

Pencitraan penerjemahan kota pusaka dalam laman Indonesia. travel berbahasa Inggris :sebuah kritik terjemahan = The image of indonesia s heritage cities on / Yolanda Caroline

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Abstrak

[Penelitian ini berfokus pada pencitraan kota pusaka dalam laman informasi pariwisata resmi yang diterjemahkan ke dalam bahasa Inggris. Penelitian ini bertujuan untuk mengetahui bagaimana citra kota pusaka Indonesia ditampilkan dan dipromosikan dalam teks sumber dan teks sasaran. Citra kota pusaka yang berbeda dalam terjemahan dipengaruhi oleh faktor ekstratekstual, intratekstual dan penerapan strategi penerjemahan dalam mencapai skopos penerjemahan. Citra kota pusaka pada terjemahan menunjukkan masih kuatnya pandangan kolonial dalam promosi pariwisata kota pusaka. Penelitian kualitatif komparatif ini menggunakan sumber data dari laman Indonesia.travel dan wawancara mendalam, serta berdasarkan pada teori fungsional Nord dan model Analisis Wacana Kritis Van Dijk. Hasil penelitian menyarankan penonjolan perspektif lokal dalam terjemahan berbahasa Inggris ketika mendiseminasikan citra kota pusaka Indonesia dalam promosi pariwisata Indonesia;The focus of this research is the image of Indonesia's heritage cities on the official tourism website, Indonesia.travel. The aim of this research is to study how Indonesia's heritage cities are showed and promoted in the source texts and their English translations. Through the analysis of extratextual and intratextual factors along with the application of translation strategies to achieve the skopos of translation, it showed how the translation have made a different image of the heritage cities. Thus, it indicates that the colonialism perspective still dominating the promotion of Indonesia's heritage cities. This qualitative comparative research, which collected data from the website of Indonesia.travel and in-depth interview, applied Nord's functional theory and Van Dijk's Critical Discourse Analysis. It suggests the emphasis on local perspective in English translation when disseminating heritage cities' image in Indonesia's tourism promotion, The focus of this research is the image of Indonesia's heritage cities on the official tourism website, Indonesia.travel. The aim of this research is to study how Indonesia's heritage cities are showed and promoted in the source texts and their English translations. Through the analysis of extratextual and intratextual factors along with the application of translation strategies to achieve the skopos of translation, it showed how the translation have made a different image of the heritage cities. Thus, it indicates that the colonialism perspective still dominating the promotion of Indonesia's heritage cities. This qualitative comparative research, which collected data from the website of Indonesia.travel and in-depth interview, applied Nord's functional theory and Van Dijk's Critical Discourse Analysis. It suggests the emphasis on local perspective in English translation when disseminating heritage cities' image in Indonesia's tourism promotion]