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Communicative Translation Strategy for Tourism Promotion Content: Analysing Text of Pesona Indonesia and Wonderful Indonesia Websites

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Abstract

This research explores the application of communicative translation strategies in promoting Indonesian tourism through digital platforms. This research addresses the challenge of changing tourism content, which involves preserving cultural meaning while attracting an international audience. The main objective is to identify and analyze communicative translation strategies used in the English translation of promotional content for the Indonesian tourist destination, namely Raja Ampat, based on Newmark's theory. This research uses a qualitative descriptive method with a case study approach. The data used is Indonesian to English translation text containing promotions of the Raja Ampat tourist destination from the official Pesona Indonesia and Wonderful Indonesia websites. Translated texts are categorized into units of analysis such as phrases and sentences. These units are examined to identify the procedures used in communicative translation resulting in content such as modulation procedures, descriptive equivalents, functional equivalents, cultural equivalents, notes and shifts. The findings show that modulation is the most frequently used strategy because it reflects the application of adjusting the perspective to align with the cultural and linguistic norms of the target audience. Descriptive similarities and functional similarities are also prominent ensuring clarity and accessibility for international readers. Less frequently used strategies are cultural equivalence and concealment, used in gradients to deal with culturally specific terms. This study concludes that communicative translation strategies play an important role in creating interesting and culturally engaging content, as well as effectively bridging languages to promote Indonesia's tourism appeal globally.

Keywords: translation; tourism promotion; text analysis;

1. Introduction

Translation is a process of changing the form of language. When translating, the form of the target language is used as a substitute for the source language. Translation is not an easy job because translating a message from the source language (SL) to the target language (TL) requires accuracy and precision. Translators often encounter problems in translation activities, namely translating words and expressions that contain socio-cultural elements. Usually, this can be found in the source language and has a distinctive language (Danyanti, 2012: 55). This unique language makes translators experience difficulties, especially if what is to be translated is not found in the source language or the translation is for cultural needs which generally cannot be translated literally. One of translation requires precise language expression is the translation of online promotion of tourist destinations in English.

Tourism is one of the spearheads of foreign exchange earnings for Indonesia. Tourism promotion has a vital role in introducing a country's cultural, natural potential and attractions to the international world. In the Indonesian context, tourism is a strategic sector that contributes significantly to Gross Domestic Product (GDP), creates jobs and increases cultural diplomacy. Digital tourism is an effective strategy in promoting various destinations and Indonesia's tourism potential through various platforms. This means that this strategy does not just introduce but also spreads the beauty of Indonesian tourism widely so as to attract more

foreign tourists to visit Indonesia. With the increasing development of digital technology, tourism promotional materials are now dominated by digital content such as websites, social media and campaign videos. One of the platforms designed as the face of tourism promotion to attract foreign tourists with an approach that highlights the uniqueness and diversity of Indonesian culture is the “Pesona Indonesia” or “Wonderful Indonesia” platform.

Pesona Indonesia and Wonderful Indonesia are official digital platforms managed by the Indonesian Ministry of Tourism and Creative Economy based on Indonesian on the Pesona Indonesia website and English on the Wonderful Indonesia website, although these two websites each provide features that can be translated into other languages such as Bahasa Russia, China, Korea, Japan, France, Australia and others. This website aims to promote natural beauty, culture, culinary delights, festivals and various tourist destinations in Indonesia. With attractive design and informative content, this platform provides travel guides, destination reviews, activity recommendations and travel tips. This platform also displays travellers’ stories and the latest information regarding events or festivals taking place in various regions so that it becomes a complete reference for domestic and foreign tourists. The growth in the number of tourist visits has also increased from year to year. In this digital era, the need for effective tourism promotional content is becoming increasingly important, especially for leading destinations in Indonesia that are able to attract foreign tourists. However, the effectiveness of such promotions depends not only on attractive content but also on the translation of the message into the target language which is able to maintain local cultural meaning and attract the attention of an international audience. In this case, communicative translation strategies become relevant.

Communicative translation strategies, as stated by Newmark (1988), play an important role in producing translated texts that are not only accurate in meaning but also effective in conveying messages to target readers, while taking into account cultural and contextual aspects. Newmark (1981: 7) states that translation is a skill (or art) which is summarized in the effort to replace a written message or statement in one language with the same message or statement in another language. Every effort will certainly result in the loss of meaning, whether a little or a lot. Loss of meaning can occur in two situations, namely excessive translation (too detailed) and under translation (too general). Based on this situation, there are two types of translation, namely semantic translation and communicative translation. In translation is only the form changes but the meaning in the source language is transferred to the target language must be constant.

