HOW THE LOCAL GOVERNMENT PROMOTE THEIR TOURISM DESTINATION TOWARD ADVERTISEMENT: A CASE STUDY OF TRANSLATION

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Abstract

After covid 19, Indonesia as one of the affected country tries to raise their economic sectors. One of the ways to improve the economic growth is from the tourism sectors. The local governments of Indonesian country try to promote their tourism destination by using online and offline advertisement. On the advertisements, they write the information by using English and Indonesian language. This research was to analyze how the local government promotes their tourism destination towards advertisement. It used a qualitative research by using case study design. Data were collected from a brochure written by the local government containing the tourism destination information and it used a document checklist for the research instrument. Then, data were analyzed by using the content analysis and theory from Larson about translation. The research shows that most of the translations are in the types of literal translation where it makes the information is unclear. Then, it is also found that there are some lexical equivalences having incorrect diction and ambiguity meaning in the target language for translating some of cultural materials. By conducting this research, it is expected that the local government could improve the way they inform their tourism destination well because it will give clear and accurate information for the tourist.

Keywords: *Advertisement, Local Government, Translation, Tourism Destination*

INTRODUCTION

After the COVID-19 pandemic, Indonesia, like many other affected countries, has been striving to rejuvenate its economic sectors. The pandemic brought significant challenges, including a sharp decline in tourism, disruptions in trade, and a slowdown in manufacturing. To address these issues, the Indonesian government has implemented various recovery strategies, such as investing in digital infrastructure to support remote work and online businesses, providing financial aid to small and medium-sized enterprises, and promoting domestic tourism to compensate for the loss of international visitors. Additionally, there has been a focus on accelerating industrial diversification and improving the resilience of supply chains. Through these comprehensive efforts, Indonesia aims to not only recover from the economic downturn but also build a more robust and sustainable economy for the future.

One of the key strategies to boost economic growth in Indonesia is by revitalizing the tourism sector. This sector holds immense potential due to the country's rich cultural heritage, stunning natural landscapes, and vibrant local traditions. To capitalize on these assets, the government has launched various initiatives aimed at enhancing the infrastructure, such as upgrading airports, improving transportation networks, and developing new tourist destinations. Additionally, marketing campaigns have been intensified to attract both domestic and international tourists, emphasizing the safety and unique experiences Indonesia offers. Efforts are also being made to support local communities and small businesses that are integral to the tourism industry, ensuring they benefit from the influx of visitors. By focusing on tourism, Indonesia not only aims to drive immediate economic growth but also create sustainable development that preserves its cultural and natural treasures..

Local governments across Indonesia are actively promoting their tourism destinations through a combination of online and offline advertisements. Recognizing the power of digital media, they have launched extensive online campaigns utilizing social media platforms, websites, and influencer partnerships to reach a global audience. These campaigns highlight the unique attractions of each region, from pristine beaches and lush rainforests to cultural festivals and historical sites, often accompanied by captivating visuals and engaging content. Offline, local governments are leveraging traditional media such as television, radio, and print advertisements, as well as participating in international travel fairs and exhibitions to attract tourists. By employing a diverse range of promotional strategies, they aim to showcase the diverse and rich experiences Indonesia offers, drawing visitors from both within the country and around the world, thereby boosting local economies and fostering sustainable tourism development.

In their advertisements, local governments in Indonesia strategically use both English and Indonesian languages to maximize their reach and appeal. By incorporating English, they effectively communicate with international tourists, ensuring that information about attractions, accommodations, and travel tips is accessible to a global audience. This bilingual approach helps in attracting visitors from various parts of the world, making it easier for them to navigate and plan their trips. Simultaneously, using Indonesian language caters to domestic tourists, fostering a sense of pride and familiarity among local travelers and encouraging them to explore their own country. This dual-language strategy not only broadens the audience but also enhances the inclusivity and effectiveness of the promotional campaigns, thereby driving greater interest and tourism traffic to various destinations across Indonesia.

