THE TRANSLATION OF GENERIC INDONESIAN PLACE NAMES INTO ENGLISH ON THE OFFICIAL TOURISM WEBSITE

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Abstract: *The use of translation on a tourism website indicates that translation serves as a step to encourage tourists to learn about various places, particularly as tourist destinations. The website https://jakarta-tourism.go.id mentions various types of destinations or places, including museums, restaurants, markets, etc. Some articles on the website are available in both Indonesian (the source language) and English (the target language or translation). Through translation, tourists who cannot understand Indonesian but can understand English can still access information on numerous places. This research discusses the translation of generic Indonesian place names on the website. The results show preservation (15), transformation (53), and addition (3) strategies found in the translation of Indonesian generic place names. In titles, preservation (12), transformation (23), and addition (1) were observed. In paragraphs, preservation (3), transformation (30), and addition (2) were identified. This research hopes that the results will contribute to the tourism industry since tourism plays a significant role for relations among countries.*

Keywords: translation, tourism, generic place names.

INTRODUCTION

Jakarta, the capital city of Indonesia, offers a variety of tourist destinations, including natural, culinary, and historical attractions, among many others. In terms of natural attractions, Jakarta provides not only land-based experiences but also captivating sea experiences.

According to Statistics Indonesia (BPS), the number of international tourists visiting Jakarta in 2022 increased to 935,182, a significant surge from 119,362 in 2021. This positive trend signals that, after three years of the COVID-19 pandemic, Jakarta is once again attracting international tourists.

Highlighting this increase, researchers find that Jakarta has the power to rise and the ability to be attractive to tourists. This is evidenced by revitalizations in various regions of Jakarta in 2022. The revitalizations were carried out in Sarinah, Bundaran HI station, JPO Pinisi, Taman Ismail Marzuki, and Monumen Nasional in Central Jakarta; Tebet Eco Park in South Jakarta; Taman Mini Indonesia Indah in East Jakarta; and Kota Tua Jakarta in West Jakarta.

A tourism website (https://jakarta-tourism.go.id/) is also evidence that Jakarta strives to be a tourist destination, encouraging more people to visit. Some articles on the website are available in both Indonesian language (the source language) and English (the target language). The first article on the website was published in 2016.

The use of English on the website indicates that employing a target language or translation serves as a step to encourage tourists to learn about various places, particularly as tourist destinations. The website https://jakarta-tourism.go.id mentions many types of destinations or places, including museums, restaurants, markets, etc. Through the translation, tourists who cannot understand Indonesian but can understand English can still access information on numerous destinations. Sulaiman and Wilson (2019) stated that translation is

essential for successful intercultural communication, negotiation, and persuasion in the context of international tourism.

Given that translation is intricately tied to cultural frameworks, it should be approached with due consideration for cultural nuances. If translation fails to appropriately address the cultural context and the underlying cultural conceptualizations, it may be deemed unsuccessful (Sulaiman & Wilson, 2019). Therefore, translation is not only a change but also a result of cultural interpretation.

Indonesian place names can consist of generic and specific elements, with the generic term typically preceding the specific one. For example, in the Indonesian place name 'Pulau Macan,' 'Pulau' serves as the generic element, and 'Macan' as the specific one. Certainly, an Indonesian website such as https://jakarta-tourism.go.id informs Indonesian place names including those with generic and specific elements. Observing this, the researcher discusses the translation of generic Indonesian place names on the website.

Several studies' topics also relate to translation and names. In 2018, Ningsih conducted a study entitled a Translation Analysis of Proper Nouns and Translator's Ideological Tendency applied in Ransom Riggs' Miss Peregrine's Home and Peculiar Children. Both this study and the current study discuss the translation of name places. The differences are that Ningsih's study includes other names (e.g., people, events, and so on), English-Indonesian language (source language-target language), and data from the novel. Meanwhile, the current study excludes other names, focuses on Indonesian language-English translation (source language-target language), and utilizes data from a tourism website. According to this research, the most frequent strategy employed by the translator in translating proper nouns is preservation.

Translation of the Proper Nouns in Legal English, research by Tang (2021), also discusses the translation of name places. However, the research includes other names (e.g., people, books, and so on), English-Chinese (source language-target language), and data from legal documents. This research states that, generally speaking, names of people or places are transliterated, while names of institutions or books are semantically translated.

Kamalia (2019) conducts research entitled Proper Nouns in English and Indonesian (Translation Approach of Novel). Both the research and the current research include names of places. The differences are that the research also includes names of people, name of object, English-Indonesian language, and data from the novel. The result of the research mentions that names of places are the most frequent proper nouns that appear in the text, and preservation becomes the most frequent techniques applied to translate those proper nouns.

