the target with the aim that the target can understand the message. Newmark (1988) Translation is the process of changing written or spoken text from a language (source text) into another language form (target text) so that it can be understood and accepted by readers or listeners who do not master the source language.

It is important to note that translation is about replacing words and involves a deep understanding of the two languages' cultural, social, and historical context. A good translation must achieve meaning equality and communicative suitability between the source and target texts.

Translation Method

Each type of translation has its challenges and expertise, and the choice of type depends on the context, objectives, and needs of the desired translation. Of course, according to experts, there are several types of translation: 1) Literal Translation (Word-for-Word): This type of translation tries to translate each word from the source language to the target language literally. Sometimes, this can result in sentences that are less idiomatic or meaningful. 2) Free Translation: The translator can express the message in the target language without being fixated on specific structures or words from the source language. The main focus is to convey general meaning. 3) Idiomatic Translation: This translation adapts expressions and idioms from the source language to the target language to sound natural and not stiff. It involves a deep understanding of the culture and conventions of a second language. 4) Technical Translation: Refers to translating technical documents, such as user manuals, technical specifications, or instruction guides. A strong understanding of terminology and technical terms is required. 5) Literary Translation: Translation of literary works, such as novels, poetry, or drama. The translator must be able to convey the artistic nuances and style of the original author. 6) Simultaneous Translation: Oral translation carried out directly while the speaker is speaking. Usually used in conferences or large meetings. 7) Cascade Translation: A process with more than one translation level. For example, the initial text is translated from the source language into an intermediate and target language. 8) Machine Translation: Using algorithms and software to translate text automatically. Examples include Google Translate and Microsoft Translator. 9) Social Translation (Community Translation): Involves group or community participation in the translation process. It can be done online or involve a physical meeting. 10) Audiovisual Translation: Translation of text in an audiovisual context, such as subtitles, dubbing, or subtitles for video presentations (Roman, 1959; Catford, 1965; Nord, 1991; Rao, 1998; Hervey and Higgins, 1992; Molina and Albir, 2002: Forcada, 2010; Vinay and Darbelnet's in Walinski, 2015).

RESEARCH METHODOLOGY

The research design employed in this study is the descriptive qualitative method, chosen for its aptness in comprehensively exploring the translation techniques utilized in the tourism brochure of Borobudur Inspiring Historical Heritage. The primary data source for analysis consists of words, phrases, and clauses extracted from the tourism brochure.

The research methodology unfolds in three distinct phases following Miles, Huberman, and Saldana's (2014) theory: (1) data condensation, (2) data display, and (3) conclusion drawing and verification. Data condensation involves the meticulous process of selecting, concentrating, simplifying, abstracting, and altering data to extract relevant information. The study applies Vinay and Darbenet's (2002 in Siregar, 2016) translation technique theory, providing a comprehensive framework for understanding the intricacies of translation methods, particularly in conveying cultural and historical content in tourism brochures. Data analysis includes familiarizing oneself with the brochures, identifying specific techniques through analysis of the translation process, determining the frequency of translation methods for quantitative insights, and interpreting the translation result to comprehend the subtleties and efficacy of the selected techniques. The approach covers ethical issues, admits study limits, provides a brief justification for using Vinay and Darbenet's theory, and details steps taken to guarantee the validity and dependability of the data. The 'Inspiration of Indonesian Historical Heritage' tourism brochure employs several translation techniques, all thoroughly examined and methodically explored through this complete methodology.

FINDINGS AND DISCUSSION

Findings

Of the seven translation methods proposed by Vinay and Darbenet (1989) in the present study, six were found in the brochure "Borobudur: Inspiring Heritage". These methods are calque, modulation, transposition, borrowing, equivalence, and adaptation. The two most dominant approaches are transpositions and equivalence, as these strategies fit well in the tourism language. This finding is also in line with the finding of Sodiq et al. (2021), where equivalence is related to the high accuracy of tourism translation.

The following section elaborates on the findings.

Calque

Calque is "a special kind of borrowing where the SL expression or structure is transferred in a literal translation". After a certain period, V&D points out that some calques have become an integral part of the TL, turning them into "faux amis" (Vinay & Darbelnet 1958:85 in Saridaki, 2021).