There are some researchers conducting researches about promoting the tourism destination on the advertisement. Eyi Ngulube & Rivers, (2023) conducted the research on English Commercial advertisement by using descriptive research. Note-taking technique was used to collect the data and data analysis by using the figurative language was used to analyze the data. The research shows that the advertisement used narrative, dramatic, dialogue style and humorous style. For the figurative language, the advertisements use simile, anastrophe, apostrophe, asyndeton, poly-asyndeton and chiasmus style. The second research was by Shirinboyevna, (2020). The research analyzed advertising language from the basic features. Data were collected by using documentation technique. It was analyzed by using verbal text theory. The research shows that the structure of the advertising text differs from other texts in terms of the level and scope of use of linguistic units. The exact translation of advertising texts in another language does not always give the desired effect. Third research discussed

about the language use and tourism in Yogyakarta towards the linguistics landscape of Malioboro. it used quantitative research. Data were collected by survey. The research shows that 73% of the signs were in Indonesian; indeed, all non-commercial signs use Indonesian. Only 15% of all signs used English and fewer than 5% of the signs contained Javanese, either in its original script or Romanized and Indonesian and English prevailing in commercial, regulatory, and infrastructural signs, most of which are informative.

Based on the researches above, there are research gap and there are some similarities found such as the research using qualitative research and source of the data was advertisement. However, most of the researches used note taking, and survey. For this research, the researchers used document checklist for the data collection. Then, the data were analyzed by using content analysis and it was added by Larson theory about types of translation. This research was to analyze how the local government promotes their tourism destination towards advertisement from the translation point of view. By conducting this research, the local government could improve the way they promote their tourism destinations from their translated brochures for the tourists.

METHOD

This research used qualitative research with case study design. Qualitative research is a research method that focuses on gaining an in-depth understanding of phenomena, perceptions, motivations, and the social context of research subjects. This method is particularly valuable for exploring complex issues where quantitative data alone cannot capture the nuanced realities experienced by individuals or groups (Creswell, 2007; Donovan, 2016). Zainal, (2007) stated that a case study is a research method characterized by its focus on a unit of analysis that typically refers more to the system of actions carried out than to the individual or a particular institution. It is added by Stake, (1978) that this approach involves an in-depth examination of a specific instance or occurrence within its real-life context, often over an extended period. By analyzing how various elements within a system interact and influence one another, case studies provide valuable insights into complex processes and dynamics (Alpi & Evans, 2019).

Data of the research were collected by using document checklist. Data collected through document checklists is a data collection method that utilizes checklists to assess or identify the existence and completeness of certain documents that are relevant to research or evaluation purposes. This method is very useful in ensuring that all the necessary information is included and available, as well as making data processing and analysis easier (Bowen, 2009; Kolenikov et al., 2020). Then, data were analyzed by using content analisis. Content analysis is a method used to analyze qualitative data by identifying patterns, themes, or underlying meaning from the text. This involves coding data into smaller categories to allow for deeper interpretation and the drawing of meaningful conclusions. At last, the analysis was analyzed by using Larson theory about types of translation (Baer, 2023). Data of the research were the translation of the brochure of Tourism Destination at Solok Local Government, West Sumatera Province.

RESEARCH FINDINGS AND DISCUSSIONS

FINDINGS

After conducting the research from the brochure of the tourism destination made by Solok Local government, it is shown some of research data.

DATA 1

Source Language   : *Hamparan sawah solok yang membentang indah dengan latar belakang "Gunung Talang" yang berdiri dengan anggun.*

Target Language   : *The stretch of Solok rice fields stretches beautifully against the backdrop of "Mount Talang" that stands majestically.*

Correct Translation   : *The Solok Rice fields overlay beautifully with Talang mountain background standing strongly.*

The data above show that there is a problem on the type of the translation on the target language. from the type of the translation, it can be seen that the translation is in the level of literal translation. It can be evidenced by using the word majestically, stretches and backdrop. Those three words have wrong dictions and give ambiguous meaning for the meaning of the sentence. then, for the cultural equivalence, the use of *Mount Talang* is incorrect. The correct one is *Talang Mountain*.

