CHAPTER III

THE DESCRIPTION OF THE ACTIVITIES

This chapter would be focused on describing the activities during doing the job training in PT. Dago Wisata Internasional which was started from 8 a.m until 12 p.m. It was conducted from Sunday to Friday, July 27 to August 27, 2010.

3.1. Job Position and Coordination

The certain job position was given as well as the discipline and was guided by the people who were capable in managing members of job training programs. Afterwards, in this section, job position and coordination were described comprehensively.

3.1.1 Job Position

The given job positions were:

1. Marketing staff
2. A translator for an itinerary book entitled “Travalgar, The Cost Saver Way” Europe and Britain 2010

We will never get success to finish the tasks without a good coordination. A good coorditation is really important. Here is the description of coordination in PT Dago Wisata Internasional.

3.1.2 Coordination

Coordination is organized by 1 person in HRD Division and 1 person in Marketing Division who have the specification of responsibilities as follows:

1. Mr. Ferry Nurmansyah
   a. Job Position : Manager of HRD Division and General Affairs
   b. Job Authority : Allowing the students to conduct the Job Training in PT Dago Wisata Internasional
   c. Job Responsibilities : Guiding the members of Job Training in Making and final editing of brochure as marketing kits.
2. Mr. Ridwan Gunawan
   a. Job Position : Head of Marketing Division
   b. Job Authority : Organize the employer in Marketing Division to offer some itteneraries to the customers and to find the way to improve tours package disposal.

Mr. Very organized and guided the students to do Job Training as well as Mr Ridwan guided the student to improve the tour packages disposal in PT. Dago Wisata Internasional. During the student doing the job training, they must be discipline in the office .

3.2 Responsibilities

Several responsibilities obtained in Human Resource Development Division and Marketing were as follows:

1. Offering some tour packages to the customers as a Marketing Staff
2. Translating an itinerary book entitled *Trafalgar The Cost Saver Way to Europe and Britain 2010*

The paper concerned in translating an itinerary book as the marketing kits for the steps of PT Dago Wisata Internasional go abroad .

3.3. Offering Some Tour Packages To The Customers and Translating an *Itinerary Book* as the Marketing Kit for The Steps of PT Dago Wisata Internasional Go Abroad

3.3.1. Offering Some Tour Packages To The Customers

As a marketing staff the writer has responsibility to offer some packages to the customers especially international new packages. The writer offers it by phone, website and offers it directly by came to campus, school and company. The package that the writer offers commonly holiday packages and study tour package, thus it related to student and employer.

This activity taught the writer that as a marketing staff the public speaking is really usefull. *"Play your language then get your money"*, it means as a marketing staff you must have the skill to persuade the customers to buy your packages, if you successes you get a bonus.

3.3.2. Translating an *Itinerary Book* as the Marketing Kit for The Steps of PT Dago Wisata Internasional Go Abroad

This activities would be the case when the writer translated an itinerary book entitled “Trafalgar The Cost Saver Way to Europe and Britain 2010”.This tour guide book is used as a reference to make a tour package to Europe and Britain in PT Dago Wisata Internasional. This book contains of 74 pages and there are some packages in this book with the different beautiful tourism objects and also different prices in Europe and Britain. When translating this itinerary book, the writer found some terms that are familiar in Indonesian language. In this report the writer made some classifications for the specific words written in this book. Some classifications will be divided into two parts, they are ordinary words and extra ordinary words.

Ordinary words are the words used and commonly translated from Source Language to Target Language.

Extra ordinary words are the words that are not common or have specific terms. These words sometimes will not be translated and are translated but they have different meaning from the common translation or words in order to make the meaning more appropriate with the context. There are some reasons to maintain the words because of some factors such as Situation (setting or scene), Participants (analysis of personalities and social positions or relationships), Ends (goals and outcomes) Acts (message form, content, etc.), Key (tone or mode), Instrumentalities (channels or modalities used), Norms (framework for producing and processing messages), and Genre (interaction type) as stated by Dell Hymes.

The *Dell Hymes Model of Speaking* is a linguistic model in which it is stated that in order to speak a language correctly, one does not only need to learn its vocabulary and grammar, but also the context in which words are used.

