

TRANSLATION STRATEGIES FOR CULTURAL EXPRESSIONS IN GARUDA INDONESIA'S INFLIGHT MAGAZINE *COLORS*

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Abstract

The aims of this research were to find the translation strategies, translation accuracy, and translation readability of cultural expressions in tourism texts of the Garuda Indonesia Inflight Magazine *Colors*. The research used a descriptive – qualitative method. To achieve the aims of this study, the researcher used some techniques to analyze the data such as reading and collecting data, encoding data, underlining the cultural expressions in the tourism texts, assessing translation accuracy, assessing translation readability, categorizing types of translation strategies and drawing conclusion. Based on the data analysis from three expert judgements, it was found that 84.5% of the data were accurate because the expressions in the target language have equivalent meaning with the source language; 15.5% of the data were less accurate because the expressions had no equal meaning with the source language and the equivalence seemed less natural; and 0% of the data were inaccurate. Meanwhile, 74% of the data were readable because the translation was very easy to understand; 16.67% of the data were less readable because the translation was not very easy to understand; and 9.33% of the data were unreadable because the translation was difficult to understand. The dominant strategy was the synonymy which got the percentage of 29%, which meant that translators also used the target language words which were more or less the same as the general source language words.

Keywords: cultural expressions, translation strategy, translation accuracy, translation readability, tourism texts

1. INTRODUCTION

The use of languages, both Indonesian and foreign languages is very important in the tourism industry. This can be shown in the procurement of printed materials regarding tourist objects in Indonesia. For consumption of foreign tourists, a writer with foreign languages is needed, especially with good English or at least the tourism texts that have been printed in Indonesian can be translated and printed

into English well. That is way the duty of professional translators to translate the tourism texts is very important.

Recognizing the importance of tourism magazines as one of the promotional tools, PT Garuda Indonesia has published a monthly Garuda Indonesia's Inflight Magazine *Colors* a few years ago. This magazine is one of the main entertainments for passengers during the flights. Passengers can spend

their time through reading tourism texts and get new information and inspiration from the magazine. The contents of the magazine include the tourism texts written in two languages, i.e. Indonesian (source language) and English as its translation (target language). The tourism texts are also not limited to tourist objects in Indonesia, but also foreign tourist attractions, especially the countries that are the flight destinations for Garuda Indonesia Airways.

The purpose of using Indonesian and English languages is to provide information for both Indonesian and foreign tourists. In line with the number of foreigners visiting Indonesia for tourist destinations, while not all foreign tourists are able to communicate in Indonesian well, the translation of tourism texts from Indonesian into English in the magazine is still very much needed. The practical question this thesis addresses is: is the language used in the translation natural and flexible in accordance with the rules of the TL and the meaning of the message contained in the SL text equivalent with the meaning of the translation message in the TL? Secondly, has the translation of tourism texts been enjoyed by foreign tourists properly? In other words, have the translation strategies been used appropriately by the translator of Garuda Indonesia's Inflight Magazine *Colors*?

With the use of translation strategies, the translation texts become more communicative. The communicative translation results are expected to be acceptable to the readers. This is very important because as consumers, the target language readers have the rights to get quality translations, so they feel they are reading the original texts, not the translation ones. Regarding the level of

acceptance of the target language readers, complaints are still often encountered on the difficulty of understanding the results of the translation, which causes the reader's reluctance to read translation texts, and encourages them to read the original texts.

The description above further reconfirms the need for deep research related to strategies to translate cultural expressions from Indonesian into English in tourism texts of Garuda Indonesia's Inflight Magazine *Colors*. Despite the fact that foreign passengers of Garuda Indonesia still do not understand Indonesian written texts well, research on the translation of Indonesian tourism texts and cultural expressions into English has received little attention. Specifically, this study aims to identify translation strategies which contribute accurately and inaccurately toward the translation readability in tourism texts.

2. LITERATURE REVIEW

In translation, the translator tries to convey the meaning of the original text to the recipient language readers by using the grammatical and lexical forms of a reasonable recipient's language (Hohulin, 1992). He explained further that the definition emphasized two facts, i.e. (1) the translator should interpret the meaning or message of the source language text, not the literal words and (2) the grammatical and lexical forms of the recipient's language must be reasonable. Therefore, the aim of the translator is to produce the correct translation of the construction, smooth the flow of the mind, clear the meaning, with elegant style, so that the results are not appear as translation, but also divert the original mandate faithfully. In line with Hohulin, Savory (1986) asserted that the translation must

be easy to read and please the readers. Translation sentences that are difficult to understand cause people to get tired of reading them.

