Translation Of Cultural Terms In The Jambi Province Tourism Booklet

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Article Info	ABSTRACT
	This research analyzes the *Translation of Cultural Terms in The Jambi Province Tourism Booklet* entitled *Jambi Destination Unlimited Treasures* and *Guide Book*. The objective of this research is to describe kinds, strategies, and types of meaning shifts of the cultural terms in the Jambi province tourism booklet and object in this research are Indonesian and English cultural terms. This research employs descriptive qualitative research. The data of this research is all cultural terms in the Jambi province tourism booklet. The data are classified from categories of cultural terms based on Newmark's theory, the strategies based on Newmark's theory, and types of meaning shifts based on Chaer's theory. The findings of this research show that first there are three categories of cultural terms, they are: ecology (five data), material culture (eleven data), and organization and customs (four data). Based on the categories above, the majority of data comes from the category of material culture. Second, there are six translation strategies found. They are: transference (five data), shift or transposition (two data), descriptive equivalent in (five data), functional equivalent (three data), through-translation (one data), and componential analysis (four data). The majority strategy comes from descriptive equivalent and transference strategies. Third, there are three types of meaning shifts found, they are: widening (seven data), narrowing (eleven data), and total change (two data). That types of meaning shifts are occured in translating the cultural terms in the Jambi province tourism booklet.

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1. Introduction

Jambi is one of the provinces in Indonesia which is properly located on the east coast of central Sumatra. The capital of this province is Jambi city. According to Indonesia tourism.com (Wonderful Indonesia, 2019) at early time, before Indonesia colonized by the Dutch colonial, Jambi was a part of well-established of Sriwijaya Kingdom. Sriwijaya Kingdom was an ancient Malay Kingdom in Sumatra. Some time in 7th century there was influence by the large neighbor kingdom. Melayu then became a subject of Sriwijaya and Sriwijaya fell under Majapahit that took over this kingdom. Then after the majapahit fall, Minangkabau people in West Sumatra claimed this area.

According to Indonesia tourism.com (Wonderful Indonesia, 2019) the people in Jambi is dominated by the ethnic of Malay with the group of Kerinci and Minangkabau. Mount Kerinci, Lake Kerinci, Kayu Aro Tea plantation, and Muaro Jambi Temple are commonly visited by the tourist while they are passing by to Jambi. The existence of flora and fauna in Jambi, make this city own their particular of national park as a reservation for those habitats, and others tourism destination are Kerinci Seblat National park, Bukit Tiga Puluh National Park, and Barbak National Park. Tourism destination above has its own charm, such as the language used, expressions or terms related to local culture.

Language cannot be separated from culture. If we learn about language naturally we learn about the culture behind that language. Lotman state (Raj Press, 2012) "No language can exist unless it is stepped in the context of culture, and no culture can exist which does not have at it is center, the structure of natural language." It means that in both of those two things are supporting each other. Every country, even every place has its own language and culture. Therefore, to mantain a language it is necessary to learn about the culture and learning culture requires a language. Both language and culture have a very close relationship in human life such as in intercultural communication usually, we faced with different languages and cultures.

Translation is needed as an intermediary between cultural and language differences. Nowadays, translation seems as an important human action and the translator, written media as mediator between cultures. Translation is always placed at the core of the intercultural aspects so that the study of translation goes along with the cultural studies (Ioana Irina, 2011). According to Catford (Long jixing, 2013: Vol.9) he states that "Translation is an operation performed on languages a process of substituting text in one language for text in another."Then according to Bassnett (Long jixing, 2013: Vol.9) "Translation is not only a kind of pure lingual activity but also a kind of communication intra-culture and inter-culture". From the explanation above, it means that the translation is an activity to replace text in one language to another language and also a cross-cultural activity to transfer the culture behind the language.

