A Translation Study of Informational Texts: The 'Tentang' Menu on Melung Village's Website

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KEYWORDS	ABSTRACT
	This final project report is entitled *"Translating the 'Tentang' Menu of the Melung Village Website."* The text was chosen for translation because it provides informative and valuable content, especially for foreign readers seeking information about the village in English. The "Tentang" menu explains the history, geography, and institutions of Melung Village. The purposes of this internship were to translate the text and to apply the translation knowledge acquired during the course of study. The translation process, conducted from May to June 2023, involved three main stages: analysis, transfer, and restructuring. In the analysis stage, the translator read and understood the source text to capture its message. The transfer stage involved mentally converting the meaning from the source language to the target language, while the restructuring stage focused on rewriting the translation to ensure clarity and natural flow in English. Challenges encountered during the process included selecting appropriate diction, finding equivalent terms, and integrating the translation into the website. These were addressed through research, providing explanations for specific terms, and collaborating with the website management team to finalize and apply the translation. Keywords: **Translating, Tourism, Website**

Introduction

Banyumas is one of the districts in Central Java that offers a wide variety of captivating tourist destinations. Known for its blend of natural beauty and cultural heritage, Banyumas has become a favorite spot for both local and international travelers. From scenic waterfalls to cultural landmarks, the district continues to develop its tourism potential. Its accessibility and growing tourism infrastructure make it an ideal destination for those seeking both relaxation and adventure.

The district is rich in tourist attractions that range from historical and cultural sites to culinary experiences and stunning landscapes. Some of the most frequently visited destinations in Banyumas include Baturraden Tour, New Small World, Sunyi Lake, Cipendok Waterfall, Jenggala Waterfall, Bayan Waterfall, Gomblang Waterfall, Baturraden Botanical Garden, and Pancuran Pitu. These places attract visitors with their unique charm, offering everything from natural hot springs and panoramic views to lush forests and cultural showcases. The variety ensures that there's something for every type of traveler.

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In recent years, Banyumas has also embraced the concept of tourism villages, or *desa wisata*, as a way to promote sustainable and community-based tourism. According to the *Laporan Akhir Kajian Pengembangan Desa Wisata di DIY*, a tourism village is a rural area that possesses unique characteristics such as traditional social structures, cultural richness, and a combination of natural and man-made attractions. These villages are developed and managed to attract tourists while preserving the local identity and heritage. This model not only enhances the tourist experience but also empowers local communities economically and socially.

Tourism villages in Banyumas are being designed with supporting facilities that make them more appealing and accessible to visitors. Proper infrastructure, homestays, guided tours, cultural performances, and local culinary offerings are integrated into the tourism experience. These villages provide an immersive opportunity for tourists to engage with the local way of life, learn about traditional customs, and enjoy authentic village hospitality. The initiative also encourages responsible tourism that respects local values and the environment.

Furthermore, Banyumas continues to grow as a vibrant tourism destination, combining its natural wonders with cultural richness and innovative tourism models like the tourism village. The district's dedication to enhancing tourist experiences while preserving local identity is commendable. With careful planning and community involvement, Banyumas has the potential to become one of Indonesia's leading tourism regions, offering memorable and meaningful travel experiences for all who visit.

Banyumas has 21 (twenty-one) tourism villages that offer different destination (Yuliana, 2022). They offer cultural, historical, and culinary specialties. The tourism villages that offer cultural specialities are Banjarpanepen, Kalisalak, Pesona Kejawar, Samudra, and Tambaknegara. The tourism villages that offer historical specialities are Cikakak and Tamansari. In addition, the village that offer culinary speciality is Pakunden. Then, there are tourism villages that offer their natural specialities. They include Cirahab, Damakradenan, Gerduren, Glempang, Karanggintung, Karangkemiri, Karangsalam, Karangtengah, Kemutug Lor, Petahunan, Pekuncen, Kalibagor and Melung. The last village mentioned is located in Kedungbanteng Subdistrict.