LITERATURE REVIEW
Translation

Newmark (1988) states that translation is a process of rendering the meaning of a text into another language in the way the author intended the text. The meaning between the source text and the target language should be the same. This means that a translator is expected to render the most suitable interpretation of the source language's meaning in the target language.

According to Tudor (quoted in Duff, 1959), translation, as the process of conveying messages across linguistic and cultural barriers, is an eminently communicative activity, one whose use could well be considered in a wider range of teaching situations than may currently be the case. This description implies linguistic and cultural barriers in the process of translation. However, its communicative nature allows it to reach a broader audience.

Place name

A place name is a type of proper nouns. Quirk et al. (1985) states that:
> a. Proper nouns are basically names of specific people (Shakespeare), places (Milwaukee), months (September), days (Thursday), festivals (Christmas), magazines (Vogue), and so forth. […]
> b. Within a given universe of discourse, proper nouns generally have unique denotation, and are usually written with initial capital letters (though not all nouns so written are proper nouns

Generic and Specific of Place names/Placenames

Tent (2016) mentions that:
> Placenames are generally considered in terms of 'specific' and 'generic' elements. They can consist of a specific alone (e.g. Darwin, Sydney, Perth) or a specific with an accompanying generic (e.g. Botany Bay, or Mount Kosciuszko).

This means that the place names with generic elements should be at least paired with

one specific element.

Translating Strategies

According to Davies (2003), there are seven translation strategies in analyzing Culture-Specific Item (CSI).

1. Preservation occurs when a translator transfers the term directly into the TT with no further explanation (Davies, 2003: 75).
2. Addition occurs when the translator decides to keep the original item but supplements the text with whatever information is judged necessary (Davies, 2003: 77).
3. Localization strategy occurs when the translator tries to anchor a reference firmly in the culture of the target audience (Davies, 2003: 83-84).
4. Transformation strategy occurs when translator involves an alteration or distortion of the original (Davies, 2003: 86).
5. Globalization strategy occurs when the translator involves the process of replacing culture-specific references with the ones which are more neutral or general (Davies, 2003: 83).
6. Omission strategy occurs when the translator decides to omit problematic culture-specific items altogether, so that no trace of it is found in the translation (Davies, 2003: 79).
7. Creation strategy means a creation of a CSI which is firmly or totally different from the ST or is not present in there (Davies, 2003: 89).

METHODOLOGY
Research Methodology

This study delineates translation data involving textual content. According to Dornyei (2007), qualitative research encompasses a diverse array of data sources such as recorded interviews, different textual forms, and images. Moreover, he asserts that the primary goal of qualitative research is to depict social phenomena in their organic state. Qualitative research unfolds in natural settings, devoid of any efforts to influence or manipulate the studied situation. Therefore, the current investigation adopts a qualitative research approach.

The data was gathered from https://jakarta-tourism.go.id/ and spans up to the conclusion of September 2023. The data is extracted from articles featured on this website, with the earliest article containing the translation of Indonesian generic place names dating back to 2018.

Procedure of the Research

The researcher conducts the following steps:

1. The collection of Indonesia data (source language)
2. The collection of English data (target language or translations)
3. The data analysis
4. The data description
5. Conclusion and suggestions are given.

RESULT AND DISCUSSION
STRATEGIES FOUND IN THE TRANSLATION OF INDONESIAN GENERIC PLACE NAMES

There are three (3) strategies identified in the translation of generic place names into English on the official tourism website: preservation (15), transformation (53), and addition (3). Those translations are either in titles or paragraphs.

Translations of Indonesian Generic Place Names

Translation of Generic Place Names in Titles

There are twelve (12) titles' translations referring to preservation, twenty-three (23) titles' translations referring to transformation, and one (1) title's translation referring to addition.

Translations of Generic Place Names in Titles
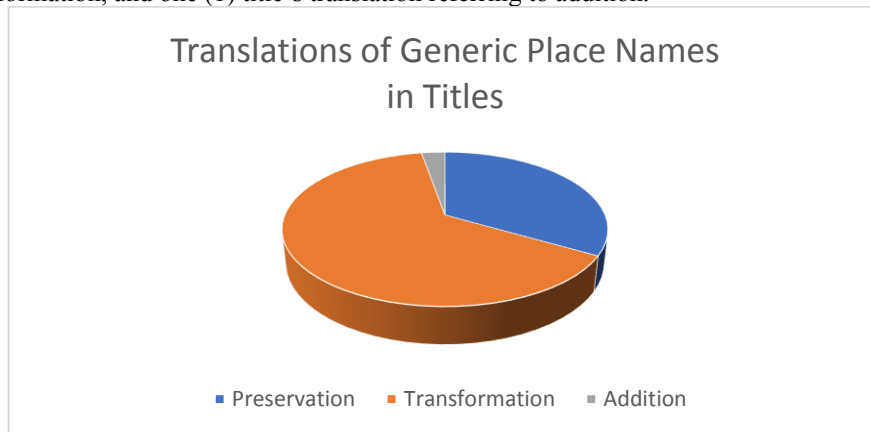
Preservation