Newmark (1988) differentiates translation strategies based on orientation towards the source text or target text. The two main approaches are Source-Oriented Translation (Semantic Translation) which emphasizes preserving contextual meaning close to the source language and Target-Oriented Translation (Communicative Translation) which emphasizes understanding and the resulting effect for target language readers and maintaining the pragmatic context and message to make it more relevant and natural for target language (TL) readers. Newmark developed several translation procedures that were instrumental in overcoming cultural and linguistic differences:

1. **Transference (Transliteration)** is transferring original SL words to TL without changes (for example, place names or special terms).
2. **Naturalization** is adapting SL words to TL spelling and pronunciation.
3. **Cultural Equivalence** is replacing SL cultural elements with TL cultural equivalents (for example, "Thanksgiving" becomes "Eid").
4. **Functional Equivalent** means using terms that have the same function in TL, even though they are culturally different.
5. **Descriptive Equivalent**, namely explaining SL terms descriptively for TL readers (for example, "samurai" is explained as "Japanese warriors during the feudal era").
6. **Synonymy** is using synonyms when there is no perfect equivalent.
7. **Through-Translation (Calque)** is translating a phrase or term literally (for example, "skyscraper" becomes "skyscraper").
8. **Shifts or Transpositions** are changing the SL grammatical structure to a more natural form in TL (for example, from nouns to verbs).
9. **Modulation** is changing perspective or point of view to maintain meaning.
10. **Compensation** is replacing missing elements in one part of the text with other elements in another part.
11. **Reduction and Expansion**, namely simplifying or expanding SL sentences according to TL needs.
12. **Paraphrasing** is explaining the text in a longer way so that it is better understood by TL readers.
13. **Couplets, Triplets, Quadruplets**, namely combining two or more translation procedures to handle complex problems.
14. **Notes, Additions, Glosses**, namely adding footnotes or explanations for terms that are difficult to understand in the TL.

The challenge of translation is to maintain a balance between translation accuracy and communicative appeal for an international audience. This becomes increasingly complex when the material involves unique cultural terms and local idioms. Previous research on communicative translation often focuses on literature or static texts such as Al-Quran discourse and children's books (Abdullah 2019; Anggrit, 2019; Ghaidaq, 2022, Dasmayanti, 2021). Apart from that, in relation to tourism, the crucial role of translation has been documented by several researchers. Translation by Christiani (2008) is translation for tourism promotion media, especially in the translation of brochures issued by the local government. Furthermore, research conducted by Puspitawati, Refnaldi, Ardi (2013), used translation theory developed by Molina and Albir (2002). Since most similar studies focus on literal translation or only look at linguistic aspects without examining the relationship between translation, cultural context, and

promotional effectiveness, no research has been found that specifically analyses the features of communicative translation strategies from Newmark's perspective on digital content for Indonesian tourism promotion.

Most similar studies centre on literal translation or only examine linguistic aspects without exploring the relationship between translation, cultural context, and promotional effectiveness. Therefore, this research is important to bridge the need for an effective translation approach in digital tourism promotion. By analysing the procedures of communicative translation using a Newmark perspective, this research can provide practical guidance for translators and content creators to increase the attractiveness of Indonesian tourism promotion through digital media. In addition, the results of this research have the potential to contribute to the development of Indonesia's global marketing strategy, strengthening Indonesia's position in the international tourism market and creating a deeper understanding of how local culture can be effectively integrated in translation.