Melung Village is one of the tourism villages located in Banyumas, Central Java. Since 2017, the village has been actively developing its tourism potential by highlighting its natural attractions as the main draw for visitors. In support of this effort, internet infrastructure has played a crucial role in promoting Melung as a Tourism Village. According to an interview with Mr. Gino (Kasi Kesra), internet access in Melung was introduced in 2012. Initially, the village used a Blogspot platform before transitioning to a WordPress-based website. This digital platform has made it easier for the community and potential visitors to access various types of information, including local news, village history, geographic details, tourism spots, and financial transparency. However, the content of the website was originally only available in Indonesian, which limited its reach to non-Indonesian speakers. Considering the growing number of international tourists visiting Central Java— including those from English-speaking countries—it has become increasingly

important to provide information in English. Translating the website, especially the "Tentang" (About) section, is essential to improve accessibility, promote local tourism to a wider audience, and support the village's efforts to attract more global visitors.

To reach a broader audience and increase the accessibility of information, the Melung Village website was translated into English. Translating the Melung Village website can be useful to provide information to the public. The "Tentang" menu was translated section. This part consists of history, area, and institutions. The existence of English in the menu website of Melung Village can make people from outside especially foreigner know more about this village and interest people to visit Melung Village.

Every expert has different ideas about the definition of translation. However, the various definitions have a purpose that is almost same. There are some definitions of translation by experts. According to Newmark (in Ismawati 2013:56), translation is rendering the meaning of a text into another language in the way that the author intended the text. Catford (in Shahab 2007:142) stated that translation is the replacement of textual material in one language by equivalent textual in another language. The last definition is proposed by Nida and Taber (in Shahab 2007:143) that translating consists of reproducing in the receptor language the closest natural equivalent of the source language message, first in terms of meaning and secondly in terms of style. From the translation definition above, it means that translation is transferring message from the source language text into the target language text.

According to Volf (2020:1), translation technique is an application of the results of the translator's choice after the translation strategy or the realization of the strategy. Furthermore, Molina and Albir (2002:509-511), there are some techniques, namely: Adaptation, Amplification, Borrowing, Description, Calque, Generalization, Modulation, Compensation, Discursive Creation, Established Equivalence, Linguistic Amplification, Linguistic Compression, Literal Translation, Variation, Transposition, Substitution, Reduction, Particularization.

Nida and Taber (in Fithriyani 2014:14-16) divide the translation process into three stages: First is Analyzing; In the analysis stage, the translator analyses the grammatical relationship and meanings of each word. Second is Transferring; In the transfer stage, the material that has been analyzed in the first stage is transferred in the mind of the translator from source language into target language. Third is Restructuring; In the restructuring stage, the translator rewrites or reclaims the material that has been processed in stage 1 and stage 2 until it became acceptable in the target language.

The first previous study relevant to this discussion was conducted by Salsabila in 2019. Her job training project was entitled *"Making an Acceptable Translation for Website in UPT Pusat Bahasa UPN 'Veteran' Jawa Timur."* In this study, Salsabila focused on translating the official website of UPT Pusat Bahasa from Indonesian into English. The aim was to make the website content accessible to a broader audience, particularly for international visitors or partners of the institution. The translation project emphasized clarity, accuracy, and acceptability in the target language.

Salsabila's project involved the translation of various website components such as institutional information, academic services, announcements, and general content intended for public communication. The study provided a practical approach to translating digital content, taking into consideration the linguistic and cultural aspects that influence the readability and acceptability of the English version. The translation product can be accessed on the website https://pusbasa.upnjatim.ac.id, which stands as the result of her job training.

The second previous study was conducted by Lestari in 2020, and it focused on translating informational texts found in the Museum Uang Purbalingga. Her project was titled *"Menerjemahkan Teks Informasi di Museum Uang Purbalingga ke Dalam Bahasa Inggris."* The objective of her job training was to translate historical and descriptive texts related to the evolution of Indonesian currency. These included information on currency used during the royal era, currency issued by the Indonesian government, and that issued by Indonesian banks.

Lestari's translation project provided English versions of museum texts for visitors who do not understand Indonesian. By doing so, the museum experience became more inclusive and educational for international tourists. Her work showcased the importance of translating cultural and historical texts in a way that retains their meaning while also making them understandable to readers from different backgrounds.