The twelve (12) title's translations refer to preservation. Several data are as follows:

Data 1

Source: *Seribu Pesona di **Kepulauan** Seribu - Video Kreatif BBWI*

Target : Seribu Pesona di **Kepulauan** Seribu - Video Kreatif BBWI

The Indonesian generic place name ***Kepulauan*** remains **Kepulauan** in English. This indicates that the place name is directly transfer to target language with no further explanation. Therefore, the translation refers to a preservation

Data 2

Source: ***Taman** Kembang Kerep*

Target: **Taman** Kembang Kerep

The Indonesian generic place name ***Taman*** remains **Taman** in English. This indicates that the place name is directly transfer to target language with no further explanation. Therefore, the translation refers to a preservation.

Data 3

Source: ***Museum** Sasmita Loka Ahmad Yani*

Target: **Museum** Sasmita Loka Ahmad Yani

The Indonesian generic place name ***Museum*** remains **Museum** in English. This indicates that the place name is directly transfer to target language with no further explanation. Therefore, the translation refers to a preservation

Transformation
The twenty-three (23) title's translations refer to preservation. Several data are as transformation:

Data 1
Source: ***Pulau** Macan*
Target : Macan **Island**

The Indonesian generic place name ***Pulau*** is translated into **Island** in English This indicates that the place name is altered or transformed in target language. Therefore, the translation refers to a transformation.

Data 2
Source: ***Taman** Menteng*
Target : Menteng **Park**

The Indonesian generic place name ***Taman*** is translated into **Park** in English. This indicates that the place name is altered or transformed in target language. Therefore, the translation refers to a transformation.

Data 3
Source: *Menilik Kemegahan Arsitektur Neo-klasik Milik **Museum** Bank Indonesia*
Target : Take A Glimpse On The Story Behind Neo-classical Architecture of Bank
 Indonesia **Museum**

The Indonesian generic place name ***Museum*** is translated into **Museum** in English. Although the spellings are similar, the pronunciation and the position differ between source and target language. This indicates that the place name is altered or transformed in target language. Therefore, the translation refers to a transformation.

Addition
The one (1) title's translation refers to addition. The data is as follow:
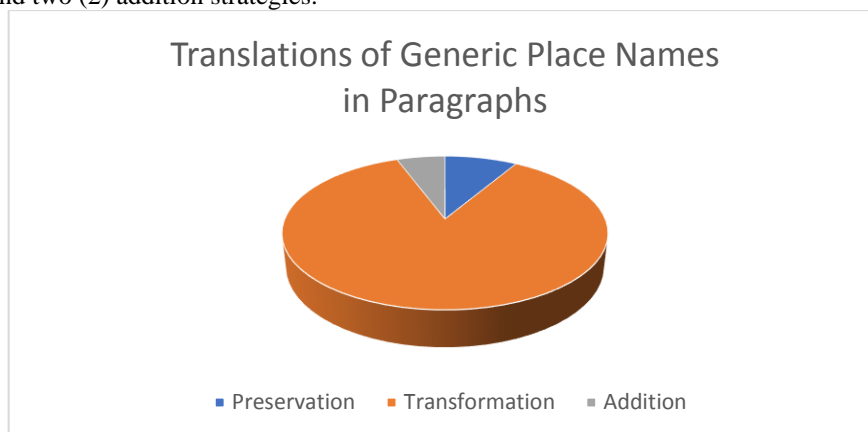
Data 1
Source: ***Museum** di Tengah Kebun*
Target: **Museum** di Tengah Kebun (Mid Garden **Museum**)

The Indonesian generic place name ***Museum*** is translated into **Museum** inside brackets*.* Additionally, another ***Museum*** is added. This indicates that the place name is added in target language. Therefore, the translation refers to an addition.

Translation of generic place names in paragraphs
For the translation of generic place names in paragraphs, there are three (3) preservation, thirty (30) transformation, and two (2) addition strategies.

Translations of Generic Place Names in Paragraphs

■ Preservation ■ Transformation ■ Addition

Preservation
The three (3) translation in paragraphs refer to preservation. The data are as follows:

Data 1
Source: *Namanya **Taman** O, karena memiliki bangunan menyerupai huruf O*.
Target : The name is **Taman** O, because it has a building that resembles the letter

O.