2. The Method of the Research

This research uses a descriptive qualitative approach with a case study as the main design. This approach was chosen because it aims to understand communicative translation strategies in tourism promotional texts, especially in digital content about the Raja Ampat tourist destination. The data used in this research is Raja Ampat tourism promotional content text which consists of translation sentences in Indonesian and English. The research data sources are the Pesona Indonesia website (Indonesian version) from <https://www.indonesia.travel/id/id/destinasi/maluku-papua/raja-ampat.html> and the Wonderful Indonesia website (English version) from <https://www.indonesia.travel/id/en/destinations/maluku-papua/raja-ampat.html>, accessed on December 9, 2024. The data collection method was carried out using documentation techniques with four stages, namely accessing and selecting digital content about Raja Ampat on the two official sites (Pesona Indonesia and Wonderful Indonesia), copying relevant tourism promotional texts in Indonesian and their translation in English, categorizing the data into the units of analysis are sentences or phrases that can be analyzed for translation strategies and data validation to ensure that the data taken is the official version used in tourism promotional materials. Data analysis was carried out by identifying parts of the text that were relevant to communicative translation strategies. The data is divided into analysis units in the form of phrases, clauses or sentences which are the object of translation and then the communicative translation strategy features are identified and then each unit is analyzed and coded based on the type of features that appear. The results of the analysis link the findings with the research objective of identifying communicative strategy features based on Newmark's theory so as to produce in-depth insight into how communicative translation strategies are applied in Raja Ampat tourism promotion content.

3. Discussions

3.1. Analysing the communicative translation procedures in texts

In the Pesona Indonesia and Wonderful Indonesia website, there are several highlight destinations displayed for promotion, such as Bali, Raja Ampat, Labuan Bajo, Mandalika, Lake Toba, Borobudur, Likupang, Jakarta, Morotai and others. To explore the translation procedures used in the websites, here will be compared the translation result of Raja Ampat tourist destination content in English and Indonesian version.

Data 1.

SL	TL
<i>Jauh dari hiruk pikuk kota metropolitan</i>	Far from the view-blocking skyscrapers, dense and hectic concrete jungles, congested traffics, flickering electric billboards, endless annoying noises, and all the nuisances of modern cities

In this translation, the translator employs detailed descriptions to unpack the abstract concepts in the ST. *Hiruk pikuk* and *kota metropolitan* are not directly translatable into English without losing some of their cultural and contextual nuances. Therefore, the translator substitutes these terms with descriptive imagery that captures the specific characteristics of urban chaos in a way that resonates with an English-speaking audience. It can be concluded that this translation uses the **descriptive equivalent** because it conveys the intended meaning while adapting it to the TL's cultural and linguistic norms. Instead of using a literal translation or cultural equivalent, which might lack clarity or relevance, the translator opts for a rich, sensory portrayal of the bustling and overwhelming atmosphere of a metropolitan city. By breaking down the abstract terms into concrete examples like "view-blocking skyscrapers" and "flickering electric billboards," the translation achieves both clarity and emotional resonance. This aligns with Newmark's emphasis on using descriptive equivalents to handle culturally specific terms or abstract concepts, ensuring the target audience fully grasps the essence and tone of the original text.

Data 2.

SL	TL
Suguhan alam yang ditawarkan begitu mengagumkan hingga bisa membuat wisatawan enggan pulang.	With all the spectacular wonders above and beyond its waters, as well as on land and amidst the thick jungles, this is truly the place where words such as beautiful, enchanting, magnificent, and fascinating get its true physical meaning.

This translayion is a clear example of communicative translation. This approach prioritizes the target audience's understanding and emotional engagement by elaborating on the beauty of the destination in a way that resonates culturally and linguistically with English-speaking readers. The translator transforms the concise and straightforward source text into an expressive and evocative narrative, appealing to the target audience's imagination and creating a vivid mental picture of the place. The most appropriate procedure from Newmark's procedures used here is **Modulation**. Modulation is employed by shifting the perspective and reformulating the message to align with the norms and expectations of the target language. For instance, the ST emphasizes the *amazing natural offerings* and their emotional effect on tourists (*enggan pulang*). The translation, however, shifts to a broader and more descriptive focus on the physical wonders (*spectacular wonders above and beyond its waters... thick jungles*), as well as their ability to embody abstract concepts such as beauty and fascination. This shift in emphasis enriches the text and provides a deeper emotional and cultural connection for English readers. The compensation lies in the addition of vivid imagery and emotionally charged terms (*beautiful, enchanting, magnificent, and fascinating*), which replace the simpler description in the source text. By doing so, the translator maintains the original intent while adapting it to the target audience's preferences and expectations.

Data 3.

SL	TL
Kepulauan Raja Ampat berada di bagian paling barat Papua.	Situated off the northwest tip of Bird's Head Peninsula on Papua, the most eastern island of the Indonesian Archipelago.