In translating a text, a translator should pay attention to the linguistic units contained in the text. The linguistic unit is the text-forming elements that resemble a chain that supports grammatical patterns. Each linguistic unit consists of one or more units which have a lower level. For example, Indonesian and English have five linguistic units, namely sentences, clauses, phrases, words, and morphemes. Determining equivalent meaning is also important in the translation because all the linguistic units must have meaning.

To transfer a meaning from Indonesian text into English one may often produce a problem of non-equivalence. It may be caused that transmitting a language text into another one generally not only translates it as a tool for communication but also finds a message or meaning that is equivalent to its source or original text's message. Therefore, translating a text into another text can mean transferring one culture into another culture. It is related to the opinion of Nababan (2010) which stated that translators are permanently faced with the problems of how to treat the cultural aspects implicit in a source text and finding the most appropriate technique of successfully conveying these aspects in the target language. Moreover, he stated that translators should strive to transmit an image of the source culture to the target receptors that corresponds to the image the target culture would claim for itself.

In translating a text, the translator often finds a culture-specific word, term, or expression in a language does often not have its meaning equivalence in another language. It may express a

concept which is totally unknown in the target culture. The concept in question may be abstract or concrete; it may relate to a religious belief, or social custom, or even a type of food (Baker, 1995). Especially in the tourism texts in Indonesia, there are many tourism objects which have traditional cultural expressions. World Intellectual Property Organization (2019) called traditional cultural expressions as the expressions of folklore which may include music, dance, art, designs, names, signs and symbols, performances, ceremonies, architectural forms, handicrafts and narratives, or many other artistic or cultural expressions. They may be considered as the forms in which traditional culture is expressed; form part of the identity and heritage of a traditional or indigenous community; and are passed down from generation to generation. They are integral to the cultural and social identities of indigenous and local communities, they embody know-how and skills, and they transmit core values and beliefs. Their protection is related to the promotion of creativity, enhanced cultural diversity and the preservation of cultural heritage.

One way to get the equivalence of meaning between the source language (SL) and the target language (TL) and the naturalness of the target language is to use translation strategies, i.e. how to work in a translation. This is in line with the opinion of Bell (1991) which stated that the focus of translation is the equivalence of content and style of language from the SL to the TL to the extent possible to maintain the message or information. The grammatical and lexical features of the SL are synchronized with the rules of the applicable TL. According to Suryawinata & Haryanto (2003: 67), translation strategies are divided into two types, namely strategies related to

sentence structure (structural strategy) and strategies that are directly related to the meaning of the word or sentence being translated (semantic strategy).

3. RESEARCH METHOD

The data sources are obtained from documents, translation experts, and raters. The documents are tourism texts and their translations taken from Garuda Indonesia's Inflight Magazine *Colors*. In this research, the writer use tourism texts of September 2018, October 2018, November 2018, December 2018, January 2019, February 2019, and March 2019 editions which were written in Indonesian and English (translation) as research subjects. With a purposive sampling technique, the researchers selected 100 sentences as a research sample. In this research the linguistic units analyzed are words, phrases, clauses, and sentences. They are analyzed based on the translation strategies, accuracy, and readability. This research uses two techniques for collecting data, i.e. documentation and questionnaire. The data of documentation have been taken from tourism texts of Garuda Indonesia's Inflight Magazine *Colors*, September 2018 – March 2019 edition. Documentation here uses two kinds of articles, those are *Feeding the Nation* and *Handcrafts*. To reveal the types of strategies, the Indonesian and English texts were analyzed by the researcher based on Suryawinata & Haryanto's translation strategies (2003). Meanwhile, this research applied two types of questionnaire, they are closed format and open-ended format. The closed format questionnaire means that the questionnaire is in form of scaled questionnaire. The researcher distributed the questionnaires containing a scale of the translation's