Below are some excerpts of the application of the calque method in the tourism book "Borobudur: Inspiring Historical Heritage'".

Data 1
ST: pada masa pemerintahan dinasti Syailendra.
TT: during the time of the Syailendra dynasty reign.

Data 1 above illustrates that the translation appears culturally sensitive, as it keeps the phrase "Syailendra dynasty" without unnecessarily anglicizing it, preserving the cultural authenticity of the original term. The translation follows the same structure as the source text. The phrase "during the reign of the Syailendra dynasty" captures the original structure while providing a fluid English flow.

Data 2
ST: UNESCO memberikan dukungan penuh.
TT: UNESCO gave full support.

From data 2, it can be concluded that the translation method applied is the calque method, as the translator preserves the syntactic structure and avoids changing the structure and words within the sentence.

Data 3

ST: Persiapan pemugaran dilakukan pada tahun 1963..

TT: Preparatory work began in 1963.

The above data 3 is classified as the calque method because the translation of "Persiapan pemugaran" was translated as "preparatory work", and "dilakukan pada tahun 1963" was translated as "began in 1963". In addition, the translator preserves the syntactic structure and does not change the structure and words.

Data 4

ST: pada tahun 1982, seorang pria berusia 21 tahun berkebangsaan Inggris, Philip Beale….

TT: In 1982, a 21-year-old Englishman, named Philip Beales…

Data 4 above shows that the translation method applied is the calque method. The translator translated the phrase "seorang pria berusia 21 tahun berkebangsaan Inggris" into "a 21-year-old Englishman," which TT readers can easily understand because those translations use grammatical structure appositive.

Data 5

ST: Dia berada di Indonesia untuk mempelajari kapal-kapal tradisional dan tradisi bahari Indonesia.

TT: Philip was in Indonesia to study traditional ships and marine traditions.

The above translation is categorized into the calque method because, in general, the translation follows the same structure of the original text and translates the statement word for word. The clause "Dia berada di Indonesia" was translated into "Philip was in Indonesia", while the clause "untuk mempelajari kapal-kapal tradisional dan tradisi bahari Indonesia" was literally translated as "to study traditional ships and marine traditions". However, the translator did not feel it necessary to translate the second "Indonesia" as in the original text, as it might be clear to the audience what Philip is referring to.

Data 10

ST: Situs Arkeologi Borobudur

TT: Borobudur Archaeological Park

The above translation is categorized into the structural calque method, as the Borobudur in the original text is placed at the end of the text, and in the target text, it is placed at the beginning of the text. This strategy is applicable when translating phrases of names of places or sites of interest.

Data 15

ST: pengikut beberapa guru terkenal.

TT: a pupil of some of the most prominent masters

In calque translation, the grammatical structure and arrangement of words in the target language mimic those in the source language. In this case, the source and target texts share a similar structure in the above text. The calque technique involves translating individual words while preserving their order. In the target text, the word "pengikut" is

translated to "a pupil," "beberapa" is translated to "some," "guru" is translated to "masters," and "terkenal" is translated to "prominent." Each word is translated in a way that maintains its position in the sentence.

Modulation

Modulation is a variation of the form of the message caused by a shift in the point of view. It denotes a shift in the perspective from which something is observed. This translation approach is employed when the translated text is grammatically valid but unsuitable in the target language.

Below are some excerpts of the application of the modulation method in the tourism book "Borobudur: Inspiring Historical Heritage'".

Data 6

ST: UNESCO mengirimkan salah seorang ahlinya berkebangsaan Belgia pada tahun 1965.

TT: in 1956, another assessment by a Belgian expert was sent by UNESCO.

Data 6 above indicates the translation method applied is a modulation method since the form of the message is changed, wherein the ST, the phrase structure "mengirimkan salah seorang ahlinya" is in active voice, while in the TT, the phrase structure "expert who was sent by" is in passive voice. It is an apparent characteristic of a modulation translation method.

Data 7

ST: Banyak area disekitar candi yang mengalami penurunan level permukaan tanah.

TT: Many areas of the temple were sagging.

The change in the form of the message also characterizes the application of modulation in the above text. It is applied when TT still sounds awkward, even though grammatically correct. It can be observed that the number of words in the source sentence is longer than in the target text.