According to Nida (Oukab, 2018) "The person who is engaged in translating from one language into another ought to be constantly aware of the contrast in the entire range of culture represented by two languages." That means the translator must be aware in translating the culture as an identity of a community because every language has its own meaning according to the person's thinking, living style and even the geographic position where the language is used. A translation can be said as a success translation when the readers understand the meaning from the target language as read as the real language from the source language.

The tourism information can improve public interest, local and foreign tourists to visit Jambi Province. Therefore, Department of culture and tourism Jambi province has made various efforts, including publishing tourism booklets in Indonesian and English. In the English and Indonesian language tourism booklets, there are many strategies can support the translator to make transparent translation. For example: SL: batu beliung and TL: stone axe.

This phrase is for componential analysis strategy, because Batu beliung is similar with Stone axe. Stone axe is a primitive axe made of chipped stone, used for cutting stone. Componential analysis strategy translate batu beliung into stone axe. From explanation above the target reader would easily catch on the idea of batu beliung with this strategy. The translation include into narrowing in types of meaning shift because that meaning of 'stone axe' has been narrowed from the original meaning. It is shown by describing of 'batu beliung' which is different from 'stone axe'.

Based on the explanation above, the writer believes that knowledge of translation and cultural terms are important for all students in every field of knowledge, especially as students of English Literature Department. Therefore, the writer would like to do a research entitled "Translation of Cultural Terms in the Jambi Province Tourism Booklet".

2. Review of Literature
a. Translation

Translation is process transfer the author's ideas into another language with full of attention without change the real message from the source language. According to Newmark (1988: 9) that translation is rendering the meaning of a text into another language in the way that the author intended the text. According to Jacobson in Basil Halim and Jeremy Munday's book, he said that (2004: 7) "certain key in linguistics, including equivalence between items in SL and TL and the notion of translateability."It means that there is a relationship between language and translation where translation is a bilingual activity and the translators need to be master both languages and make sure the meaning is equivalence between items in the source language and target language. Every language has differences between one and another, such as grammar, style, features, etc. Culture shapes language and language shapes reality. Thus

translation as a tool is the wider way to share the message and the ideas among those languages.

Larson (Abdel Shafik, 2017: 3) explains that translation consists of transfering the meaning of the source language into the receptor language. The definition focus on the meaning transferred from the source language into target language. The translation does not have to keep the form but the meaning has to be accurately transferred to the target language. To convey the message accurately, the change of the form and structure has to be done because of the difference between both languages consisting norms and culture.

According to the definitions presented above, translation is concerned with the language and culture of the source and target language. Translation is not only the process of transformation of information from source text to target language but also a matter of transferring the culture along with the language and its accurate meaning. From all of definitions by experts above, that the writer decided to grounded Newmark theory in definition of translation and translation strategies to answer the second formulation of the problem.

b. Culture

There are many definitions of culture made by many experts. But there are three definitions that can give a view of what the culture is. Culture has an important role in society. According to Tylor (Jerry D, 2012: 5) "Culture or civilization, taken in its wide ethnographic sense, is that complex whole which includes knowledge, belief, art, morals, law, custom, and any other capabilities and habits acquired by man as a member of society."

While Duranti (Humayun, 2017: Vol.7) explains that culture is something learned, transmitted, passed down from one generation to the next, through human actions, often in the form of face-to-face interaction, and of course through linguistic communication. The definitions highlight the forms of culture that can be as inherited for the next generation.

Furthermore, Newmark (1988: 94) states that the definition of culture as the way of life and manifestations that are peculiar to a community that uses a particular language as it is means of expression. The definition made by Newmark explains that cultures reflects the characteristics of a community and express their way of life.

c. Translation and Culture

Translation is not only the lingual activity but also cross-cultural activity and translator is a unique job that united the different function of language and culture. As Pym states in Ahmad Al-Hassan Essay (2013: Vol.2) "The simple fact of translation presupposes contact between at least two cultures. To look at translation is immediate to be engaged in issues of how cultures interrelate." Translation is a cultural activity where there is a process of transferring ideas and though from the source language into target language in the level of equivalence.