accuracy to the raters. Meanwhile, in open-ended format, the raters are allowed to give their comments dealing with the translation's accuracy. The criteria consist of accurate, less accurate, and inaccurate. To know the accuracy of the translation before it is launched to respondents, the reproduction from Indonesian texts into English texts were rated by three expert raters for their judgments based on Purnomo's assesment criteria for translation accuracy (2015). Besides the questionnaire for assessments by the expert raters, the researcher also distributed questionnaires containing scale of the translation's readability to the readers of Garuda Indonesia's Inflight Magazine *Colors*. To analyze the readability of translation, the English texts were rated by 20 passengers of Garuda Indonesia Airways based on Nababan's assesment criteria for translation readability (2010). The criteria consist of readable, less readable, and unreadable. In data triangulation, the researcher uses multiple data collection, so that the data and data source considered in the study of translation. The researcher uses documents and informants (raters). While in methodological triangulation, the researcher uses more than one method for gathering data. The researcher use more than one method for gathering data, for example the researcher uses content analysis (document) and questionnaire to assess the quality of translation which cover accuracy and readability. In analyzing the data the researcher uses the comparison method. The way in analyzing of the data is comparing between the source language and target language that are analyzed the accuracy and readability. Data analysis for this research was undertaken in seven stages. The seven

stages are reading and collecting the data; encoding data; underlining the cultural expressions in tourism texts; assessing the translation accuracy; assessing the translation readability; categorizing the types of translation strategies; and drawing conclusion.

4. RESULT AND DISCUSSION

4.1. Result

To reveal the accuracy of Indonesian cultural expressions and their English translation in Garuda Indonesia's Inflight Magazine *Colors*, the researcher used 15 samples of data and it has been rate by three translation experts. The finding of translation accuracy can be drawn on the percentages as can be seen in Table 1.

Table 4.1. Translation Accuracy

| No. | Scale | Total | Percentage (%) |
|-------|---------------|-------|----------------|
| 1. | Accurate | 38 | 84.5 |
| 2. | Less Accurate | 7 | 15.5 |
| 3. | Inaccurate | 0 | 0 |
| Total | | 45 | 100 |

From the data in Table 1, it can be seen that from 15 sample data that has been rated by 3 translation experts. It has gotten 84.5 % of accurate, 15.5 % less accurate, and 0 % inaccurate. It implies that accurate criteria got the highest rate which is 84.5%.

To reveal the readability of Indonesian cultural expressions and their English translation in Garuda Indonesia's Inflight Magazine *Colors*, the researcher used 15 samples of data and it has been rate by 20 respondents who are the passengers of Garuda Indonesia Airlines. The finding of translation readability can be drawn on the percentages as can be seen in Table 2.

Table 4.2. Translation Readability

| No. | Scale | Total | Percentage (%) |
|-------|---------------|-------|----------------|
| 1. | Readable | 222 | 74 |
| 2. | Less Readable | 50 | 16.67 |
| 3. | Unreadable | 28 | 9.33 |
| Total | | 300 | 100 |

From the data in Table 2, it can be seen that from 15 sample data that has been rated by 200 passengers of Garuda Indonesia Airlines based on the assessment criteria of translation readability. It has gotten 74 % of readable, 16.67 % less readable, and 9.33 % unreadable. It implies that readable criteria got the highest rate which is 74%.

To reveal the types of strategies, the Indonesian and the English texts were analyzed by the researcher based on the categories by Suryawinata & Haryanto (2003). Researcher used 100 samples for data analysis and it is drawn on the percentage as can be seen in Table 3.

Table 4.3. Translation Strategy

| No. | Translation Strategy | Total | Percentage (%) |
|-------|----------------------------|-------|----------------|
| 1. | Synonym | 29 | 29 |
| 2. | Borrowing | 18 | 18 |
| 3. | Deletion | 16 | 16 |
| 4. | Cultural Equivalent | 14 | 14 |
| 5. | Descriptive Equivalent | 8 | 8 |
| 6. | Addition | 7 | 7 |
| 7. | Transposition | 5 | 5 |
| 8. | Subtraction | 3 | 3 |
| 9. | Official Translation | 0 | 0 |
| 10. | Constriction and Expansion | 0 | 0 |
| 11. | Modulation | 0 | 0 |
| Total | | 100 | 100 |

From Table 3, it can be seen that from 100 samples of data analysis, it has gotten 29 % of synonym, 18 % of borrowing, 16 % of deletion, 14 % of

cultural equivalent, 8 % of descriptive equivalent, 7 % of addition, 5 % of transposition, 3 % of subtraction, 0 % of official translation, 0 % of constriction and expansion, and 0 % of modulation. So, the most dominant strategy used in translating cultural expressions in Garuda Indonesia Inflight Magazine *Colors* is synonym.