Transposition

Transposition is substituting one word class with another without affecting the message. There are two kinds of transposition: mandatory transposition and voluntary transposition. Obligatory transposition happens when the target language has no other options due to the linguistic system.

Below are some excerpts of the application of the transposition method in the tourism book "Borobudur: Inspiring Historical Heritage'".

Data 9

ST : pastinya dalam penjagaan yang ketat selama masa pemugaran

TT: definitely safeguarded the temple

The application of transposition in the above text can be seen in replacing the word class noun (dalam penjagaan) with a verb (safeguarded). This word class replacement is a distinct characteristic of the transposition technique. The word class change is sometimes needed to make the message more efficiently delivered and compact.

Data 10

ST: …… Sir Stamford Raffles, memerintahkan untuk mengidentifikasi candi Borobudur dan melakukan upaya perawatan.

TT: But it was the 're-discovery' by the British Sir Stanford Raffles in 1814 that led to greater recognition and also preservation efforts ….

The transposition method in the above text aims to retain the original text's meaning while rearranging it for various reasons, such as stylistic considerations or emphasis. The core idea of Sir Stamford Raffles' involvement and his efforts to identify and preserve the Borobudur temple remains consistent in both texts. The target text introduces the concept of 're-discovery' by Sir Stamford Raffles in 1814. This information is not explicitly mentioned in the source text, but it is added in the target text to provide historical context and emphasis.

Borrowing

Borrowing is typically employed to bridge a gap, usually a metalinguistic one, in terms of new technical or unknown notions. Borrowing is the most basic way of translation. Borrowing is typically used to introduce the flavor of the original language. Color is a matter of style, but it can have a considerable impact on the information presented (Ulfah, 2019)

Below are some excerpts of the application of the Borrowing method in the tourism book "Borobudur: Inspiring Historical Heritage'".

Data 11

ST: relief yang tersembunyi.

TT: these hidden reliefs.

In the above text, the borrowing technique involves directly borrowing the word "relief" from the source text and incorporating it into the target text. The translation seems to assume that the word "relief" is widely recognized and understood in the target culture and language. Borrowing works effectively when the borrowed term has a similar meaning and is commonly used in both languages. In summary, the translation using the borrowing technique directly incorporates the word "relief" from the source text into the target text while maintaining its meaning. The addition of "these" helps to establish proper grammatical structure in the target language. This technique is effective when the borrowed term is familiar and relevant in both languages, allowing for a direct transfer of meaning.

Data 12

ST: Bagian pertama yaitu Kamadhatu, melambangkan kehidupan duniawi dan manusia yang bisa mengekang hawa nafsu, disimbolkan oleh pondasi.

TT: The first section, called "Kamadhatu," describes the human lives that can control desires, which is the foundation section.

Data 13

ST: Bagian kedua disebut Rupadhatu, melambangkan kehidupan manusia yang bisa mengekang hawa nafsunya tapi masih terikat oleh bentuk dan wujud.

TT: The second section is called "Rupadhatu", which describes human lives which have able to Control desires yet are still bound by forms.

Data 14

ST: Bagian ketiga disebut Arupadhatu, melambangkan nirwana yang disimbolkan oleh tiga teras berbentuk lingkaran.

TT: The third section is called "Arupadhatu," which describes nirvana and void worlds, described by 3 terraces in the form of circles.

From data 12, 13, and 14, it can be seen that the translation method applied is borrowing. It is reflected in the TT, where the terms "Kamadhatu", "Arupadhatu", and "Kamadhatu" are left untranslated in the target text. In this case, the translator maintains the term because it is the name of a specific part of the Borobudur temple.

Equivalence

Equivalence is the substitution of a communicatively equivalent TL circumstance for an SL situation. The majority of equivalences are fixed and are employed in translating idioms, proverbs, nominal or adjectival phrases. This method is often preferable for the translator to adopt a different structure with a different meaning than that of the source language text, as long as it is regarded appropriate in the communicative setting equal to that of the source language text.

Below are some excerpts of the application of the equivalence method in the tourism book "Borobudur: Inspiring Historical Heritage'".

Data 17

ST : …….. Philip Beale mengunjungi candi Borobudur untuk mempelajari relief candi Borobudur.

TT: ……… Philip Beale climbed the Borobudur temple, intent on studying the reliefs that adorn the temple.