Dell Hymes theory result the new theories, they are code switching and code mixing. Code Switching is the alternation of the use of at least two languages or their varieties or styles in the same conversation in a bilingual community, and structurally it is inter-sentential. It is also functional (done on purpose). Code Mixing is the change of codes within a simple utterance without any associated topic change, occurs when you incorporate small units (words or short phrases) from one language to another one. It is often unintentional and is often in word level (Dell Hyems, *1996:25*)

In this paper the writer focused on ordinary words and extra ordinary words translation. Extra ordinary words translation could be classified into four parts; they are based on change or doesn't change the form and the meaning, borrowing words, specific translation because of some factors and methapor translation.

3.3.2.1. Translation The Terms of Tour and Travel

3.3.2.1.1 Ordinary Words/Phrases Translation

1

Source Language	Target Language
Many Splendid *Sights*	Banyak *Pemandangan* yang Begitu Menakjubkan....

As your driver chauffeurs you and your travel companions right to entrance of all spectacular sights, your *tour director* will be distributing your pre-arrange tickets and entry passes.	Supir akan mengantarkan anda dan teman seperjalanan anda untuk melihat pemandangan yang begitu menakjubkan, sementara *Pemandu Wisata* kami akan membantu anda mengurus tiket dan izin masuk.

The word *sight* in SL according to Mariam Webster Dictionary means the ability to use your eyes to or area seen, but in this sentence the word *sight* in TL means a *view* because based on the second meaning of "sight" it means *area seen*. Area seen in the tour and travel terms is the *view* so in TL it is equivalent with the word *Pemandangan* .

However, the word *tour director* in SL means someone who controls and supervises all the passangger needs during the tour, the equivalent word in TL is "*Pemandu Wisata"*.

2

Source Language	**Target Language**
Travel *Documents*: We will *send* you your tour documents and literature together with a Trafalgar document wallet about 21 days before your deparature. Please read the information your receive *carefully* as it	*Dokumen* perjalanan: Kami akan *memberikan* kepada anda dokumen perjalanan dan daftar bacaan lengkap dengan dompet Trafalgar tempat menyimpan dokumen, terhitung 21 hari sebelum keberangkatan.

contains essential advice and information about your trip.	Bacalah buku petunjuk yang anda terima dengan *seksama* yang berisi petunjuk-petunjuk penting dan informasi tentang perjalanan anda.

The word *send* in SL was translated in TL “memberikan”, the writer prefer chose the word “memberikan” than “mengirimkan” because it depends on the context, the word “memberikan” is more appropriate. However, the word *carefully* means taking care or paying attention to something, in TL it means hati-hati but the word carefully in this context means paying attention to read the brochure/guiding book and in TL means “seksama”.

3.3.2.1.2. Extra Ordinary Words /Phrases Translation

1) Specific translating because some factors

1

Source Language	**Target Language**
Each person travelling is required to complete their own check-in, or the lead passenger may check in all people on their booking.	Setiap orang yang sedang bepergian pasti harus mengurus masalah *check - in* atau ketua rombongan akan mengurus *check-in* semua anggota yang telah mem-*booking* kamar.

Based on SL the word *"Check-in"* and *"booking"* do not change in TL. The word *check in* is more popular used than 'izin masuk hotel" and the word *booking* is more popular than "*memesan"*. Those words are the examples of borrowing word from SL to TL, it could be happened because it relates with hotel environment as a setting or situation as mentioned in Dell hymes method of SPEAKING. This translating method is used to make the meaning more appropriate.

2

Source Language	**Target Language**
Passports and *Visas*: Each passangger is responsible for having a valid passport that is valid for at least 6 month beyond the conclusion of their trip, all necessary visas and permits and must comply with entry, health or other requirements of the countries visited.	*Paspor* dan *Visa* Setiap peserta harus mempunyai paspor yang masih berlaku 6 bulan sebelum perjalanan berlangsung, Visa dan dokumen izin yang diperlukan, serta mematuhi semua peraturan yang berlaku, kesehatan dan peraturan lain yang harus dipatuhi di negara – negara yang akan dikunjungi

Based on Mariam Webster, *Passport* is an official document, often a small book, that you need to enter or leave a country and *Visa* is an official mark in your passport (= document which proves your nationality) that allows you to enter or leave a particular country. Those words in SL are adopted in TL. The

words “passport and visa” are used in the country all over the world. The word *visa* in TL is translated same with in SL and the word *pasport* is adapted in TL into paspor by omitting the character “t”. Situation for the terms of tour and travel related with situation or setting as mentioned in Dell Hymes method of SPEAKING.