There are notable similarities between these previous studies and the current job training program. One major similarity between Salsabila's project and this study is the focus on translating website content from Indonesian into English. This shows a shared concern with the accessibility of digital information for a wider audience. Similarly, Lestari's project and the current job training both deal with the translation of informational texts or articles, emphasizing not only the linguistic transfer but also the preservation of content clarity and intent.

In terms of methodology, the studies also offer comparable approaches. Both Lestari's project and this study incorporate a clear translation process, which includes text analysis, translation, and revision stages to ensure quality and accuracy. This structured approach highlights the importance of preparation and post-editing in professional translation work.

However, there are also distinct differences that set each project apart. The primary difference between Salsabila's study and the current one lies in the theoretical framework used. Salsabila employed the translation techniques proposed by Molina and Albir, which allowed for a systematic classification of the translation methods applied throughout the website project. In contrast, this study might adopt a different theoretical lens or framework to suit the specific nature of the content being translated.

Likewise, Lestari's project differs from the current program in its application of translation methods. While both involve informational texts, they rely on different translation strategies tailored to the context and purpose of the text. Lestari's work required a careful balance between preserving historical accuracy and simplifying technical language for general readers, whereas the current job training might

emphasize localization, user-friendliness, or another translation goal depending on the nature of the texts involved.

Method

Adler & Adler (in Hasanah 2017) state that observation is one of the basic methods of collecting data in qualitative research, especially concerning the social sciences and human behavior. This process made it easy to retrieve data. Observation was used as a way to understand more about "Tentang" menu of the Melung Village website with the result that translation was acceptable and accurate.

According to Kerlinger (in Basuki 2006), an interview is a face-to-face interpersonal role situation, when the interviewer asks questions designed to obtain relevant answer to the research problem to someone who is interviewing or informant. The results of the interview were implemented into a conclusion or statement. According to Kerlinger (as cited in Basuki, 2006), an interview is a face-to-face interpersonal interaction in which the interviewer poses questions intended to elicit relevant responses pertaining to a specific research problem. The information gathered through interviews is then analyzed and used to form conclusions or statements that support the research objectives. In the context of this translation project, interviews were conducted with the village headman and his staff to obtain detailed and accurate information about the content of the "Tentang" (About) section of the Melung Village website. These interviews provided essential background knowledge, clarified culturally specific terms, and ensured the accuracy of information related to the village's history, administrative structure, and geographic details. This qualitative data collection method produced a reliable and contextually appropriate English translation.Results and Discussion

In translating "Tentang" menu of Melung Village, translation processes were carried out, including the analyzing, transferring, restructuring.

1. Analyzing; In the analysis stage, the translator analyses the grammatical relationship and meanings of each word.

2. Transferring; In the transfer stage, the material that has been analyzed in the first stage is transferred in the mind of the translator from source language into target language.

3. Restructuring; In the restructuring stage, the translator rewrites or reclaims the material that has been processed in stage 1 and stage 2 until it became acceptable in the target language.

The Use of Translation Techniques

In translating the "Tentang" menu of the Melung Village website, the translation techniques used were Literal Translation, Borrowing, Establish Equivalence, Calque, Reduction, Modulation, Amplification, Description, Adaptation, and Transposition.

1. Literal Translation

Literal translation is a technique that starts with word-for-word translation and then changes the conformity of source language grammar with target language grammar.

Table 1. Literal Translation

	Source Language	Target Language
1.	Kisah Kyai Melung	The Story of Kyai Melung
2.	Silsilah Kepala Desa	Genealogy of Village Headman

The first phrase, *"Kisah Kyai Melung,"* was translated into *"The Story of Kyai Melung."* This translation is both accurate and appropriate for the target language. Each word in the phrase was rendered directly without altering its meaning, and the structure aligns well with English grammatical rules. The word *"kisah"* translates to *"story,"* while *"Kyai Melung"* is a proper noun that remains unchanged in translation, preserving the cultural identity of the original. As a result, the phrase becomes easily understood and culturally respectful in the target language.