We have many varieties of language and culture in the world and have a different way to share ideas. Language as a tool of communication is also determined by the culture in which it is spoken. As Mohammad Saleh said (2013: Vol.2) "Culture and translation are among the most determining and influential variables in human communication." While levefere stated that (Alvarez, 1996: 15) "A culture scrutinizes translation with special attention wherever the next being translated is perceived as central to that culture."Translation, involving the transposition of thoughts expressed in one language by one social group into the appropriet expression of another group, entails a process of cultural de-coding, re-coding and encoding. As cultures are increasingly brought into greater contact with one another, multicultural considerations are brought to bear to an ever-increasing degree.

According to the explanation above, Translation and culture are interrelated; translation connects two cultures to share ideas in communication by going through several processes such as decoding, re-coding, and encoding. The translator must have knowledge of many cultures to express the right meaning from language to other languages.

d. Categories of Cultural Terms

Newmark (1988: 95) states that there are five categories of cultural terms, they are:

1. Ecology

According to Charles Elton (Newmark, 1988: 96) "Ecology is the study of animals and plants in relation to their habits and habitats". It involves flora, fauna, winds, plains, hills. Example flora: 'honeysuckle'. Example hills: *'downs', 'sirocco', 'pampas'.* Example plans: *tabuleuros* (low plateau) *'plateau', selva* (tropical rain forest), *'savanna', 'paddy field'.*

2. Material Culture

According to Prown (Newmark, 1988: 97) "Material culture is just what it says it is namely, the manifestations of culture through material productions, and the study of material culture is the study of material to understand the culture, to discover the beliefs, the values, ideas, and attitudes, assumptions of a particular community or society at a given time."The material culture includes food example: *zabagliona, sake*. Clothes example: *anorak, kanga* (from Afrika), *sarong* (from South Seas). Houses and towns example: *Kampong, bourg, bourgade, 'chalet', 'low-rise', 'tower'.* transport example: *bike, rickshaw, moulton, cabriolet, tilbury, caleche.*

3. Social Culture

Social culture has to distinguist between denotative and connotative problems of translation. Social culture relates to work and leisure are includes name of human labor, intertaiment, hobbies, sports. Human labor example: *'condottiere', 'sithar'.* Intertaiment example:*'reggae', 'rock', 'raga'.*

4. Organizations, customs, activities, procedures, concepts

a. Political and administrative is reflected in its institutional terms where the title of a head of state. Example: 'President', 'Prime Miniter', 'King'.

b. Historical terms is the descriptive term with as much descriptive detail as is required. Example: 'le Grand Siecle', 'The age of Enlightenment'.

c. International terms usually have recognised translations which are in fact through translations and are now generally known by their acronyms. Example: 'OMS' (*Organisation Mondiale de la Sante*), 'BIT' (*Bureau International du Travail*).

d. Religious terms is the proselytising activities of Cristianity, particularly the Catholic Church is reflected in manifold translation. Example: 'saintsiege', 'papstlicher stuhl'.

e. Artistic terms is reffering to movements, process and organization generally depends on the putative knowledge of the readership includes names of buildings, museums, art, and music. Music French in Ballet example: 'fouette', 'pas de deux'. Art example: 'Art nouveau' in English, and French becomes 'Jugendstil' in German and 'stile liberty' in Italian.

5. Gestures and habits

There is a distinction between description and function which can be made where necessary in ambiguous cases. Example: give a thumbs-up to signal OK, do a slow hand-clap to express warm appreciation, all of which occur in some cultures and not in others.

e. Translation Strategies

Translation strategy is the way or procedure translators use in solving translation problem they find. Newmark (1988: 82) stated that translation strategies are used for sentences and smaller units of language. Its mean translation strategy is the way translator use in solving translation problem to non equivalent.