This translation is a communicative translation because it prioritizes clarity, cultural adaptation, and naturalness in the target language. Rather than providing a word-for-word rendering, the translator adapts the information in a way that English-speaking readers can easily understand, especially by incorporating geographic markers such as "*Bird's Head Peninsula*" and situating Papua within the broader context of the Indonesian Archipelago. This ensures that readers unfamiliar with Indonesia's geography can grasp the location's significance. The most appropriate Newmark procedure applied in this translation is **Cultural Equivalent**. The translator substitutes "*bagian paling barat Papua*" with "*northwest tip of Bird's Head Peninsula on Papua*". This cultural adaptation provides a specific and recognizable geographic reference (Bird's Head Peninsula) that is more familiar to an international audience, even though it is not explicitly mentioned in the source text. The compensation for this adjustment lies in the additional phrase "*the most eastern island of the Indonesian Archipelago*", which contextualizes Papua's broader geographical position in a way that aligns with the cultural and informational expectations of English-speaking readers. This addition enriches the translation, ensuring that the target audience not only understands the specific location but also its relationship to Indonesia as a whole.

Data 4.

SL	TL
Kabupaten Raja Ampat terdiri dari 4 pulau besar yaitu Pulau Waigeo, Batanta, Salawati dan Misool, dan 1.847 pulau-pulau kecil lainnya	Raja Ampat or literally meaning 'The Four Kings' is an archipelago comprising over 1,500 small islands, cays, and shoals surrounding the four main islands of Waigeo, Batanta, Salawati, and Misool

This translation exemplifies communicative translation because it ensures the text is both informative and engaging for the target audience. The translator not only conveys the core meaning of the source text but also adapts it to the expectations of an English-speaking audience by providing culturally relevant information. For instance, the translation introduces "*literally meaning 'The Four Kings'*" and describes the small islands as "*cays and shoals*", which are terms more familiar in English geographical terminology. The most appropriate Newmark procedure used here is **Notes, Additions, and Glosses**. The addition of "*literally meaning 'The Four Kings'*" serves as a gloss to explain the name *Raja Ampat*, which helps the target audience understand the cultural and linguistic background of the term. The compensation lies in the adjustment of numerical details: instead of stating *1,847 pulau-pulau kecil lainnya* directly, the translation uses "*over 1,500 small islands, cays, and shoals*". This generalization avoids an overly rigid focus on specific numbers, making the description more fluid and natural in the target language. Additionally, the use of terms like "*cays*" and "*shoals*" compensates by providing richer, more precise imagery suited to an English-speaking audience's familiarity with maritime geography.

Data 5.

SL	TL
<i>Nama Raja Ampat sendiri diyakini berasal dari legenda masyarakat setempat</i>	The name Raja Ampat itself is believed to derive from a legend.

This translation is communicative translation because it prioritizes clarity, readability, and relevance for the target audience. The phrase is restructured to sound natural in English while maintaining the essential meaning of the original. The translation avoids literal word-for-word rendering ("*local community's legend*") and opts for a broader, culturally neutral term ("*a legend*"), which simplifies the sentence and makes it more relatable for a global audience. The most appropriate Newmark procedure applied in this translation is **Modulation**. The translator shifts the perspective slightly by omitting "*masyarakat setempat*" (local community) and focusing on the legend itself, which is culturally and contextually sufficient for the target audience. This modulation simplifies the message and avoids unnecessary details that may not add value to readers unfamiliar with the source culture. The compensation for omitting "*masyarakat setempat*" lies in maintaining the essence of the source text, where the term "*Raja Ampat*" is preserved and contextualized with "*is believed to derive from a legend.*" This ensures that the translation remains concise and clear while faithfully conveying the primary idea of the source text.

Data 6.

SL	TL
<i>Empat telur tersebut menetas menjadi raja-raja yang berkuasa di empat pulau utama</i>	With four of them hatch and become the kings of the four main islands.

