



TRANSLATION PROCEDURE APPLIED IN THE INFORMATION BOARDS OF TEGENUNGAN WATERFALL IN GIANYAR, BALI: A STUDY OF LINGUISTICS LANDSCAPE

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ABSTRACT

This study aimed to describe translation procedures applied in the information Boards of Tegenungan waterfall in Gianyar, Bali, especially on bilingual information boards. The method used in this research was qualitative research to describe the translation procedures found on the information boards. Several theories were applied in this research: Landscape linguistics theory from Yendra and Artawa (2020), syntactic scope theory by Noortyani (2017), translation procedures by Vinay and Dalbernet (2000:84), and translation equivalence theory by Nida (2000). The analysis revealed that the information boards predominantly used literal translation, with some instances of adaptation and equivalence. Literal translation aimed to maintain the form and structure of the source language, ensuring clarity for both domestic and international visitors. However, there was room for improvement in linguistic accuracy and cultural nuances. By considering the principles of landscape linguistics and translation theory, authorities could enhance the quality of translation on the information boards. Improving the translations could lead to a more informative and engaging experience for visitors, contributing to their enjoyment and safety at Tegenungan Waterfall.

Keywords: translation procedures; syntactic scope; information board; waterfall; linguistics landscape

INTRODUCTION

Bali has many beautiful palaces, including beaches, villages, mountains, rice fields, and waterfalls. One place that should be visited when coming to Bali is a waterfall. There are more than 20 waterfalls in Bali. One of them is called Tegenungan Waterfall or Kemenuh Waterfall. This waterfall is unique because it is easy to access. It has a small pool for soaking, swimming, or bathing. In addition, this waterfall is located in Sukawati village, Gianyar, Bali. It is only about 30 minutes from Denpasar to this waterfall.

Many domestic and abroad visitors come to this palace to enjoy the beauty of Tegenungan Waterfall. About 500-700 visitors are coming to this place every day. To protect the visitors and make sure they have a good experience coming to this palace, the authority of Tegenungan Waterfall issued some information signs or boards. The information is written in two languages (Indonesian and English). The information boards were placed in many vital spots at Tegenungan Waterfall. One of them is placed in the parking area, as seen below:

Picture 1
Information board issued by the authority of Tegenungan Waterfall



The information signage in Picture 1 is written in two languages (English and Indonesian). It was found in the parking area of Tegenungan Waterfall. This was made to inform the visitor that parking vehicle is free. Domestic visitors and abroad can understand this information board. However, the Indonesian version has multiple interpretations. **BEBAS PARKIR** as written in Picture 1, could be parking anywhere people want or parking without getting charged. This phenomenon could be analyzed further using Landscape Linguistic theory and Translation theory. Having a clear and precise signage board for tourist places is very important to avoid future misunderstandings.

Landscape Linguistics (LL) is a quiet net field of study. It is a study of how the language used in public spaces such as public road signs, billboards, street names, place names, commercial signs on shops, and public information boards displayed on government buildings (Landry and Bourhis, 1997: 25). This study was a part of the field sociolinguistics and applied linguistics. This study focused on observing the existence of language symptoms and social symptoms from various backgrounds and societies. The sociolinguistic behavior that appeared in this study was the Bottom-Up concept. It means that a private party or individual made the text or information board (Gorter, 2006).

This study also involved translation theory to know what procedures were used to translate the information board in Tegenungan Waterfall and how to improve the quality of the translation by using a better approach. A good information board and its translation can make the visitor comfortable visiting the place, reducing the risk of unwanted incidents and showing professionalism by using correct and precise language.

METHODS

This research was conducted in Tegenungan Waterfall, Ginayar, Bali. The data sources in this research are categorized into primary and secondary data. The primary data were taken from bilingual information boards in English and Indonesian. The data were taken directly using the documentation method using a camera on a mobile phone. In addition, secondary data were collected by interviewing an informant at Tegenungan Waterfall. The informant was a man who already worked there for three years, especially in managing the waterfall activity.

Data collection was conducted using a qualitative method, which involved directly observing the information boards at Tegenungan Waterfall. The data collection steps include observing the site, taking pictures of information boards, interviewing the informant, transcribing information from images into a table, transcribing the informant's recording, and coding the syntactic scope of the source text and target text.

Data analysis was conducted using the qualitative method. The data was presented descriptively in the form of sentences and paragraphs. In addition, the qualitative data analysis involved several stages: 1) determining the syntactic scope of the translated information boards by using the theory from Noortyani (2017), 2) determining the dominant syntactic scopes from the data, 3) analyzing the translation procedures used on the information

board in Tegenungan Waterfall, 4) determining the most dominant procedures applied in translating information board at Tegenungan Waterfall, 5) considering the reason of the most dominant translation procedures used for translating information board at Tegenungan Waterfall.