3

Source Language	**Target Language**
Welcome to London-a fascinating city steeped in history, pageantry and traditions which have change little over the centuries. And yet London still has vitality that maintains the city’s reputation as a cultural trendsetter.	Selamat datang dikota London, Kota yang mengagumkan dan sangat bersejarah, arak-arakan dan tradisi yang sedikit telah berubah beberapa abad ini. Namun London masih tetap berusaha mempertahankan reputasinya sebagai kota *trendsetter* budaya.

The word *trendsetter* in SL is translated same with TL because the word *trendsetter* familiar in TL and the message could be accepted by the reader. This case related to participant in Dell Hymes Theory. The participant understood the ‘word trendsetter ‘ without translating it into TL which means “pusat”.

4

Source Language	**Target Language**
Accomodation in *twin-bedded* rooms with private facilities.	Akomodasi dengan kamar *twin-bedded* dengan fasilitas pribadi.

The word *"twin-bedded"* is one of the terms of hotel ,it also relates with the terms of travel. The word twin-bedded means in one room has two bed for two person. Analyzing this case the word " twin bedded is related to Setting in Dell Hyems theory.

2). Change or doesn't change meaning

2a). Change meaning

1

Source Language	**Target Language**
Drawing on more than 60 years experience, Trafalgar has perfected the art of designing seamless itineraries. We take care of every little detail from collecting entry ticket for quick and hassle-free admission into Europe's majore icons and places of interest,...	*Berpengalaman* lebih dari 60 tahun membuat Trafalgar sempurna dalam merancang setiap rencana perjalanan. Kami mengurus hingga hal yang terkecil dari mulai pengumpulan tiket masuk agar proses berjalan cepat dan tanpa perizinan yang rumit ke berbagai tempat penting dan indah di Eropa, mengkoordinir perjalanan,.....

In SL the word *"drawing"* has different meaning as common in TL . Based on Mariam Webster Dictionary "drawing" is produce a picture by making lines or marks, usually with a pen or pencil. In this case the word "drawing" is translated as " berpengalaman" considering the context, the word

"drawing" is related with the word "experience" in the next word. The word "drawing" reflects something to draw that they have ever seen before. Based on Mariam Webster dictionary the word "experience" is having skill and knowledge because you have done something many times. Thus, in this case it means the word "drawing" is translated as "experience" because they have the same meaning.

2

Source Language	**Target Language**
Rome-Venice This morning we *head* north from Rome following the upper Tiber valley until we reach the region of Umbria with its gentle hills and *field* of *bright* yellow sunflower.	Dari Roma ke Venicia Pagi harinya kita akan *berangkat* dari Roma bagian utara menelusuri rangkaian lembah Tibet hingga sampai ke negara bagian Umbria dengan bukit-bukitnya yang menjulang dan indahnya *hamparan* bunga matahari yang kuning.

The word "head" means the part of your body above your neck which contains your brain, eyes, ears, mouth, nose and which your hair grows. In target language the word "head" means "kepala" while the implicit meaning of head (as mentioned in Mariam Webster Dictionary) is a start of something . Since the word head is related with a place so the writer translated "berangkat". The word "field" in SL is translated as *hamparan* in TL because the field is large and there

is fulfilled by sunflower. The bright is translated “indah” in TL because bright reflects a shine and shine reflects beauty.

2b). Doesn’t Change Meaning

1

Source Language	Target Language
Drawing on more than 60 years experience, Trafalgar has perfected the art of designing seamless *itineraries*.	Berpengalaman lebih dari 60 tahun membuat Trafalgar sempurna dalam merancang setiap *rencana perjalanan.*

The word *“Itineraries”* based on Mariam Webster dictionary means a list of places that you plan to visit on a journey so it is translated as “*rencana perjalanan”*.

3). Borrowing words

1

Source Language	Target Language
First Class *Hotels*- Our quality Control Team carefully selects the best *hotels* and secure the most competitive price, ensuring you to get a great sleep every night for significantly less than you would pay on your own.	*Hotel-hotel* kelas satu- Tim pengawas kami sangat selektif memilih *hotel-hotel* terbaik dengan harga yang sangat terjangkau,lebih murah jika dibandingkan anda membayar perseorangan, menjamin anda dapat

	tertidur dengan lelap tiap malam.