This translation is communicative translation because it maintains the original meaning while adjusting the structure and wording to ensure it is clear and natural for an English-speaking audience. The phrase "Empat telur tersebut menetas menjadi raja-raja yang berkuasa di empat pulau utama" contains cultural and linguistic specifics that might not resonate well in English. The translation simplifies the structure, removing the more complex syntax and focusing on the essential idea of four eggs hatching into kings ruling the four main islands, which is easy to understand and visually compelling for the target audience. The most appropriate Newmark procedure used here is **Shifts or Transpositions**. This procedure involves changing the grammatical structure of the sentence to make it more natural in the target language while maintaining the original meaning. In this case, the sentence in the source language uses a more formal and indirect construction. The translation shifts the structure to a more direct and straightforward expression: "With four of them hatch" instead of a more literal translation of the subject and verb. This shift enhances readability and ensures the translation flows naturally, making it communicative for the English-speaking audience while preserving the story's essence.

Data 7.

SL	TL
<i>Tersisa tiga lainnya, satu menjadi batu, satu menjadi wanita, dan satu lagi menjadi makhluk gaib atau hantu.</i>	While the other three became a woman, a ghost, and a stone

This is communicative translation because it aims to make the meaning clear and easily understandable for the target audience while maintaining the original intent. The translation simplifies and condenses the information, removing some of the redundancies in the source text. For instance, instead of retaining the more specific description of "*makhluk gaib atau hantu*" (which could translate to "supernatural creature or ghost"), the translator opts for the more widely understood term "*ghost*", which is sufficient for an English-speaking audience to understand the intended meaning. The most appropriate Newmark procedure used here is **functional equivalent**. This is to preserve the meaning of the SL without introducing unnecessary cultural or linguistic details that might complicate the target text. The term "ghost" serves the same function in TL (referring to a supernatural, spirit-like entity) and is easily understood by most English speakers. By using "ghost," the translator is effectively communicating the concept without needing to explain or elaborate, making the translation smooth and accessible. The term "makhluk gaib" may be tied to Indonesian or Southeast Asian cultures, but in English, "ghost" covers the same broad concept. This adaptation avoids the need for a more complex explanation, keeping the translation both functional and culturally relevant to the target audience. The translation is more concise and clearer in TL by directly using "ghost" instead of a more descriptive or culturally specific term, which aligns with the goal of functional equivalence to make the text easily digestible.

Data 8.

SL	TL
<i>Bagi Sobat Pesona yang gemar diving dan snorkeling.</i>	For underwater enthusiasts

This translation is communicative translation because it prioritizes conveying the meaning in a way that is easily understood and relatable to the target audience. The term "Sobat Pesona", which refers to a specific group of followers or fans of a tourism

brand in Indonesia, is omitted since it would not have the same resonance or recognition in English-speaking cultures. Instead, the phrase "underwater enthusiasts" is used, which generalizes the target audience to people who enjoy activities like diving and snorkeling, making it universally understandable and clear without unnecessary cultural references. The most appropriate Newmark procedure used here is **Functional Equivalent**, as it involves using a term that serves the same purpose in the target language without direct translation. "Underwater enthusiasts" is a functional equivalent to "Sobat Pesona", as it conveys the intended audience of water activity lovers but in a more generalized, culturally neutral way. This approach ensures that the message is accessible to an international audience, preserving the overall meaning and making the translation feel natural while keeping the focus on the target audience's interest in diving and snorkeling.

Data 9.

SL	TL
<i>Destinasi ini memiliki kekayaan dan keunikan spesies yang tinggi dengan ditemukannya 1.318 jenis ikan, 699 jenis moluska dan 537 jenis terumbu karang</i>	The territory within the islands of the Four Kings is enormous, covering 9.8 million acres of land and sea, home to 540 types of corals, more than 1,000 types of coral fish and 700 types of molluscs

This is communicative translation because it focuses on conveying the message in a way that is accessible and easily understood by the target audience. The original SL phrase includes specific numbers and technical terms related to marine life, which may be challenging for a general English audience to grasp in a direct translation. Instead, the translation adapts the information to a broader context, providing a clear description of the vastness of the region and the diversity of marine life in a way that is both informative and engaging to an international audience. The most appropriate Newmark procedure used here is **Descriptive Equivalent**. The translator has opted to explain certain concepts in more general terms, such as substituting the specific number of species (1,318 fish, 699 molluscs, 537 corals) with broader, easily digestible figures (more than 1,000 types of coral fish, 700 types of molluscs, 540 types of corals). This approach provides the same essential information but in a way that is simpler and clearer for a target audience that may not be familiar with the exact numbers or marine terminology. This ensures that the translation is both comprehensible and relevant, prioritizing the communicative goal of clarity and impact.