RESULTS AND DISCUSSION

Four bilingual information boards were found based on the observation at Tegenungan Waterfall. Most of them were found in the parking area. In addition, there was one information board containing six translations. It was a welcoming board that contained safety information for the visitors. This information board had information in English and Indonesian. Furthermore, the total data of this research was nine sentences in total. All the data were written in English and Indonesian. Most were placed in the parking area, and one data was found at the waterfall entrance.

Table 1:

Sentences on information boards

No	Source language	Target Language	Translation procedures
1.	FREE PARKING	<i>BEBAS PARKIR</i>	Literal translation
2.	MOTORCYCLE	<i>SPD.MOTOR</i>	Literal translation
3.	DO NOT LITTER	<i>BUANGLAH SAMPAH PADA TEMPATNYA</i>	Equivalence
4.	Before you swim please first look at ban sign red flag.	<i>Sebelum anda berenang silahkan lihat dahulu ban tanda bendera merah.</i>	Literal translation
5.	Don't swim under the waterfall something will probably fall.	<i>Jangan berenang di bawah air terjun sesuatu mungkin akan jatuh.</i>	Literal translation
6.	Please don't swim if raining season. Because the rain will make a big water (flood).	<i>Mohon jangan berenang jika musim hujan karena hujan akan membuat air naik/pasang (banjir).</i>	Adaptation
7.	Don't jump (we don't want to see more accident again).	<i>Jangan melompat (kami tidak ingin melihat lebih banyak kecelakaan lagi).</i>	Literal translation
8.	Please be carefull if you take a picture in the middle and on the top of waterfall very slippery and dangerous.	<i>Hati-hati apabila anda mengambil foto di tengah dan di alas air terjun sangat licin dan berbahaya.</i>	Literal translation
9.	And please throw the garbage into the trashcan (Mother earth will cry if you throw away garbage carelessly).	<i>Dan tolong buang sampah ke tempat sampah (ibu pertiwi akan menangis jika membuang sampah sembarangan).</i>	Literal translation

Table 1 above showed there were 9 data found at Tegenungan Waterfall. The table was divided into three parts. The first part was about the SL (Source Language). About 9 data were found at Tegenungan Waterfall. All the data on SL were written in English. Most of them were in sentences, noun phrases, and a word.

In addition, the second part of the table was data collection for TL (Target Language). This part showed the Indonesian translation on the board. About 9 data were found during observation. Most of them are in the form of sentences for the visitors regarding where to park the vehicle and what should be avoided at the waterfall.

The third part of the table also describes the translation procedures used to translate information boards at Tegenungan Waterfall: Literal translation, adaptation, and equivalence. In addition, Literal translation was the most dominant translation procedure used to translate information boards at Tegenungan Waterfall. Based on the interview results, this translation procedure was used by the authority at Tegenungan Waterfall because it was the most effective and easy way to translate the information board at the waterfall. The details of the discussion for the data were presented as follows;

Data 1 Information board in the parking area for cars

Picture 1. A sign for free parking



SL: **FREE PARKING**

A1 N1

TL: **BEBAS PARKIR**

A1 V1

free parking

Data 1 showed an information board found in the car parking area of Tegenungan Waterfall. The information board was written in English at the top. It showed that the SL on this information board was English. Meanwhile, the TL was in Indonesian and placed below the SL. Both were written in capital letters with a square frame hanging on a tree. This information board was created to inform visitors that parking at Tegenungan Waterfall was free of charge. In addition, The SL was “**FREE PARKING,**” and the TL was “**BEBAS PARKIR.**” The SL was categorized as adjectival phrases, and the TL was categorized as verbal phrases based on theory (Noortyani, 2017:12).

The SL “**FREE PARKING**” was called an adjectival phrase because the phrases bolded above had a structure of adjective (A) and noun (N). **FREE** was the adjective (A1), and **PARKING** was the noun (N1). Thus, it was categorized as an adjectival phrase. While the translation for SL above was perfectly done into “**BEBAS PARKIR.**” The translation had a different structure from SL. Based on KBBI (Indonesian Dictionary), the word **BEBAS** (A1), which was an adjective in TL that meant "completely free, not hindered, disturbed, etc. While the word **PARKIR** (V1) was a verb in TL, which meant “to stop or put (a vehicle) for a temporary moment. Thus, SL and TL had different syntactic structures. However, they could still work together to deliver an informative message to the visitors at Tegenungan Waterfall.

The translation procedure used in data 1 was called Literal translation (Vinay and Dalrberlnet, in Venuty 2000). This data was categorized as Literal translation because the translator used a form-based translation attempting to

follow the form of the source language. This can be seen in the formulation of SL and TL. FREE = *BEBAS*, and PARKING = *PARKIR*. It showed that the TL structure followed the SL structure. This information board was made for the foreigners and domestic visitors. Both could accept and understand the information given at Tegenungan Waterfall.