There are 15 strategies according to Newmark (1988: 82-91) in his book, they are as follow:

1. Transference

Transference is the process of converting Source Language to Target Language and also includes transliteration or transcription. Transference also commonly called loan words. There is no change in the spelling of the words that have been translated. Example: *Trident* in English (name of river) is transfered into *Trident* in Indonesian without change the spelling.

2. Naturalization

Naturalization changes the source language word to its pronunciation, then to the target language morphology (the original form). Naturalization is also adding new affixes to the foreign terms. Example: *Desert* (English) is translated into *desertir* with the target language morphology (Indonesian).

3. Cultural Equivalent

Cultural equivalent is inaccurate cultural word substitution of source language with the target language. The SL cultural word is translated into TL cultural word. The translation is only the approximate. Example: *The Night's Watch* (English) is the name of an organization is translated into *Garda Malam* (Indonesian)

4. Functional Equivalent

Functional Equivalent uses more neutral cultural words with a new specific term. This is the most accurate way to translate a cultural word. Example: *Pickpocket* (English) is translated into *Tukang copet* (Indonesian).

5. Descriptive Equivalent

Descriptive equivalent is the meaning of the cultural words explained in few words. Example: *Destrier* is translated into *Kuda perang destrier*, kuda perang as the description of *destrier*.

6. Componential Analysis

Componential analysis means comparing an SL word with TL word which has a similar meaning but is not an obvious one-to-one equivalent, by demonstrating first their common and then their differing sense components. Example: *good looking* (English), the similar meaning of *good looking* is *handsome*. *Good looking* is translated into *tampan* (Indonesian).

7. Synonymy

Synonymy is a near TL equivalent with economy trumps accuracy. It means have an equivalent in meaning. This strategy is used when there is no one to one equivalent. Example: *souvenir* (English) is translated into *oleh-oleh* (Indonesian).

8. Through-Translation or Calque or loan translation

Through translation is the literal translation of common collocations, names of organizations and components of compounds. Example: *United Nations (UN)* in English is translated into *Perserikatan Bangsa-Bangsa (PBB)* in Indonesian.

9. Shifts or Transpositions

Shifts or transpositions are an instant change of grammar from SL to TL. There are four types of shifts or transposition in this strategy: the change from singular to plural, the change when a specific SL structure does not exist in the TL, when literal translation is possible but not appropriate for the TL, and the replecement of lexical gap with the grammatical structure. Also the change of the SL verb to the TL noun. Example: *Welcome to my house* (English), *Selamat datang di rumahku* (Indonesian). The word *welcome* in English is only one word, but when translated into Indonesian it became *selamat datang*, a phrase.

10. Modulation

Modulation appears when the original text of message which the translator reproduces in the TL text with the norms of the TL, considering the source language and the target language is contradict in perspective. This strategy deals with large units of translation and a change of viewpoints. Example: *The dog bites the cat* is translated into *kucing itu digigit seekor anjing*. The English sentence is

active but translated into Indonesian is passive, the translation is different in viewpoint.

11. Recognized Translation

Recognized translation appears when the translator uses authentic or the proper translation of any institutional terms. Example: *FBI (Federal Bureau of Investigation)* in English is translated into *FBI* (Indonesian).

12. Compensation

Compensation appears when the meaning into one part is loss, but recompense in another part. Example: *a lot of* (English) are translated into *banyak* (Indonesian).

13. Paraphrase

Paraphrase appears when the cultural words meaning is explained more detailed. The definition of paraphrase is to express the meaning using different words to achieve greater clarity. It can also be rephrasing or rewording the translated words. Example: *Golden Gate* (English) is translated into *Galden Gate adalah selat yang menghubungkan teluk San Fransisco dan Samudra pasifik, terletak di pesisir barat Amerika Utara.*

14. Couplets

Couplets are when two different strategies combined in one translation. It can be triplets or quadruplets, with combination of three or four strategies. Example: *trout* (English) are translated into *ikan trout* (Indonesian) there are two translation strategies: tranference and descriptive equivalent. *Ikan* using descriptive equivalent, *trout* using the transference.