Data 10.

SL	TL
<i>Rasakan sendiri sensasi menyelam dan bertemu dengan ragam jenis biota laut yang unik.</i>	This makes it the most diverse living library for the world's coral reef and underwater biota

This translation exemplifies communicative translation because it adapts the original message to resonate with the target audience in a clear, natural, and engaging way. Rather than directly translating the phrase "*rasakan sendiri sensasi menyelam*" (which means "experience the sensation of diving"), the translator shifts the focus to emphasize the uniqueness of the destination by using a more metaphorical and evocative description. This adaptation, "*the most diverse living library*," conveys a similar meaning of richness and diversity but with a more compelling and vivid image for English readers, who may better connect with the idea of a "living library" when describing nature's abundance. The most appropriate Newmark procedure used here is **Modulation**. Modulation involves a change in perspective or angle of the original text to make it more meaningful or natural in the target language. In this case, the original statement focuses on personal experience ("*rasakan sendiri*"—"experience yourself") and direct interaction with marine life. The translator shifts this to a broader and more conceptual view, describing the destination as "*the most diverse living library for the world's coral reef and underwater biota*." This change not only refines the message but also makes it more culturally resonant for English-speaking audiences, emphasizing the uniqueness and richness of the marine life in an abstract but impactful way. The compensation for this shift lies in the poetic and more universal framing of the concept of diversity, which is still true to the original message, just conveyed in a way that appeals to the target language's sensibilities.

3.2. Analyzing the sequence of most frequently used procedures

Here is the analysis of the translation procedures used from Raja Ampat tourism promotional content in Pesona Indonesia and Wonderful Indonesia:

Table 1. Frequency of Translation Procedures

Procedure	Frequency	Reason for Frequency
Modulation	3 times	Modulation is the most frequent procedure used in these translations because this procedure is particularly useful when the translator needs to adapt the source text to make it more culturally or linguistically suitable for the target language. Modulation allows for flexibility in expressing ideas in a way that resonates with the target audience while maintaining the original meaning. This is particularly important in tourism-related translations, where understanding and engagement are key.
Descriptive Equivalent	2 times	Descriptive Equivalent is helpful when dealing with specific terms that might not have a direct counterpart in the target language
Functional Equivalent	2 times	Functional Equivalent ensures that cultural concepts are replaced with more universal terms that are easily understood by an international audience
Cultural Equivalent	1 time	Cultural Equivalent is used to reflect the need to replace a specific cultural term with one that would be more meaningful or familiar to the target culture
Notes, Additions, Glosses	1 time	Notes is appropriate when there's a need to provide context or clarification to ensure the target audience fully understands terms or concepts
Shift (Transposition)	1 time	Shift (Transposition) is used to modify the grammatical structure, which is necessary to ensure the translation sounds natural and idiomatic in English.

Overall, these procedures work together to ensure the translation is both accurate and communicative, conveying the intended message clearly while making it accessible and engaging for the target audience. The frequent use of **Modulation** shows the translator's focus on making the translation fluid and culturally appropriate and also Descriptive Equivalent and Functional Equivalent each occur twice, indicating a balanced use of both procedures to provide clarity and ensure accessibility for the audience

4. Conclusion

The analysis of communicative translation strategies used in the translation of Raja Ampat tourism content reveals a deliberate effort to prioritize audience engagement and cultural resonance. Dominant procedures such as modulation, descriptive equivalence, and functional equivalence illustrate a focus on adapting the original content to fit the expectations and cultural understanding of the target audience. These strategies ensure clarity and emotional impact, crucial for tourism promotion where persuasive language and vivid imagery play pivotal roles. Less frequently used procedures, like cultural equivalence and notes, show that while some elements require cultural substitution or clarification, the primary emphasis remains on maintaining the message's appeal and accessibility. In the context of digital tourism promotion, these findings align with the broader need for communicative translation strategies to engage a global audience effectively. Digital platforms demand content that is not only linguistically accurate but also emotionally compelling and culturally relatable. The use of Newmark's communicative translation framework demonstrates its adaptability in achieving these goals by bridging cultural and linguistic gaps. This approach enhances the destination's appeal while addressing the nuances of diverse target markets, confirming the relevance of strategies like modulation and equivalence in crafting persuasive and accessible tourism narratives.

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