The above text is classified as having an equivalence approach since the translator adds the phrase "which adorn" in the Target Text to give style to the text. Another sample of equivalence can be seen in the following text:

Data 26

ST : ……… , saat itu disimpulkan bahwa bukit di mana candi Borobudur dibangun bukanlah sebuah bukit natural, …..

TT: ………, which, amongst other things, discovered that the hill was not a natural hill as had always been assumed, …..

In data 26 above, another equivalence characteristic can be seen in the phrase "as had always been assumed" in the target text in which the original text phrase is not available. In this case, the translator is attempting to emphasize the message of the original text by reformulating the target text without losing the intended meaning of the original text.

Data 18

ST: …. Diperkirakan bahwa pemugaran akan dilakukan dalam skala besar….

TT: … the initial work assessed the scale of restoration to be gigantic….

Data 18 above is categorized as an equivalence method because the translator replaces the typical elements in SL with cultural elements, which are in TT.

Data 8

ST: Philip berhasil menemukan 10 panel yang tentang kapal laut.

TT: In total, he found 10 panels depicting sea vessels.

Data 8 shows that the translation method applied is the equivalence method because the translator added the phrase "In total" in the target text despite the fact that it is not in the source text. This attempt is a distinct characteristic of the equivalence translation

method, where the translator is attempting to clarify the message by adding specific phrases or words.

Data 9
ST: Berkat kerja keras ljzerman pada tahun 1855.
TT: It was during the work of Yzerman in 1885.

Data 9 above illustrates that the translation applies the equivalence translation transposition method due to the different words used in the target texts, and if back-translated, it might mean different. However, the message is the same. Also, it can be seen that there is a change in the structure where, in the source text, the word class is a phrase, whereas in the target text, the word class is a complete, simple sentence. This substitution is natural so that the translation results in the TT are readable.

Adaptation

Adaptation is the extreme limit of translation, which is used in cases where the translator has to create a new situation that can be considered equivalent. Adaptation is also used when the culture of the source text is not the same as that of the target text.

Below are some excerpts of the application of the adaptation method in the tourism book "Borobudur: Inspiring Historical Heritage'".

Data 19
ST: ….. area di sekitar bukit merupakan tanah liat yang bercampur dengan bebatuan dan kerikil.
TT: …….. areas of it were loamy soil, mixed with stones and stones chips.

From data 19 above, it can be seen that the translation applied the adaptation method because the translator attempted to translate "area di sekitar bukit" to "areas of it." While "area di sekitar Bukit" literally means "areas around the hill," the translation tries to maintain the general meaning while adapting the wording.

Data 20
ST: Sidharta memutuskan untuk meninggalkan istana dan menjadi seorang pertapa   (Wanaprasta).
ST: Prince Siddhartha left the palace and started to be an ascetic (Wanaprasta).

The application of adaptation in data 20 above can be seen through the fact that the translator replaces the typical elements in SL with cultural elements in TT. The translation method involves partial adaptation, with some words directly translated and others adapted to fit English structure and vocabulary. The translation attempts to translate "perhaps (Wanaprasta)" to "ascetic (Wanaprasta)." While "ascetic" is a reasonable translation for "pertapa," the addition of "(Wanaprasta)" is considered necessary for a translator in the English version.

Data 21
ST: Ketertarikan Philip terhadap seni pembuatan kapal Indonesia.
TT: Philip Beale's fascination with the boatbuilding of Indonesia.

Discussion

This study can provide valuable insight into the diversity of translation methods relevant to tourism texts. With a deep understanding of these methods, English students can develop better translation skills and face the challenges of translating tourism texts

with more confidence. By detailing the above elements, the results and discussion of this study can provide a richer contribution to the understanding and development of English language students' translation skills in the context of tourism texts.

A range of studies have explored the translation of tourism texts, each focusing on different aspects. Gandin (2013) used a corpus-based approach to compare translated tourist texts with original English ones, identifying differences in discursive patterns and stylistic features. Li and Shen (2021) categorized red tourism translation studies into three areas, including translation strategies and vocabulary translation. Zhu (2019) discussed the challenges of translating non-English text in qualitative tourism research, emphasizing the researcher's role as a translator. Liu (2018) highlighted the importance of considering cultural, linguistic, and communicative dimensions in translating culture-loaded words in tourism texts. These studies collectively underscore the complexity and significance of translation in the tourism industry.