15. Notes

Notes appear in the translation as the additional information especially for the cultural words. This strategy will make the readers clearly understand with the additional information about the translated words. Example: the word *doublet* is given a note by translator in the bottom or page: *pakaian pria berupa jaket pendek pas badan berlapis bantalan.*

The use of translation strategy is mostly depends on the ST and TT condition. Some strategies can be combined in one translation. Translation strategies are needed especially to make reader more understand or easily understand the text which the ideas are from the foreign cultures. Foreign culture can be introduced in the target culture by the translator. If the translator is the carrier, translation strategies are the carriage of the language and culture.

f. Meaning shifts

According to Chaer (2002: 131) *"Secara sinkronis makna sebuah kata atau leksem tidak akan pernah berubah, akan tetapi secara diakronis ada kemungkinan untuk berubah."* Its mean in relative short times, the meaning of a word will remains the same and does not change, but in relative long times there the possible meaning of a word will change. In semantics, the change of meaning is called meaning shift. According to Chaer (2002: 141-145) there are five types of meaning shift. They are:

1. *(Meluas)* Widening

It happens when a word originally has only one meaning, but later has more than one meaning. For example, the word "saudara" that means "siblings" is extended into 'anyone related by blood'. Then it expands again into 'anyone who has similar origins'.

2. *(Menyempit)* Narrowing

It occurs when a word which originally has more than one meaning change has only one meaning. For example the word 'sarjana' which means 'clever' or 'intellectual' is narrowed into those who has graduated from universities'.

3. *(Perubahan Total)* Total Change

It happens when the original meaning of a word is changed and has no original meaning in it is new meaning. For example, the word 'pena' which originally means 'feather' is turned into 'stationary that used ink'.

4. *(Penghalusan)* Eufemia

It occurs when the meaning of a word is still remaining. The word only has been changed into a more polite way in it is delivery.

5. *(Pengasaran)* Coarsening

It attempts to replace a word which has a subtle meaning or ordinary meaning to a word which has a rude meaning.

3. Methods
a. Design of Research

In writing this thesis, the writer used qualitative research and the analysis was explained in the descriptive way that was suitable with the aim of this research. As the explanation, "Qualitative research is a situated activity that locates the observer in the world. It consists of a set of interpretive, material practices that make the world visible. These practices transform the world. They turn a world into a series of representations, including field notes, interviews, conversations, photographs, recording, and memos to the self" (Creswell, 2007: 52).

Descriptive research is research used to "describe" a situation, subject, behavior, or phenomenon. It is used to answer question of who, what, when, where, and how associated with particular research question or problem. Descriptive studies are often described as studies that are concerned to finding out "what is" (Canyon University, 1914). The descriptive research method is implemented because the data analysis is presented descriptively.

b. Source of Data

Source of data refers to the subject from which the data are obtained. The source of the data in this research was tourism booklet entitled Jambi Destination Unlimited Treasures Indonesian and English edition 2013 and 2015 published by Department of culture and tourism Jambi province. The writer also took the data from Guide Book published by Museum Jambi Province edition 2001. There are many cultural terms, which are interesting to be discussed.

c. Technique of Data Collection

In an effort to get the data and fact, in this research the writer used qualitative research, the techniques in qualitative research. The writer used documentation.

d. Technique of Data Analysis

After collecting the data, the writer analyzed the data. In qualitative research, technique analysis data are used to answer the formulation of the problem in analysis data, the writer used a content analysis.