Data 2 Information board in the parking area for (motorbikes)

Picture 2. A sign for motorcycle



SL: MOTORCYCLE

N1

TL: SPD. MOTOR

N1 N2

Data 2 showed an information board found in the motorcycle parking area of Tegenungan Waterfall. The information board was written in English at the top. It showed that the SL on this information board was English. Meanwhile, the TL was in Indonesian and placed below the SL. Both were written in capital letters with a square frame hanging on a tree with the symbol P on the top. This information board was created to inform visitors where to park their motorbike. In addition, the SL was written as “MOTORCYCLE,” and it was categorized as a noun. TL was “*SPD. MOTOR*,” containing two words. The SPD word was an abbreviation of *SEPEDA*. Based on KBBI, *SEPEDA* is a vehicle with two or three wheels, has handlebars, a seat, and a pair of foot-operated pedals to operate it. In addition, based on KBBI, *MOTOR* is an engine that is the driving force. Thus, *SPD. MOTOR* in TL was equal to *MOTORBIKE* in SL. Even though they had the same meaning, they were constructed differently because of language differences between English and Indonesian.

The SL *MOTORBIKE* was categorized as a noun because it was a concrete thing that could be found singular or plural. The SL *SPD. MOTOR* was classified as a noun phrase based on theory (Noortyani, 2017:12) because it was constructed by two words: the head was SPD, and the modifier was MOTOR, which meant a bike equipped with a machine or in English, it was called *MOTORBIKE*.

The translation procedure used in data 2 was called Literal translation (Vinay and Dalrberlnet, in Venuty 2000). This data was categorized as Literal translation because the translator used a form-based translation attempting to follow the form of the source language. This can be seen in the formulation of SL and TL. *MOTOR*=*MOTOR*, and *BIKE* = *SPD*. In addition, the word SPD could be interpreted differently. *SPD* in Indonesia was close to a specific academic degree or equal to a bachelor's degree. Thus, the translation would be better using *SEPEDA MOTOR* rather than *SPD. MOTOR*. Furthermore, this information board was made for foreigners and domestic visitors. Both could accept and understand the information given at Tegenungan Waterfall.

Data 4 Information board in the parking area
 Picture 4. Sign for parking area



(Tegenungan Waterfall, 18 March 2024)

SL: Don't jump (we don't want to see more accident again)
 V1 V2 N1 V3 V4 V5 ADV2 N2 ADV3

TL: Jangan melompat (kami tidak ingin melihat lebih banyak kecelakaan lagi)
 V1 V2 N1 V3 V4 ADV1 V5 ADV2 N2 ADV3

Data 4 showed an information board found in the entrance area of Tegenungan Waterfall. The information board was written in English at the top. It showed that the SL on this information board was English. There were about 6 sentences in the English version. Meanwhile, the TL was in Indonesian and placed below the SL. There were about 6 sentences in Indonesian for its translation. This data will focus on sentences 4 in English and 4 in Indonesian. The SL showed **Don't jump (we don't want to see more accident again)**. This sentence informed the visitors to avoid jumping from the top of the waterfall because it was dangerous. However, the word **accident** should be given -s to have a better structure and show the correct meaning that the incident at the waterfall had happened more than once in the past. It was constructed as an imperative sentence. Besides, the TL was also built using the same syntactic structure as the SL *Jangan melompat (kami tidak ingin melihat lebih banyak kecelakaan lagi)*.

The translation procedure used in data 1 was called Literal translation (Vinay and Dalrberlnet, in Venuty 2000). This data was categorized as Literal translation because the translator used a form-based translation attempting to follow the form of the source language. This can be seen in the formulation of SL and TL. **Don't = Jangan, jump = melompat, we = kami, don't = tidak want to = ingin, see = melihat, more = lebih, accident = kecelakaan, again = lagi**. The English and Indonesian versions could be made better in terms of meaning. The data above conveyed a negative sense to visitors that the waterfall caused many accidents. It was explicitly shown that the waterfall was not safe. Rather than posting data 4, it would be better if sentence number 4 was replaced with "Please don't jump into the waterfall for safety." For the Indonesian version, it could be Mohon tidak melompat ke air terjun demi kesela

CONCLUSION

This study examined the translation procedures used in the bilingual information boards at Tegenungan Waterfall, Gianyar, Bali. The study identified various translation procedures using qualitative research methods, including literal translation, adaptation, and equivalence. The findings indicate that literal translation is the most common procedure, followed by adaptation and equivalence. This suggests a focus on preserving the original message while making it understandable to domestic and foreign visitors. Clear and precise signage is crucial in tourist areas to avoid misunderstandings and ensure visitor safety. By applying translation theory

and landscape linguistics, authorities can improve communication with visitors and enhance their overall experience at Tegenungan Waterfall.

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