The Indonesian generic place name *Taman* remains **Taman** in English. This indicates that the place name is directly transfer to target language with no further explanation. Therefore, the translation refers to a preservation

Data 2

Source: *Sebagai bagian dari revitalisasi Taman Ismail Marzuki pada tahun 2019 dengan pimpinan arsitek ternama Andra Matin, Perpustakaan Jakarta Cikini dibuka kembali untuk umum, dengan koleksi lebih dari 100.000 buku dari berbagai genre dan arsip.*

Target: As part of Taman Ismail Marzuki's revitalisation in 2019 with renowned architect Andra Matin at the helm, **Perpustakaan** Jakarta Cikini reopened to an excited crowd, boasting its collection of over 100,000 books of varied genres and archives.

The Indonesian generic place name *Perpustakaan* remains **Perpustakaan** in English. It means that the place name is directly transfer to target language with no further explanation. Therefore, the translation refers to preservation

Data 3

Source: *Kampung Ondel-Ondel di Jalan Kembang Pacar Jakarta Pusat merupakan kelurahan yang dikenal sebagai rumah bagi komunitas seniman dan penampil ondel-ondel legendaris yaitu, Sanggar Betawi Mamit CS.*

Target: **Kampung** Ondel-Ondel on Kembang Pacar Street in Central Jakarta is an urban village known as home to ondel-ondel artists and performers, Sanggar Betawi Mamit CS.

The Indonesian generic place name *Kampung* remains **Kampung** in English This indicates that the place name is directly transfer to target language with no further explanation. Therefore, the translation refers to a preservation.

Transformation

The thirty (30) translation in paragraphs refer to transformation. Several data are as follows:

Data 1

Source: *Peninggalan Bersejarah dari zaman penjajahan Belanda menjadi daya Tarik tersendiri di Pulau Bidadari antara lain sisa reruntuhan Benteng Martello dengan beberapa Meriam yang dilestarikan.*

Target : Historical relics from the Dutch colonial era are the main attraction on Bidadari Island, including the remains of the ruins of **Fort** Martello with several preserved cannons.

The Indonesian generic place name *Benteng* is translated into **Fort** in English.This indicates that the place name is altered or transformed in target language. Therefore, the translation refers to a transformation.

Data 2

Source: *Lokasi Masjid Istiqlal mudah diakses, jika SobatJalan mempertimbangkan untuk naik commuter line (KRL), maka SobatJalan bisa mulai dari stasiun mana saja yang menuju ke Stasiun Manggarai, dari sini dilanjutkan dengan KRL yang menuju ke Stasiun Juanda, turun lalu melanjutkan perjalanan SobatJalan dengan jalan kaki sekitar 6-10 menit atau naik Ojek Online.*

Target: The Istiqlal **Mosque** location is easy to access, if you are considering to take the train, then you can start for any station which go to Manggarai Station, from here continue with the train which going to Juanda Station, drop off then continue your journey by walking for around 6-10 minutes or take the Ojek Online.

The Indonesian generic place name *Masjid* is translated into **Mosque** in English. This indicates that the place name is altered or transformed in target language. Therefore, the translation refers to a transformation.

Data 3

Source: *Pasar Tanah Abang dulu disebut Pasar Sabtu karena hanya buka setiap Sabtu.*

Target: Tanah Abang **Market** used to be called the Saturday Market because it was only open every Saturday.

The Indonesian generic place name *Pasar* is translated into **Market** in English. This indicates that the place name is altered or transformed in target language. Therefore, the translation refers to a transformation.

Addition

The two (2) title's translation refer to addition. The data is as follows:

Data 1

Source: *Namanya **Museum** di Tengah Kebun, sebuah Museum yang menyimpan koleksi milik pribadi ini berada di Jalan Kemang Timur Nomor 66, Jakarta Selatan.*

Target: Its name is **Museum** di Tengah Kebun (Mid Garden **Museum**), a museum that houses antiques private collections.

The Indonesian generic place name *Museum* is translated into *Museum* plus **Museum** in English. It means that the place name is added in target language. Therefore, the translation refers to addition.

CONCLUSION AND SUGGESTION

The conclusion is that the transformation strategy places the first position as the most frequent strategy in the translation of Indonesian generic place names. Both in title and paragraph, the strategies are preservation, transformation, and addition; as well as the addition strategy applies the use of brackets.

Since tourism industry plays a significant role for relations among countries, the researcher wishes that the next researcher will discuss tourism terms in the other written mode of translation such as subtitle. The different approach from this research also can be applied.

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