4. Result and Discussion

The booklet in Indonesian and English was published by Departmen of Culture and tourism Jambi Province, and Guide Book Published by Museum Jambi Province as the source of data. In this research the writer found categories of cultural terms based on Newmark's theory they are: ecology, material culture, and organizations and customs. In this research the writer finds 20 data of cultural terms in the booklet.

a. Finding

The writer found several data as follows:

1. Kinds of cultural terms categories

there were 20 data that writer had found in the booklet. From 3 kinds of Cultural terms categories based Peter Newmark's theory, the writer got 5 data. There were: *Perkebunan Teh kayu aro, Danau Kaco, Gunung Kerinci, Sungai batanghari*, and *Sialang*. 11 data refer to ecology such as: Kajang Lako, Destar, Piring tadah, Cepuk, Buli-buli, Lumbung padi, Keris Si Ginjei, Batu beliung, Stupa, Batu lapik, and Kincir. 4 data refer to material culture. There are: Ninik mamak, PPMD (Persatuan Pamong Marga Desa), Tuo tengganai, and Suku kubu Refer to organizations and customs.

2. Translation strategies in translating cultural terms

From 15 translation strategies based on Peter Newmark's theory, the writer got 6 strategies translation that was used by translator to translate cultural terms in the booklet. There were 5 data refer to transference, 2 data refer to shifts or transpositions, 5 data refer to descriptive equivalent, 3 data refer to functional equivalent, 1 data refer to through-translation, and 4 data refer to componential analysis.

3. Meaning shifts

The writer used dictionary to find meaning of word in data. From five types of meaning shift according to Abdul Chaer, the writer only got widening, narrowing, and total change in types of meaning shifts. There were: 7 data *(Lumbung padi, Cepuk, Buli-buli, Ninik mamak, Stupa, Batu lapik, Destar)* referred to widening, 11 data *(Piring tadah, Tuo tengganai, Batu beliung, Perkebunan teh kayu aro, Gunung kerinci, Sungai batanghari, Sialang, Keris Si Ginjei, Kincir, Kajang lako, PPMD (Persatuan Pamong Marga Desa)* referred to narrowing, and 2 data *(Danau kaco, Suku kubu)* referred to total change.

b. Analysis

1. Kinds of cultural terms categories in the Jambi province tourism booklet

a. Ecology

Datum 1:

"Perkebunan teh kayu aro – kayu aro tea plantation" (JDUT: 2015 and 2013)

SL: ***Perkebunan teh kayu aro***. (ed. 2015, p. 6)
TL: **kayu aro tea plantation**. (ed. 2013, p. 6)

From the sentence in datum above the writer found that ecological terms in the form of plant that shown by words 'perkebunan teh kayu aro' in the source language and 'kayu aro tea plantation' in the target language. It is indicated as ecology term because *perkebunan teh kayu aro* is one kind of kingdom plantae. Therefore, *perkebunan teh kayu aro* is indicated as ecology term. Kayu aro is famous with its tea plantations. Kayu aro tea plantation is one of tea plantation which is oldest in Indonesia was established in 1925 until now.

Kayu aro tea plantation that has the widest expanse of the world 3,020 hectares. Tea plantation is also the second highest tea plantation in the world because it is at an evaluation of 1.400-1.600 masl. Teh kayu aro proved as ecology terms, because it is included in the kingdom of plantae.

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Datum : 17

"*Ninik mamak* – the honor people" (GB:2001)
SL: ***Ninik mamak*** (ed. 2001, p. 1)
TL: **the honor people** (ed. 2001, p. 1)

From datum 11, the writer found the cultural term categories in the form of organization terms especially of title is shown by word 'ninik mamak' in the source language, and 'the honor people' in the target language. It is indicated as organization terms because *Ninik mamak* is a group from old people in one region. While the honor people is the most importan one or a person in organization. Therefore, *ninik mamak* is belong to organization terms.

a. Transference

Datum: 1

"*Perkebunan teh kayu aro* – kayu aro tea plantation" (JDUT: 2015 and 2013)

SL: ***Perkebunan teh kayu aro*** (ed. 2015, p. 6)

TL: **Kayu aro tea plantation** (ed. 2013, p. 6)

This phrase is for transference strategy. Kayu aro tea plantation is the biggest unit tea in the world with wide is 3,020 hectares and the oldest plantations in Indonesia which was established in 1925-1928. *Kayu aro* in this context is name of tea plantation.