Data 2

Source Language   : *Kawasan objek wisata Pohon Jomblo berada di Tanah Sirah, Kelurahan Tanjung Paku.*

Target Language   : " *The Jomblo tree tourist area is in Tanah Garam, Tanjung Paku Village.."*

Correct Translation : *The tourism object of Pohon Jomblo is located at Tanah Sirah, Tanjung Paku village.*

If it is seen on the data, it is shown that there are some problems of diction containing on the target language such as *tourist area and jomblo tree.* The translation on the target language is also in the undully free literal translation. It is because there is a difference between *tourist area* and *tourism object*. Tourist area means a location for foreigners, but tourism object means the location or destination of tourism for having refreshing for foreigners. In addition, for the cultural equivalence such as the word "pohon jomblo", it can not be translated into "jomblo tree". It is very ambiguous in English as well as Indonesian language. it is supposed to write "Pohon Jomblo" only because it is related to the specific culture. The correct translation has already shown the difference writing with the target language.

Data 3

Source Language   : *Rumah gadang yang dibangun pada tahun 1900 dan selesai tahun 1905*

Target Language   : " *The Gadang House built in 1900 and finished in 1905"*

Correct Translation: *Rumah Gadang was built in 1900 and finished in 1905.*

Data 3 also show that the translation of the target language occurs in the form of undully free translation. It can be seen there is a mistake of grammar where in the target language found on a missing of to be "was". The sentence has a grammatical mistake for the

translation. Next, for the cultural equivalence, it has a problem in the word " rumah gadang" where it is translated into "Gadang House". This word can not be translated int English. Consequently, it is ambigous lexically in English or Indonesian Language.

Data 4

Source Language : *" Jalur pertama yang dibuat oleh Belanda adalah jalur Pulau Air-Padang yang selesai dikerjakan pada tahun 1891*

Target Language : *" The first route made by Netherlands was the Air- Padang Island line which was completed in 1891"*

Correct Translation : *The first route made by Netherlands was the Pulau Air- Padang line which was completed in 1891"*

At last, the data 4 show that the type of the translation is in the level of undully free translation . it is because the translation is out of the context. The mistake is on the word "Pulau Air Padang". The word "pulau" can not be translated separately from the context of the sentence. It belongs to the cultural word. The cultural word can not be translated as it is. it must consider the similar meaning on the source language. So that, the target language has a cultural equivalence of the translation.

Based on the data above, it is found that there are some problems of translation on the target language as used on the brochure of tourism destination made by the Solok Local Government. Literal translation, which translates the source language based on the word to word of the source language, and undully - free tranlation, which translates the text beyond the context of the text, occur on the translation of the brochure. These two types translation are not recommended to use for the translation because it will give wrong interpretation and make ambigiuous.

DISCUSSIONS

Promoting the tourism destination is verty important for the local government and also for the tourists. However, the information delivered on the advertisement must be correct and clear in order to get an accurate information. Solok local government has tried to promote the tourism destination toward a brochure. Yet, it is still found some mistakes on the translation. Luna & Peracchio, (2005), in their reserarch, find that the translated information in the advertisement using billingual information could give wrong interpretation for the readers. Next, For an advertisement to successfully motivate a consumer, it must make a connection with the reader on an individual level and must be coherent to the reader's culture.

CONCLUSIONS.

Promotion of language in advertising is very important, but it must be written clearly and carefully. The language used in advertising plays a big role in conveying the product or service message effectively to the audience. Well-written ads can attract attention, build trust, and encourage action, such as a purchase or sign-up. Therefore, every word in an advertisement must be chosen carefully to ensure that the message conveyed is not only informative but also persuasive. Use of ambiguous or convoluted language can confuse

viewers and reduce the effectiveness of the ad. Additionally, grammatical and spelling errors can harm the professional image of the advertised brand. Thus, writing clear and careful advertising is not just a matter of aesthetics, but also an important strategy for achieving marketing goals and building strong relationships with customers.

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