

Translation Analysis on Owabong Waterpark's Website

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ABSTRACT

This article aims to analyze the translation of the information content on Owabong's website. The data was collected through observation, interview with Owabong's marketing manager, documentation from the website, and hands-on practice looking for references from similar sites. The data was then translated, edited and added back to the website to ensure accuracy and relevance. Translation techniques used included literal translation and pure borrowing. The results were discussed with the supervisors and management of Owabong and added as a new feature on the website, easing access to information for foreign visitors and strengthening Owabong's international image as a tourist destination.

Keywords: Translating, Owabong, Website

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Introduction

According to Abdullah (2018), a website is a collection of pages containing digital information in the form of text, images, animations, sounds, and videos that can be accessed through an internet connection. Web pages are created using a standard language, HTML, which is translated by web browsers to be displayed as readable information. As a digital platform, a website not only stores various information and content, but it can also be accessed through various devices. Its function as an information provider plays an important role in product brand development, destination promotion, or personal portfolio exhibition, thereby expanding audience reach and strengthening the image of the promoted brand or destination.

Moreover, a website is an essential tool for disseminating information and expanding audience reach. Using a standardized language such as HTML, users can access web pages from various devices. Its function is not only as an information provider, but also has a strategic role in product brand development, destination promotion, or personal portfolio exhibition. Thus, a website becomes an effective means to strengthen the image of the promoted brand or destination.

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One of the famous tourist attractions in Purbalingga Regency is Owabong. Owabong is one of the largest waterparks in Central Java, which also offers many rides that visitors can enjoy. The main attraction of Owabong is its water source which comes from three springs, namely Tuk Wadon, Tuk Cikupel, and Tuk Pawon. This water is not only the source of water in Owabong, but also used for agricultural purposes by Bojongsari residents. The author chose to intern at Owabong because Owabong is a well-known tourist attraction that requires English facilities to attract more foreign tourists.

Method

Observation is a fundamental method of data collection where the observer meticulously records and assesses the condition or behavior of a specific object. Abdurrahmat (2006, p.104) defines observation as a technique that involves keen scrutiny and systematic recording of findings. In the context of translating Owabong's website, this method was employed to gather textual content for translation into English. Throughout the observation process, the author identified various textual errors and typos on Owabong's website, which were subsequently corrected during the translation phase. This meticulous observation not only facilitated the collection of accurate data but also ensured that the translated content-maintained fidelity to the original message intended for English-speaking audiences.

An interview is a method of gathering data through structured conversations between individuals. According to Bogdan and Biklen (1992), it involves an interaction where an interviewer asks questions and a respondent provides verbal answers, aiming to collect insights, opinions, or experiences on a specific topic. Preparation of thoughtful questions and effective communication skills to establish rapport are crucial in obtaining accurate data. During my internship, I utilized this method to interview the manager of Owabong Waterpark to gather detailed information about the website that needed translation. This interview provided valuable insights and feedback essential for ensuring the accuracy and relevance of the translated content on Owabong's website.

Documentation involves recording information in various formats such as text, images, videos, or sound, essential for maintaining accurate records across fields like business, IT, education, and science. According to Sugiyono (2017:329), documents serve as historical records presented in written or visual forms. In my internship report, I utilized documentation to gather data from the Owabong website for translation into English. After systematically organizing the collected information into a structured text file, I ensured its accuracy and coherence to facilitate the translation process. Saving the file in the computer system marked the initial step in preparing the materials for translation.

Hands-on practice is an experiential learning approach that enhances understanding and skills through direct engagement. As highlighted by Pavia (2016), this method improves memory retention and overall comprehension. In the context of this internship, hands-on practice involved researching websites similar to Owabong to gather high-quality references for translating its content. This process included

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 meticulously collecting data from Owabong, translating, editing, and integrating the translations back into the website. By employing this approach, the translations were not only accurate but also aligned effectively with Owabong's specific context and nuances.

Results

The translation process began by analyzing the Owabong website, then followed by transferring the source language into the target language. After that, the author created an accurate target text. Finally, the author makes revisions and edits.

1. Analysis of the source text; in the first stage, the author analyzed Owabong's website to understand its content, structure, context, and intended audience thoroughly. This ensured the accuracy of the translation and effective communication of the website's message and purpose.
2. Transference of the source text; in the second stage, the author translated the Owabong website, focusing on accurately transferring the meaning from the source text to the target language while considering grammar and cultural nuances to maintain fidelity and clarity.
3. Creation of the target text; in the third stage of translating the Owabong website, the author created a clear and culturally relevant target text by carefully selecting appropriate words and maintaining coherence with the original message. This ensured effective communication with the target audience.
4. Revision and Editing; In the final stage of translating the Owabong website, the author carefully revised and edited the text for clarity, accuracy, and alignment with the intended communicative goals. This ensured the quality and effectiveness of the final translation, incorporating adjustments for cultural relevance and audience acceptance.

The translation process of the Owabong's website included several meticulous stages. Initially, the author analyzed the website's content and structure to grasp its intent. Subsequently, the text was translated with careful attention to grammar and cultural nuances to preserve the original message. Next, a coherent target text was crafted by selecting appropriate words. Lastly, the text underwent editing to enhance clarity, accuracy, and cultural adaptation. Through these steps, the translation effectively communicated Owabong's message to its target audience.