The second phrase, *"Silsilah Kepala Desa,"* was translated with a slight adjustment to the structure to make it more natural in English. Literally, *"silsilah"* means *"genealogy"* or *"lineage,"* and *"kepala desa"* translates to *"village head."* Instead of translating it word-for-word, the phrase was adapted to become *"Genealogy of the Village Heads"* or *"Lineage of Village Leaders,"* depending on the context. This adjustment ensures that the translation sounds fluent and clear while still maintaining the original meaning.

These examples show how translation choices are guided by both linguistic accuracy and cultural relevance. While some phrases can be translated directly, others may require structural changes to make the text more acceptable and natural in the target language. Such adjustments are essential in producing high-quality translations that resonate with the target audience while staying true to the source material.

2. Borrowing

Borrowing is taking a word or expression straight from another language.

Table 2. Borrowing Translation

	Source Language	Target Language	Techniques
1.	4 RW	4 RW	Pure Borrowing
2.	<u>Legenda</u> tersebut diceritakan secara turun temurun oleh para orang tua kepada anak-anak atau generasi penerusnya	The <u>legend</u> is told from generation to generation by parents to their children or the next generation.	Naturalized Borrowing

The word "RW" was translated exactly the same as "RW" in English. One of the reasons for using this technique was that in the source text, there was no close equivalent for the word "RW" in the English language. The word

"legenda" was transferred into "legend". The word "legend" was naturalized borrowing because the source language phrases were adapted to the target language spelling.

The word *"RW"* was retained as *"RW"* in the English translation. This approach is known as borrowing, where a term from the source language is used directly in the target language without modification. One of the main reasons for this choice is the lack of an exact equivalent for *"RW"*—which stands for *"Rukun Warga"*—in English. Since this administrative unit is unique to Indonesian community structures, translating it directly might cause confusion or misrepresentation. Therefore, keeping the original term helps preserve the cultural and contextual integrity of the source text.

In another example, the word *"legenda"* was translated as *"legend."* This translation is considered naturalized borrowing. Unlike direct borrowing, naturalized borrowing involves adapting the spelling and pronunciation of the source word to fit the norms of the target language. In this case, the Indonesian word *"legenda"* shares the same Latin root as the English word *"legend,"* making the translation both linguistically accurate and easily understood by English speakers. This method enhances readability while maintaining the original meaning.

These examples highlight two different translation strategies used to handle culturally or linguistically specific terms. When no equivalent exists in the target language, borrowing—either direct or naturalized—becomes an effective solution. It allows translators to preserve the original context while still producing coherent and accessible text for the target audience. Thoughtful application of these techniques ensures that the translation remains faithful to the source while being appropriate for the readers of the target language.

3. Establish Equivalence

This technique uses a term or expression that is recognized (by dictionaries or language in use) as an equivalent in the target language.

Table 3. Establish Equivalence

Source Language	Target Language
Legenda atau <u>cerita rakyat</u> Melung berasal dari keberadaan Syeh R Abdurrahman	The legend or <u>folklore</u> of Melung came from the existence of Syeh R Abdurrahman.

The term *"cerita rakyat"* was translated into *"folklore"* in the target language. This translation choice reflects a common and natural expression in English that accurately conveys the meaning of the

original Indonesian term. *"Cerita rakyat"* refers to traditional stories passed down through generations, often involving local myths, legends, and cultural values. The word *"folklore"* captures this concept well, making it an appropriate and widely accepted equivalent in English.

This translation is an example of using terms based on everyday expressions in the target language. Instead of translating each word literally—*"cerita"* as "story" and *"rakyat"* as "people"—the translator selected a single term that encapsulates the entire concept. *"Folklore"* is familiar to English-speaking audiences and carries the same cultural and narrative connotations. This strategy helps maintain the flow and readability of the translated text while preserving its original intent.

Using well-established expressions in the target language is a key technique in producing effective and natural translations. It allows the translator to bridge cultural gaps without overwhelming the reader with unfamiliar terms or awkward phrasing. In this case, choosing *"folklore"* instead of a more literal translation ensures that the message is communicated clearly and fluently, which is essential for engaging and informative content.

4. Calque

This is the literal translation of a foreign word or phrase, which can be lexical or structural.