4.2. DISCUSSION

4.2.1. Translation Accuracy

In analyzing of translation accuracy, it is gained by a questionnaire that is rated by three translation experts. They are Dr. Drs. Jumanto, M.Pd, Dr. Raden Arief Nugroho, S.S, M.Hum, and Achmad Basari, S.S, M.Pd. All of them are the lecturers of English Department, Faculty of Humanities, Universitas Dian Nuswantoro. The questionnaire used 15 samples data out of 100 data of Indonesian source language and their English translation of cultural expression in Garuda Indonesia's Inflight Magazine *Colors*.

The translation accuracy is based on assessment by Purnomo (2015: 222), i.e. category of translation accuracy. Those are accurate, less accurate, and inaccurate. The category "accurate" has the scale of 3, if the words or expressions in target language have equivalent meaning with source language. The category "less accurate" has the scale of 2, if the words or expressions in target language have no equivalent meaning with source language and equivalence seems less natural and less commonly used by target language speakers. The category "inaccurate" has the scale of 1, if the words or expressions in target language that have no equivalent meaning with source language and the message has not been transferred.

Samples data of translation accuracy that has been rated by the translation experts is as follows:

Table 4.4. Data number 03/SL3/TL3

| | |
|-----------|--|
| SL | Pepaya, nanas, mangga, jambu air, kedondong, mentimun dan bengkuang adalah buah yang biasa digunakan. |
| TL | Favorite ingredients are papaya, pineapple, mango, water apple, June plum (also known as <u>kedondong, a tropical plum widely available across the region and into Polynesia</u>), <u>cucumber and the jicama, a starchy vegetable likened to both turnips and potatoes and reputedly good for those who want to lose weight, seek to balance their blood sugar or suffer from diabetes</u> |

Data number 03 is the expression that taken from September 2018 edition of Garuda Indonesia's Inflight Magazine *Colors* by the title of the article *Feeding the Nation: Revelling in Rujak*. The data belongs to 15 samples data that has been rated by three translation experts. All three raters state that the data above is accurate. The raters state that it is accurate is based on the criteria of translation accuracy: use of words or expressions in TL that have equivalent meaning with SL and equivalence seems natural and commonly used by TL speakers.

4.2.2. Translation Readability

Meanwhile, in analyzing translation readability, it is gained by a questionnaire that is rated by 20 respondents which are passengers of Garuda Indonesia's Airlines from age 17 – 40 years old. The questionnaire used 15 samples data out of 100 data of Indonesian source language and their English translation of cultural expression in Garuda Indonesia's Inflight Magazine *Colors*.

To assess the translation readability is based on Nababan (2010) category of translation readability.

Those are readable, less readable, and unreadable. Readable has the scale of 3 when the translation is very easy to understand. Less readable has the scale of 2 when the translation is quite easy to understand and the readers need to read some parts more than once in order to understand the translation. Unreadable has the scale of 1 when the translation is difficult to understand.

A sample of data on translation readability that has been rated by the respondents is as follows:

Table 4.5. Data number 70/SL70/TL70

| | |
|-----------|--|
| SL | Salah satu kuliner favorit khas Padang adalah <u>gulai kepala ikan</u>, yang bagi penggemar boga bahari tidak boleh dilewatkan. |
| TL | One of Padang's favourite traditional dishes, <u>gulai kepala ikan (fish-head curry)</u> is a must-try for seafood lovers. |

Data number 70 is the expression that taken from January 2019 edition of Garuda Indonesia's Inflight Magazine *Colors* by the title of the article *Feeding the Nation: Gulai: Spice It Up*. The data also belongs to one of 15 sample data that given to 20 raters. All 20 raters of Garuda Indonesia's Airlines passenger raters state that it is readable. The raters state that it is readable due to assessment criteria of translation readability of readable translation: The translation is very easy to understand.

4.2.3. Translation Strategy

In analyzing translation strategy, the researcher used 100 sample data of cultural expression in Garuda Indonesia's Inflight Magazine *Colors*. The sample data were taken randomly from September 2018 – March 2019 edition. In this sub chapter, the researcher will not discuss the translation strategy that did not found in the sample data. The description will be

presented one by one through sub-chapters as follows:

Synonym

Table 4.6. Data number 10/SL10/TL10

| | |
|-----------|--|
| SL | rasa manis ada pada camilan <u>kacang tanah</u> dengan gula, atau yang dikenal dengan enting-enting gepuk, semacam nougat asal Salatiga |
| TL | the sweet – snacks of <u>groundnuts</u> and sugar such as enting-enting gepuk, a type of nougat from Salatiga |

Data number 10 shows the expression that taken from October 2018 edition of Garuda Indonesia's Inflight Magazine *Colors* by the title of the article *Feeding the Nation: Gudeg: Heart of a Javanese Feast*. The translation strategy used in the data above is synonym. The translation is translating a source language with a target language expression that is nearly, but not completely, functionally equivalent. The "kacang tanah" is translated into "groundnuts". "Kacang tanah" and "groundnuts" are just synonyms.