The transference strategy is to translate *perkebunan teh kayu aro* into kayu aro tea plantation because *Kayu aro* is name of tea plantation and Kayu aro tea plantation is available only in English language. People who are from another country or foreign country only know kayu aro tea plantation because its general in english language. While people who lives around the place only know kebun teh kayu aro because this place or this plantation is located in Sumatra or precisely located in the Kerinci district, and also the people who live there use Indonesian language and local language so, people more understand in this context.

b. Shifts or transpositions

Datum: 6

"*Danau Kaco* – Lake kaco" (JDUT: 2015 and 2013)

SL: ***Danau kaco*** (ed. 2015, p. 10)

TL: **Lake kaco** (ed. 2013, p. 10)

This phrase is for shifts or transpositions. *Lake kaco* is unique lake, located in middle of the kerinci seblat national park, Regence of Kerinci with bluewater that contrast with the green of the surrounding foliage. The shifts or transposition is to translate danau kaco into lake kaco because lake is available only in english dictionary. While *kaco* is cultural term which means in indonesian is a kaca, and in english is a mirror. People who are from another country or foreign country only know lake kaco because its general in english language. While people who live in around the place only know danau kaco because this place is in Sumatra, kerinci district and the people there use indonesian language or local language so, people more understand in this context.

In translating this word, translator use word by word procedure because when the reader reads this word there is mistake strategies its shown by word '*danau kaco*' to translate into '<u>lake kaco</u>'. The mistake in this context there is in '<u>lake kaco</u>'. That should become the true word is 'kaco lake'.

Desciptive Equivalent

Datum: 8

"*Kajang lako* – the traditional house of Jambi" (GB: 2001)

SL: ***Kajang lako*** (ed. 2001, p. 2)

TL: **the traditional house of Jambi** (ed. 2001, p. 2)

This phrase is for descriptive equivalent. *Kajang lako* is traditional house of jambi. Kajang lako is build by using traditional interior, and we called by (*Rumah panggung*). The descriptive equivalent strategy is to translate kajang lako into the traditional house of Jambi. The translator chooses this descriptive equivalent strategy because there is no direct equivalent of Kajang lako in the target language. *Kajang lako* is traditional house of jambi. Although the target reader do not get

original meaning of the kajang lako, the message is transfered properly, and also kajang lako is translated by explanation is showed above. Therefore, kajang lako as source language to translate into the traditional house of jambi is old house which is build on ground or water surface, and we called by (*Rumah panggung*) as target language, that make this context is realized clearly by reader.

c. Functional Equivalent

Datum: 13

"*Cepuk* – Covered boxes" (GB: 2001)

SL: ***Cepuk*** (ed. 2001, p. 8)

TL: **Covered boxes** (ed. 2001, p. 8)

This phrase is for functional equivalent. *Cepuk* is small box made of metal, wood, and etc and as a case jewelry, betel, and etc. While covered boxes is a closed case or box.

The functional equivalent strategy is to translate *cepuk* is small box as case to jewelry and betel (sirih) but *cepuk* in this context means a case to betel (sirih) into covered boxes. It is functional equivalent because the translator tell the function of the cepuk itself. This translation strategy quite similar to descriptive equivalent. In descriptive equivalent, the translator gives the descriptive of the source language with ignoring the functional of the source language word. Whether there is functional explanation in the target language. Therefore, it is using functional equivalent and the target reader would easily catch on the idea of cepuk.

d. Through-translation

Datum: 16

"*PPMD (Persatuan Pamong Marga Desa)* – The pamong marga desa association" (GB: 2001)

SL: **PPMD (Persatuan Pamong Marga Desa)** (ed. 2001, p. 1)

TL: **The pamong marga desa association** (ed. 2001, p. 1)