The word “hotels” in SL is translated in TL as “hotel-hotel”, it means that SL is translated same with TL. The difference is only using the plural –s so it is translated as “hotel-hotel”. That word is popular almost in every country all over the world. The word hotel is adopted in TL.

2

Source Language	**Target Language**
Travel *Documents*: We will send you your tour documents and literature together with a Trafalgar document wallet about 21 days before your deparature. Please read the information your receive carefully as it contains essential advice and *information* about your trip.	*Dokumen* perjalanan: Kami akan memberikan kepada anda dokumen perjalanan dan daftar bacaan lengkap dengan dompet Trafalgar tempat menyimpan dokumen, terhitung 21 hari sebelum keberangkatan. Bacalah buku petunjuk yang anda terima dengan *seksama* yang berisi petunjuk-petunjuk penting dan *informasi* tentang perjalanan anda.

However, the word “documents” in SL is translated in TL as “dokumen”. In this case TL adapted the word “document” in SL by replacing the character “C” with “K” and omitting the character “t”. It also occurs with the word “information”

in SL that is translated as “informasi” in SL. The word “information” is adapted into the word “informasi” in TL by replacing suffix “-ion” with suffix “si”.

4) Methapor Translation

1

Source Language	Source Language
The Early Bird Catches The Worm, So book now-Pay Early-and save money!	*Siapa yang cepat dia yang dapat*, maka cepat pesan sekarang,bayar lebih awal, dan hematlah uang anda!

The clause *“The Early Bird Catches The Worm”* in SL is the methapor that reflects the bird whose come early, it will get food early too. We can translate it using adapted metaphor method, in translation, an adapted methapor, should , where possible, be translated by an equivalent adapted metaphor. Actually in SL that metaphor had an equivalent methapor – *Siapa yang Cepat Dia yang Dapat*.

3.4.1.3. Summary

After the writer finished translating and analyzing the itinerary book, the writer found some words and phrases requiring the specific terms because of some factors. Factor of setting or situation occurred in hotel environment, people mostly use specific terms (check-in, check out, booking, Deluxe, Suite,Executive etc). Specific terms also depend on the participant, they are educated people who can

understand the terms without we should or didn't translate it. Participant occurred in specific group such as between employers of tours and travel (driver, fuel charge,seats, porter,tax). Every specific terms has specific ends such as for keeping the conversation intimate, transferring message naturally in TL, etc.

The other problem is many borrowing words from SL to TL. It occurred because SL influenced TL. The borrowing words in TL had rules, it is appropriated with people and culture in TL, for example if the letters "c" occurred before a,u,i,o on the end of word / phrase change to *"k"*, for example the word *column* in SL is translated as *kolom* in TL, *conservation-konservasi*, *economic-ekonomik* etc. On the other hand, borrowing word is translated appropriate with culture of TL, for example the suffix *–ion* changes into suffix *–si* in TL, accomodation-akomodasi, transportation-transportasi, etc.

3.4.2 Problems and Solutions

Since the translating process was focused on the terms of tours and travel, so the writer made the problems and solution as follows:

1. The problem when translating itinerary book is transferring message. There are many terms of tour that were familiar and adapted in Indonesian language. Furthermore, if the writer translated them as common, the meaning will be different. It means that the meanings will not have been appropriate with the meanings in the context.
2. The problem also appeared when the writer found the terms that are difficult to be translated. To resolve this problem the writer reread the

other itinerary and see the correlation between the text and the translation to get the original terms in translating.

b. Code Mixing Method

Source Language	Source Language
All *city breaks* include: - Breakfast daily - The services of a Trafalgar	Paket *city breaks* termasuk: - Sarapan pagi tiap hari - Pelayanan mingguan perwakilan

representative in London and Paris on the London Week and Paris Week City Breaks - The services of a Tour Director on all the touring City Breaks - A Stylish wallet, tour documents and a welcome on tour book.	resmi Trafalgar di London dan di Paris - Pelayanan dari Pemandu Wisata di paket City break - Dompet modis, dokumen perjalanan dan buku panduan perjalanan
Source Language	**Target Language**
Memoriable Highlight : Amsterdam: See Dam Square and the Mint Tower	Tempat-tempat penting yang tak akan terlupakan : di Amsterdam Anda dapat melihat *Dam Square* dan *Mint Tower*

Code Switching also occurred in translated the name of place. The word "*Dam Square and Mint Tower*" in SL is translated with the same word to get the meaning more appropriate with TL. It is also related to setting in Dell Hymes theory .