Borrowing

Table 4.7. Data number 54/SL54/TL54

| | |
|-----------|--|
| SL | Kini tenun ikat NTT mulai dikenal di berbagai belahan dunia dan berada di posisi kedua setelah batik. |
| TL | The province's woven fabrics are becoming well known in many parts of the world, second only to <u>batik</u> . |

Data number 54 shows the expression that taken from December 2018 edition of Garuda Indonesia's Inflight Magazine *Colors* by the title of the article *Hand Crafted: The Beauty of Ikat*. The translation strategy used in the data above is borrowing. It is because the word source language is carried into target language. The reason for using this strategy is to show appreciation for those words. Another reason is that it has not yet been found equivalence in the TL.

Deletion

Table 4.8. Data number 68/SL68/TL68

| | |
|-----------|--|
| SL | Dengan karakter kuliner yang pedas, masakan khas Sumatera ini banyak menggunakan cabai, sehingga tampilan gulainya pun merah kekuningan |
| TL | Typically known for its spiciness, <u>Sumatran food</u> uses a lot of chillies, resulting in vibrant red and yellow dishes |

Data number 68 shows the expression that taken from January 2019 edition of Garuda Indonesia's Inflight Magazine *Colors* by the title of the article *Feeding the Nation: Gulai: Spice It Up*. The translation strategy used in the data above is deletion. The consideration is that the SL word or text section is not very important for the entire TL text and is usually rather difficult to translate. So, maybe the translator thinks, instead of having to translate the SL word or part of the text with the consequence that the TL reader is somewhat confused, it is better for the translator to just eliminate the part because the difference in meaning is not significant. As in the above data "makanan khas Sumatra" is translated by the translation into "Sumatran food" by eliminate the translation of word "khas".

Cultural Equivalent

Table 4.9. Data number 84/SL84/TL84

| | |
|-----------|---|
| SL | Baru-baru ini seorang teman yang baru pulang dari Medan, ibu kota Sumatera Utara, mengoleh-olehi saya jambu Bangkok yang sudah dibuat manisan. |
| TL | Recently, a friend of mine who had been to Medan, the capital of North Sumatra, gave me a special gift from the region, a preserved <u>Thai guava</u> . |

Data number 84 shows the expression that taken from February 2019 edition of Garuda Indonesia's Inflight

Magazine *Colors* by the title of the article *Feeding the Nation: Manisan: Tropical Fruit Delights*. The translation strategy used in the data above is cultural equivalent. The "jambu Bangkok" is translated into "Thai guava". The word "Bangkok" here is translated into "Thai" because the culture of a language with a culture from the word "Bangkok" to English is likely to be different. Even so, this strategy can make TL sentences smooth and readable. With this strategy the translator uses typical words in the SL to replace the typical words in the TL.

Descriptive Equivalent

Table 4.10. Data number 11/SL11/TL11

| | |
|-----------|---|
| SL | Rasa asin, ada pada telur bebek khas Brebes atau pada lumpia isi rebung khas Semarang. |
| TL | the salty, such as duck eggs from Brebes or <u>lumpia spring rolls with grated bamboo shoots</u> from Semarang. |

Data number 11 shows the expression that taken from October 2018 edition of Garuda Indonesia's Inflight Magazine *Colors* by the title of the article *Feeding the Nation: Gudeg : Heart of a Javanese Feast*. The translation strategy used in the data above is descriptive equivalent. In this strategy, to translate the SL is using a description of the concept that refers into the TL. This strategy is used because the SL is closely related to the typical culture of SL and the use of cultural equivalents is felt to be unable to provide the desired degree of accuracy. "Lumpia" in the above data is translated by the explanation into "lumpia spring rolls with grated bamboo shoots".

Addition

Table 4.11. Data number 23/SL23/TL23

| | |
|-----------|--|
| SL | Anda bisa menyajikannya dengan ayam kampung yang digoreng, lalu direbus lama dengan rempah- |
|-----------|--|

| | |
|--|---|
| rempah dan santan hingga empuk. | |
| TL | Serve it with <u>free-range local chicken</u> , fried then simmered with spices and coconut water until tender. |

Data number 23 shows the expression that taken from October 2018 edition of Garuda Indonesia's Inflight Magazine *Colors* by the title of the article *Feeding the Nation: Gudeg : Heart of a Javanese Feast*. The translation strategies used in the data above is addition, it is because there is an expression of "free-range" that has been added to make clarity of the translation from "ayam kampung".