This phrase is for through-translation. *PPMD* is an organization which the members are tuo tengganai and ninik mamak. The through-translation strategy is to translate *PPMD* into The pamong marga desa association. The translator chooses this strategy because he wants to tries to get equivalent of the target language. Though the target reader do not get original meaning of *PPMD*, the message is transfered properly because there is explanation clearly above and to tries make reader understood well that *PPMD* can to translate into The pamong marga desa association as the target language in this context.

e. Componential Analysis

Datum: 17

"*Batu beliung* - Stone axe" (GB: 2001)

SL: ***batu beliung*** (ed. 2001, p. 9)

TL: **stone axe** (ed. 2001, p. 9)

This phrase is for compenential analysis strategy, because *batu beliung* is similar with Stone axe, according to Collins English dictionary stone axe is a primitive axe made of chipped stone, used for cutting stone. Compenential analysis

strategy is to translate *batu beliung* into stone axe. From explanation above the target reader will easily catch on the idea of batu beliung with this strategy.

3. Types of meaning shifts in translating the cultural terms in the Jambi province tourism booklet

a. Widening

It happens when a word originally has only one meaning, but later has more than one meaning.

Datum 1:
"*Lumbung padi* – rice barn" (GB: 2001)
SL: ***Lumbung padi*** (ed. 2001, p. 11)
TL: **Rice barn** (ed. 2001, p. 11)

In oxford dictionary 'rice barn' means: a large bulding on a farm in which dried grass or hay. Meanwhile in Kamus Besar Bahasa Indonesia 'lumbung padi' means: *Tempat menyimpan hasil pertanian (umumnya padi)* its mean, lumbung padi is a place for storage of agricultural products such as rice. From the analysis above, shows that meaning of 'rice barn' has been widened from the original meaning. It is shown by description of 'lumbung padi' which is different from 'rice barn'.

b. Narrowing

It occurs when a word which originally has more than one meaning change has only one meaning.

Datum: 8
"*Piring tadah* – plate" (GB: 2001)
SL: ***piring tadah*** (ed. 2001, p. 8)
TL: **plate** (ed. 2001, p. 8)

In cambridge dictionary 'plate' means: a flat, usually round dish with a slightly raised edge that you eat from or serve food from: paper/plastic/china plates, a dinner/salad plate. Meanwhile, in Kamus Besar Bahasa Indonesia, 'piring tadah' means: *Wadah berbentuk bundar pipih*. Its mean, *piring tadah* is a item for containing something which looks like litle sunken and made of plastic, almunium, and glass. From the explanation above, indicates that meaning of 'plate' has been narrowed from the original meaning. It is shown by description of 'piring tadah' which is different from 'plate'.

c. Total Change

It happens when the original of a word is changed and has no original meaning in it is new meaning.

Datum: 19
"*Danau kaco* – Lake kaco (JDUT: 2015 and 2013)
SL: ***danau kaco*** (ed. 2015, p. 10)
TL: **lake kaco** (ed. 2013, p. 10)

In Indonesian booklet 'kaco' means: *kaca,* and In English language is a mirror. *kaco* in this context is one the names of lake which has clear water like mirror.   Meanwhile, in English booklet 'lake kaco' is unique lake, it is situated in the middle of the Kerinci seblat national park, regency of kerinci with blue water to

contrast with the green of the surrounding foliege. From the analysis above, shows that meaning of 'lake kaco' has no been total changed from the original meaning, but there is an error in the word layout its shown by word 'lake kaco' that is supposed to be 'kaco lake'. So that make meaning in this word has been total changed if the reader do not know well the description.

5. Conclusion

From the explanation above, the writer conclude that there were twenty cultural terms with three categories based on Newmark's theory in the Jambi province tourism booklet and guide book analyzed, and the writer also found several cultural terms that were not translated by the translator. They were: *Burung kuau, Amben, Tusuk sanggul,* and *Selasar.* The writer found six strategies are used by translator to translating the cultural terms based on Newmark's theory, and the writer also found three types of meaning shifts occured in translating the cultural terms based on Chaer's theory.

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