Table 4. Calque Translation

	Source Language	Target Language
1.	Wilayah Administratif	Administrative Area
2.	Masa Penjajahan Belanda	Dutch Colonial Period

In this translation technique, "Wilayah Administratif" is translated literally into "Administrative Area" without changing the basic components within the source language. Calque was used to translate of "Masa Penjajahan Belanda" into "Dutch Colonial Period" It can be seen that the literal translation is applied.

5. Reduction

This technique suppresses a source text information item in the target text. It is in opposition to amplification.

Table 5. Reduction Translation

	Source Language	Target Language
1.	Pada masa penjajahan Belanda dan Jepang sejak tahun 1905 sampai dengan tahun 1940	During the Dutch and Japanese colonial periods from 1905 to 1940
2.	Pembangunan yang telah dilaksanakan adalah :	The developments were:

In translation, "sejak tahun" was translated into "from" because there is a reduction in the word "tahun" therefore it did not change the meaning of the word. The phrase "telah dilaksanakan" was removed and not translated. The previous sentence already explained the context.

6. Modulation

This technique changes the point of view concerning the source text, which can be lexical or structural.

Table 6. Modulation Translation

	Source Language	Target Language
1.	Raden Honggo Wangsa <u>menurunkan</u> Raden Niti Menggolo.	Raden Honggo Wangsa <u>handed over his power</u> to Raden Niti Menggolo.
2.	Setelah itu keturunan dari kakak Raden Singo Guna yaitu Raden Suro Handoko dan Raden Suro Menggolo <u>diutus kembali</u>.	After a few years, Raden Singo Guna's brothers, Raden Suro Handoko and Raden Suro Menggolo, <u>became the leader</u> of Melung Village.

The word "menurunkan" was translated by changing the word "descendant" to "handed over his power" which changed the meaning based on the dictionary. In translation, "diutus kembali" was changed into a different point of view and translate into "became the leader" because they have the same message.

7. Amplification

This technique introduces or adds detailed information not formulated in the source text.

Table 7. Amplification Translation

	Source Language	Target Language
1.	Memegang jabatan kepala desa hampir 20 tahun.	Held the position of the village headman <u>for</u> almost 20 years
2.	<u>Setelah itu</u>, keturunan dari kakak Raden Singo Guna yaitu Raden Suro Handoko dan Raden Suro Menggolo diutus Kembali	<u>After few years</u>, Raden Singo Guna's brothers, Raden Suro Handoko and Raden Suro Menggolo, became the leader of Melung Village.

The word "for" in the sentence only served to add information and clarify the data into the target language. In translation, the phrase "few years" in the sentence to add information and clarify the data into the target language.

8. Description

This is the technique that replaces a term or expression with description of its function.

Table 8. Description Translation

	Source Language	Target Language
1.	Mursidi bersama sekretaris desanya gugur melawan pemberontak <u>DI/TII</u> yang terjadi di Desa Melung.	Mursidi and his village secretary died against the DI/TII <u>(Darul Islam/ Indonesian Islamic Army)</u> rebels in Melung Village.
2.	Desa Melung memiliki topografi berbukit-bukit dengan kemiringan rata-rata 45% dan berada pada ketinggian rata-rata 400-700 <u>mdpl.</u>	Melung Village has a hilly topography with an average slope of 45% and is located at an average altitude of 400-700 <u>meters above sea level.</u>

The word "DI/TII" was translated with the description of the "Darul Islam/ Indonesian Islamic Army. In translation, the word "mdpl" was translated with an explanation in the target language to provide the meaning of the words.

9. Adaptation

Adaptation occurs when something specific to one language culture is expressed in a totally way that is familiar or appropriate to another language culture.

Table 9. Adaptation Translation

	Source Language	Target Language
1.	tanah tegalan atau perkebunan rakyat 170 hektar,	170 hectares of field or smallholder plantations
2.	1.318 hektar	1,318 hectares

The phrase "tanah tegalan" was translated into "field" because in the target language "tanah tegalan" or dry land means "field". In the source text, a full stop is used to separate thousands whereas, in the target text a comma is used to separate thousands.