Discussion

In translating, it was very important to analyze the text to be translated, transfer the message in the source language, write the transferred text into the target language, and then revise and edit the text to get more accurate results. Of the 18 Molina and Albir translation techniques, the author used seven techniques to translate a total of

three hundred and twelve sentences found on the Owabong website. The seven techniques used are:

1. Literal Translation

Literal translation is a translation technique that involves translating the words of the source text into the target language as directly as possible without altering the sentence structure or meaning.

Table 1. Excerpts of literal translation technique

Source Language	Target Language
<i>Selamat datang di Owabong waterpark</i>	Welcome to Owabong Waterpark
<i>Taman jepang</i>	Japanese garden

As can be seen from the Table 1, the sentence "Selamat datang" is translated as "welcome." This literal translation technique is used to ensure that the translation is accurate and that the meaning remains the same. This approach makes it easy for readers to understand the text, as the message remains consistent between the original and the translated language.

2. Pure borrowing

Pure borrowing is a technique translation without changing the form of words or pronunciation from the source language to the target language.

Table 2. Excerpts of pure borrowing technique

Source Language	Target Language
Waterboom	Waterboom
Rest area	The rest area

In the above examples (see Table 2), the pure borrowing technique is used for the word "waterboom," which is translated as "waterboom." There is no change in the word or pronunciation in the example above. This indicates that sometimes translators borrow original terms from the source language to make them more familiar to the reader.

3. Naturalized borrowing

Naturalized borrowing is a technique of adjusting the word form or pronunciation from the source language.

Table 3. Excerpts of pure borrowing technique

Source Language	Target Language
<i>TV KABEL</i>	CABLE TV
<i>produk yang ingin dengan meng-klik Beli</i>	the product they want by clicking Buy

From one of the sentences above, there is an adjustment in pronunciation and writing in accordance with the target grammar, namely "klik" to "click". This adjustment is made so that the word from the source language still fits the target language and is easily understood by the reader. This shows that in translation, sometimes certain words do not need to be changed because they are in accordance with the rules and pronunciation of the target language.

4. Variation

Variation is a translation technique that involves using different words or expressions in the target language to convey the same meaning as the source text.

Table 4. Excerpts of variation technique

Source Language	Target Language
<i>Anda akan tetap sebagai anonim</i>	You will remain unknown
<i>berupa saung yang berada di bawah pesawat</i>	such as gazebo under the plane

The author used the variation translation technique because it allowed for adjustments to a particular language style or variation. For example, the word "anonim" in the source language was translated into "unknown" in the target language. In the sentence in the table, the word "anonim" in the source language is translated into the target language into "unknown" because it has the same meaning, but the used of the word "unknown" is commonly used by many people.

5. Adaptation

Adaptation is a translation technique that involves modifying certain aspects of a text to make it more appropriate or suitable for the target language and culture.

Table 5. Excerpts of adaptation technique

Source Language	Target Language
<i>Fasilitas istirahat pengunjung</i>	Rest area for visitors
<i>Untuk koleksi mata uang Indonesia mulai dari jaman Kerajaan sampai sekarang</i>	For a collection of Indonesian currency starting from past to present

The sentence "Fasilitas istirahat pengunjung" is translated into "rest area" because the sentence clearly explains the context of the source language. The author uses the adaptation translation technique to make the text easier to understand for the readers in the target language. Thus, the translation still communicates the same meaning as the original language.

6. Reduction

Reduction is a translation technique that involves simplifying the content or meaning of the source text in the target language.

Table 6. Excerpts of reduction technique

Source Language	Target Language
<i>koleksi Binatang reptil (masih hidup)</i>	collections of reptile
<i>beristirahat yang nyaman di daerah dekat air</i>	relax at near of fountain area
<i>mancur</i>	

In the sentence "koleksi binatang reptil (masih hidup)", translated into "collections of reptiles" the word "animals" is erased, because the word "reptile" already covers a type of animal. And for the sentence "masih hidup" is also erased, because what is displayed is "collections of reptile" not "reptile replicas". The author used the reduction translation technique because it was to convey the message briefly without losing the meaning of the original text.

7. Description

Description is a translation technique that involves providing detailed explanations or descriptions of an object, concept, or situation to help the target audience understand the meaning of the source text.

Table 7. Excerpts of description technique

Source Language	Target Language
<i>Tangkap ikan tanpa alat</i>	Catching fish (catching fish with your bare hands)
<i>Lari diatas air</i>	Run on water (running race on water)

The sentence "Tangkap ikan tanpa alat" in the source language was translated into the target language as "Catching fish (catching fish with your bare hands)". In Owabong, "Tangkap ikan tanpa alat" was a game provided for visitors, where they caught fish using only their bare hands. The author used the description translation technique because it was to explain a word or term so that the reader could understand it better.

Conclusions

The Owabong website translation process describes the process of collecting and processing data from the website. The steps involve observing the various features and information presented on the website, creating the data in text format, and then translating it into English. The author must understand the meaning, context, and purpose of the source website. Errors in the writing of Owabong's original text were found and corrected during translation.

In addition, the Owabong translation process confirmed that being a good translator requires more than just language knowledge. Good communication skills, familiarity with translation techniques, and a deep understanding of cultural aspects are the keys

to success. By involving interviews with relevant parties, such as Owabong's marketing manager, translators can respond to more specific needs and objectives in ensuring accurate and culturally appropriate translations. The translation process not only creates access to information for English-speaking audiences but also strengthens the international image of Owabong's tourist destination.

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