Calque, a method involving a literal transfer of the source language expression, played a significant role in maintaining cultural fidelity in the translation of the tourism brochure "Borobudur: Inspiring Heritage." This approach was evident in instances like "during the time of the Syailendra dynasty" and "UNESCO gave full support," where the translator opted for a direct transfer of linguistic elements from the source language to English. By doing so, the translator ensured a faithful representation of the original Indonesian phrases, preserving the cultural nuances embedded in the historical context of the Syailendra dynasty and UNESCO's support. This strategic use of calque not only captures the essence of the source text but also contributes to the overall authenticity of the translated content in the target language (Vinay & Darbelnet, 1958; Saridaki, 2021).

Modulation, characterized by a shift in the point of view, demonstrated its significance in the translation of the tourism brochure "Borobudur: Inspiring Heritage." An illustration of this can be found in the phrase", in 1956, another assessment by a Belgian expert was sent by UNESCO," where the translator employed a modulation technique by altering the structure to maintain grammatical validity in English. This strategic shift in perspective enhances the readability of the target text, aligning it more closely with English language conventions and ensuring a seamless flow of information (Vinay & Darbelnet, 1958). The application of modulation in translation serves as a valuable tool for adapting the narrative style without compromising the accuracy of the conveyed message.

The application of transposition, a translation technique involving the substitution of one-word class with another, is notably exemplified in phrases such as "definitely safeguarded the temple" within the tourism brochure "Borobudur: Inspiring Heritage." This strategic linguistic maneuver, as observed in the modulation of the word class from the original phrase, contributes to enhanced efficiency in message delivery. By making this shift, the translator maintains the semantic integrity of the source text while adapting to the syntactical norms of the English language. The nuanced use of transposition underscores its role in optimizing both linguistic accuracy and communicative effectiveness in the target language (Baker, 2018).

The strategic use of borrowing, a fundamental translation method, is evident in phrases such as "these hidden reliefs" within the tourism brochure "Borobudur: Inspiring

Heritage." The direct incorporation of the term "relief" into the target text effectively maintains its original meaning, leveraging the assumption of recognition within the target culture. Additionally, borrowing is skillfully employed in untranslated terms like "Kamadhatu" and "Arupadhatu," preserving essential names integral to the Borobudur context. It demonstrates the versatility of borrowing in ensuring linguistic precision while honoring the cultural specificity of the source text (Newmark, 1988).

Equivalence, a crucial translation method, is exemplified in the tourism brochure "Borobudur: Inspiring Heritage" through phrases such as "Philip Beale climbed the Borobudur temple, intent on studying the reliefs that adorn the temple." The addition of "which adorn" in the target text illustrates the translator's strategic use of equivalence to enhance stylistic elements without sacrificing communicative equivalence. This approach ensures that the translated content not only faithfully conveys the original meaning but also aligns with the stylistic norms of the target language, contributing to a more engaging and fluent narrative (Baker, 2018).

The application of adaptation, a translation method reserved for extreme cases, is discernible in the tourism brochure "Borobudur: Inspiring Heritage," particularly in phrases like "areas of it were loamy soil, mixed with stones and stone chips." Here, the translator adeptly employed adaptation to modify the wording while preserving the general meaning, thereby ensuring enhanced readability in the target language. This strategic use of adaptation underscores its utility in navigating linguistic nuances and cultural disparities, allowing for effective communication in the translated text (Baker, 2018).

Overall Implications: The variety of translation methods utilized in the tourism brochure reflects the complexity of conveying cultural and historical content to a diverse audience. While maintaining linguistic accuracy, the translator navigates the challenge of preserving cultural authenticity and readability in the target language. Understanding the nuances of each method contributes to refining the translation process for similar contexts, offering valuable insights for future translation endeavors in tourism communication. The dominance of transposition and equivalence reaffirms their effectiveness in capturing the essence of the source text within the specialized domain of tourism language.