10. Transposition

This is a translation technique that changes source text grammatical category in the target text, for example from verb to noun or phrase to word.

Table 10. Transposition Translation

	Source Language	Target Language
1.	Desa Melung terletak di lereng kaki Gunung Slamet, Jawa Tengah. Secara administratif, masuk dalam wilayah Kecamatan Kedungbanteng, Kabupaten Banyumas.	Melung Village is located on the slopes of Mount Slamet, Central Java. Administratively, it is included in the Kedungbanteng Subdistrict, Banyumas Regency.
2.	Secara geografis, sebelah utara berbatasan dengan hutan negara (Perhutani).	Geographically, the north is bordered by state forest (Perhutani).

In the first and second examples, the transposition technique was applied to adjust the grammatical structure in the target language. This technique involves changing the grammatical category of words or rearranging sentence structures during the translation process. It is often used when a direct translation would result in awkward or unclear phrasing in the target language. By altering the grammatical structure, the translator ensures that the meaning remains intact while the sentence flows naturally in English.

If the original grammatical structure from the source language had been maintained, the resulting translation might have caused confusion or misinterpretation. This is because Indonesian and English have different syntactic rules, word order preferences, and phrase construction. For instance, a phrase that makes perfect sense in Indonesian might sound unnatural or vague if translated

word-for-word into English without adjusting the structure. The transposition technique allows the translator to adapt the form of the sentence to match the expectations of the target audience while still preserving the original message.

This method proves essential in maintaining clarity and coherence throughout the translation. It reflects a deeper understanding of both the source and target languages, emphasizing that effective translation goes beyond just words—it requires adjusting form and structure to convey meaning appropriately. By using transposition, the translator bridges linguistic differences and delivers a more polished and reader-friendly final result.

Conclusion

The translation of the "Tentang" menu from the Melung Village website followed a structured process to ensure accuracy, clarity, and cultural relevance. The translation work was guided by the theory of Molina and Albir (2002:509–511), who proposed a range of translation techniques to address different linguistic and contextual challenges. In this project, ten of these techniques were applied: Literal Translation, Borrowing, Established Equivalence, Calque, Reduction, Modulation, Amplification, Description, Adaptation, and Transposition. Each technique served a specific purpose depending on the nature of the text and the intended meaning in the target language.

In addition to the techniques by Molina and Albir, the translation process was also informed by the three-stage model proposed by Nida and Taber. These stages include analyzing the source text, transferring the message into the target language, and restructuring the result to suit the norms and expectations of the target audience. These processes provided a solid theoretical foundation to support the practical aspects of the translation task, ensuring that the translated version maintained both linguistic integrity and communicative function.

During the translation process, several obstacles emerged that required careful consideration. The first challenge involved choosing the right diction in the target language to accurately convey the original message. Since some Indonesian terms carry cultural or contextual meanings that are not easily transferred, selecting the most suitable English words was not always straightforward. The second obstacle was the search for equivalent terms in English that would retain the meaning and tone of the source language, especially for culturally specific terms. The final challenge was editing and refining the translated text so that it would be ready for publication on the website.

To address these obstacles, a variety of strategies were employed. One key solution was conducting additional research to understand how similar terms and expressions are used in English, especially in the context of tourism and village profiles. This research helped ensure that the translation sounded natural to English readers while remaining true to the original message. Another strategy was using descriptive translation techniques to explain terms that lacked direct equivalents. This helped preserve the meaning without sacrificing readability.

Consultation also played a crucial role in the translation process. Discussions with the job training supervisor were essential in determining the most communicative and appropriate equivalents for difficult terms. These consultations ensured that the translations were not only accurate but also aligned with academic and professional standards. Furthermore, collaboration with the website management team helped ensure that the translated content was well-integrated into the site, both technically and contextually.

In conclusion, the translation of the "Tentang" menu on the Melung Village website was a complex but manageable task that involved applying multiple techniques and processes. The combination of theory and practice allowed for a high-quality translation that was linguistically sound and culturally appropriate. By identifying and overcoming key challenges through research, discussion, and collaboration, the translation achieved its goal of making Melung Village's profile accessible to a broader audience.

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