Subtraction

Table 4.12. Data number 79/SL79/TL79

| | |
|-----------|--|
| SL | <u>Secara turun-temurun, masyarakat Solo membatik dan melahirkan motif-motif khas dengan warna yang juga identik dengan kota tersebut.</u> |
| TL | For generations, the people of Solo in Central Java have created batik, using distinctive motifs in colours that <u>identify their origin.</u> |

Data number 79 shows the expression that taken from February 2019 edition of Garuda Indonesia's Inflight Magazine *Colors* by the title of the article *Hand Crafted: The beauty of Ikat. Solo Batik*. The translation strategy used in the data above is subtraction, it is because the expression of "dengan", "kota", "tersebut" are subtracted in the target language and become the expression of "their origin".

Transposition

Table 4.13. Data number 27/SL27/TL27

| | |
|-----------|---|
| SL | <u>kerupuk kulit sapi yang direbus dan terasa pedas</u> |
| TL | a stew of spicy <u>beef-skin crackers.</u> |

Data number 27 shows the expression that taken from October 2018 edition of Garuda Indonesia's Inflight Magazine *Colors* by the title of the article *Feeding*

the Nation: Gudeg : Heart of a Javanese Feast. The translation strategy used in the data above is transposition. It is because the translation of a source language/text expression into a target language expression involves in changing of grammatical structure. In the data number 3 above, the adjective location in the noun phrase of "kerupuk kulit sapi" is changed. In English, an adjective that functions as an "explaining" element must be in front of the "explained". In general, English has the M-D pattern (Menerangkan/Modify - Diterangkan/Modified). So, the location of the adjective must be changed. The change of the location is "kerupuk kulit sapi" becomes "beef-skin crackers". This kind of translation strategy is usually used to translate phrases, especially noun phrases.

4.2.4. Dominant Translation Strategy in Line with Translation Accuracy and Readability

Since the translation accuracy implies that the translation strategy used is accurate and the translation readability implies that the translation readability used is readable, we can say that the translation strategy used in translating cultural expressions in Garuda Indonesia's Inflight Magazine *Colors* is feasible and eligible.

Based on the percentage of the translation strategies of 100 samples data taken from Garuda Indonesia's Inflight Magazine *Colors*, the dominant strategy used is Synonym that gets 29% out of 100%. This implies that the translators also use the target-language words which are more or less the same as general source-language words. Moreover, according to Newmark (1988: 83-84), this strategy is taken because componential analysis is felt to

interfere with the flow of target-language sentences.

5. CONCLUSION

Based on translation quality assessment of the cultural expressions for translation strategy, accuracy and readability, conclusions can be drawn as follows:

First, the researcher used the data of cultural expressions in tourism texts of Garuda Indonesia's Inflight Magazine *Colors* from September 2018 to March 2019 editions. Moreover, the researcher used 100 samples of the cultural expressions to be analyzed of their translation strategy, accuracy, and readability.

Second, the translation of cultural expressions in tourism texts of Garuda Indonesia's Inflight Magazine *Colors* was accurate. It could be seen from the data that had been analyzed from the questionnaire by the translation experts, which showed that 84.5% of data were classified into accurate translation, 15.5% of data were classified into less accurate translation, and 0% of data were classified into inaccurate translation.

Third, the translation of cultural expressions in tourism texts of Garuda Indonesia's Inflight Magazine *Colors* was readable. It could be seen from the data that had been analyzed from the translation raters who were passengers of Garuda Indonesia Airlines, which showed that 74% of data were classified into readable translation, 16.67% of data were classified into less readable translation and 9.33% of data were classified into unreadable translation.

Fourth, the translation of cultural expressions in tourism texts of Garuda Indonesia's Inflight Magazine *Colors* mostly used synonymy as the dominant strategy with 29% of the 100 data. Besides the synonymy, from the most to

the least translation strategies used were borrowing (18%), deletion (16%), cultural equivalent (14%), descriptive equivalent (8%), addition (7%), transposition (5%), subtraction (3%), official translation (0%), constriction and expansion (0%) and modulation (0%). The translation of cultural expressions in tourism texts of Garuda Indonesia's Inflight Magazine *Colors* was accurate, readable, and synonymy was the dominant strategy used by the translators.

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