Practical Implications:

1. **Cultural Sensitivity and Authenticity**: The analysis of the calque method, especially in Data 1 and Data 5, underlines the importance of preserving cultural authenticity in translations. This approach ensures that the translation remains culturally sensitive, maintaining the integrity and context of the original text, which is vital in tourism literature to provide authentic experiences to readers. The preservation of cultural authenticity in translations encompasses a spectrum of considerations, including tangible and intangible heritage, community involvement, ethical dimensions, and evolving conceptualizations of authenticity (Aulia & Kurniawan, 2023; Milojković et al., 2020).

2. **Grammatical and Syntactic Adaptations**: The examples of modulation and transposition methods demonstrate the translator's skill in adapting grammatical and syntactic structures to suit the target language while preserving the original message. It

is crucial to make the text comprehensible and engaging for the target audience, as seen in Data 6 and Data 9.

3. **Stylistic Enhancements**: The use of equivalence and adaptation methods, as in Data 17 and Data 20, highlights the translator's role in adding stylistic elements to the text. It not only conveys the message effectively but also enhances the reader's experience by making the text more relatable and engaging in the target language.

Theoretical Implications:

1. **Translation Strategy Choices**: The findings contribute to the theoretical understanding of how translators choose specific strategies based on the nature of the text. The dominance of transpositions and equivalence methods in the study suggests a preference for these approaches in tourism literature, aligning with Sodiq et al. (2021) findings on the accuracy of tourism translation.

2. **Dynamic Nature of Translation**: The study illustrates the dynamic and multifaceted nature of translation, where multiple methods can be employed within a single text to achieve the desired outcome. It supports the notion that translation is not a linear process but rather a complex activity requiring a deep understanding of both source and target languages and cultures.

3. **Integration of Translation Methods**: The research demonstrates how different translation methods can be integrated seamlessly within a text, challenging the traditional view of translation as a process of choosing one method over another. This integration reflects the practical need for flexibility and creativity in translation, especially in the context of tourism literature.

The findings of this study echo the ongoing discussions within the realm of translation studies, especially in the domain of specialized texts such as tourism literature. The identified emphasis on cultural sensitivity and the necessity for stylistic adaptations converges with prevailing translation theories that endorse a harmonious equilibrium between faithfulness to the source text and adaptability to the nuances of the target culture and language (Munday, 2016; Schäffner, 2016; Venuti, 2018). This alignment with contemporary theoretical frameworks underscores the relevance of the study's insights to the broader landscape of translation research and practice. Furthermore, it substantiates the consistent evolution of translation methodologies to accommodate the dynamic demands of diverse genres and cultural contexts (Pym, 2018; Snell-Hornby, 2018).

Potential Impact in the Context of Learning Translation Methods:

1. **Educational Framework**: This research can inform the development of educational materials and curricula for translation studies, especially in contexts where cultural sensitivity and stylistic adaptation are essential.

2. **Professional Development**: Practicing translators, particularly in the field of tourism, can benefit from these insights, enhancing their skills in effectively employing multiple translation strategies.

3. **Cross-Cultural Communication**: In a broader sense, the study contributes to the understanding of cross-cultural communication, highlighting the role of translation in bridging cultural and linguistic gaps, especially in the globalized context of tourism.

Translation methods have the potential to significantly influence educational practices in translation studies, enhance the professional development of translators, particularly in the tourism industry, and contribute to more effective cross-cultural communication on a global scale. These impacts are particularly relevant in the context of our interconnected world, where the ability to navigate cultural and linguistic differences is increasingly crucial (Sulaiman, 2013).

CONCLUSION

Translation learning is not simply a tool for changing one language into another but is an art that involves a deep understanding of both languages and the cultures involved. With this knowledge, English students can embrace the challenges of translation with confidence and effectiveness, preparing them to thrive in an increasingly connected and diverse professional world.

The study reveals that various translation methods can be applied in translating tourism texts, as each text might require different strategies and approaches. One of the requirements for producing an equivalent translation is that the translation sounds natural to readers of the target language (TL) both lexically and grammatically. This naturalness can be achieved by applying proper strategies. The application of equivalence, transposition, and modulation are the three most used. The study reveals that various translation methods can be applied in translating tourism texts, as each text might require different strategies and approaches. One of the requirements for producing an equivalent translation is that the translation sounds natural to readers of the target language (TL) both lexically and grammatically. This naturalness can be achieved by applying proper strategies. The application of equivalence, transposition, and modulation are the three most used.

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