

Translation Quality Assessment on Medan City Tourism Official Web Pages

Ruth Suci Putri^{1}, Rudy Sofyan², Ely Hayati Nasution³*

^{1,2,3} Faculty of Cultural Sciences, Universitas Sumatera Utara, Medan, Indonesia

Abstract. This research was conducted to analyze the quality of the translation on the Medan City Tourism web pages. In this research, the researcher used the translation quality assessment model proposed by Nababan et al. The TQA model by Nababan et al. focuses on three aspects, namely accuracy, acceptability, and readability. The final result of measuring these three aspects is the total value for the quality of the translation on a scale of 1-3. This research has the objectives to: 1) analyze the accuracy of the Indonesian- English translation of the Medan Tourism web page 2) to analyze the acceptability of the Indonesian-English translation of the Medan Tourism web page 3) to analyze the readability of the Indonesian-English translation of the Medan Tourism web page 4) to analyze the total quality of the Indonesian-English translation of the Medan Tourism web pages. There were three professional translators as the raters who helped in assessing the text of the Medan City Tourism web pages. In general, the results of this research indicate that the translation quality of the Medan City Tourism web page is accurate, quite acceptable, and quite readable. The score for the accuracy aspect is 2.7, for the acceptability aspect is 2.2, for the readability aspect is 2.2 and the total quality of the translation is 2.4.

Keyword: Accuracy, Acceptability, Readability, Translation Quality Assessment, Translation Products

Received [5 Jul 2021] | Revised [14 Sept 2021] | Accepted [17 Nov 2021]

1 Introduction

Translation Quality Assessment (TQA) is a fast-growing sub-field of Translation Studies. Translation Quality Assessment can be defined as ways to measure the quality of a translation. There have been many ways in order to measure the quality of translation, express this quality and evaluate the quality of a translated work. For example, TQA model by Hurtado Albir, by Waddington, by Sofyan and Tarigan, and by Nababan et al. Translation quality is important because a good translation must convey the same ideas or information of the SL to the TL. It should not add different ideas, give wrong information or confuse the readers. Quality of a translation is a serious concern for Translation Quality Assessment.

* Corresponding author at: English Department, Universitas Sumatera Utara, Medan, Indonesia

E-mail address: ruthsuciputri@students.usu.ac.id

Walter Hunziker and Kurt Krapf (as cited in Lickorish & Jenkins, 1997) [1] stated that tourism is the sum of the phenomena and relationships arising from the travel and stay of non-residents, in so far as they do not lead to permanent residence and are not connected with any earning activity. Agus Suriyono the Head of Medan City Tourism Department (About us, n.d.) [2] said that “The hospitality and the best smiles in welcoming tourists hope to make you always remember the city of Medan which is rich in culture.” Medan City is a multicultural city where the population consists of various tribes and multicultural ethnics that are living side by side. Apart from being famous for its culinary delights which have unique flavors resulting from the combination of various tribes and ethnicity, Medan is also famous for its historical places. The city of Medan has inherited a number of buildings with historical value, and Medan city has an official Medan Tourism website.

A website is a collection of web pages that is identified by a common domain name and published on at least one web server. A web page is a specific collection of information provided by a website and displayed to a user. Medan Tourism web pages are available in Arabian, Chinese, Hindi, Turkish, Indonesian and English. It is a help for people from these countries to read the information in their native language. The web pages are translation results which are originally in Indonesian. This fact makes it possible to measure the translation quality of the web pages.

The researcher did a Translation Quality Assessment (TQA) on Medan Tourism web pages English translation. Translation is considered accurate if the message delivered is in accordance with the meaning on the ST where there is no error in meaning transfer. In TQA field many TQA models are available, for this research the writer will focus on Nababan et al.'s TQA Model.

2 Research Method

The research is conducted by applying qualitative method. Qualitative research is a holistic approach that involves discovery. Qualitative research is also described as an unfolding model that occurs in a natural setting that enables the researcher to develop a level of detail from high involvement in the actual experiences. Qualitative research involves describing, explaining, and interpreting collected data.

In this research, the writer assessed the quality of Indonesian-English translation of Medan Tourism web pages. This research method involved gathering and analyzing the collected data. The researcher investigated the problems of the study including the level of the accuracy, the acceptability, the readability representing the quality of Indonesian-English translation on Medan Tourism web pages.

The researcher got the Indonesian-English translation of Medan Tourism web pages from the Medan Tourism website as the primary data. After collecting the data, the writer gave the data to three raters. The data assessed using Nababan et al. TQA model is for the secondary data. The three aspects of the TQA model are accuracy, acceptability and readability. The researcher analyzed the assessment results to measure the accuracy, acceptability, readability and total quality of the Indonesian-English translation of Medan Tourism web pages and used Nababan et al. TQA formula to find out the quality of the English translation on Medan Tourism web pages.

3 Result and Discussion

3.1 Result

The writer presents the scores on the three aspects namely, accuracy, acceptability and readability with the raters. The value for each aspect is 3 for accuracy, 2 for acceptability, and 1 for readability. In the scoring table the raters wrote brief notes of the problems in the translation product. Then, the researcher analyzed the level of each aspect and calculated the translation quality of the Medan City Official Web Pages as a whole. There are 67 data for each assessment aspects.

For accuracy, from 67 data there are 49 data categorized as accurate, it is 73% percent of the whole data. There are 16 data categorized as less accurate, it is 24% of the whole data. At last, the inaccurate data are only 2 data, it is 3% of the whole data. The total score of the accuracy aspect is 181 with average score 2,7.

For acceptability, from 67 data there are 22 data categorized as acceptable, it is 33% percent of the whole data. There are 32 data categorized as less acceptable, it is 48% of the whole data. At last, the unacceptable data are 19 data, it is 19% of the whole data. The total score of the accuracy aspect is 149 with average score 2.2.

For readability, from 67 data there are 24 data categorized as high readability, it is 36% percent of the whole data. There are 37 data categorized as medium readability, it is 55% of the whole data. At last, low readability data are 6 data, it is 9% of the whole data. The total score of the accuracy aspect is 152 with average score 2.2.

Table 3.1 Average Score of each Aspect

Aspects	Average Score
Accuracy	2.7
Acceptability	2.2
Readability	2.2

3.2 Discussion

Here, some of the results obtained from the translation quality assessment of the three aspects analyzed and described. The raters used Nababan et al. TQA formula to find out the quality of the English translation on Medan Tourism web pages, this analysis is about the calculation of the score given by the raters. The discussion answers the problem of study of this research about the measuring of the accuracy, acceptability, readability and total quality of the Indonesian- English translation of Medan Tourism web pages.

a. Accuracy Aspects

The highest score of accuracy is 3. To achieve this score, the meaning of words, technical terms, phrases, clauses, sentences or source language texts must accurately be transferred from the source language to the target language; there is absolutely no distortion of meaning. There are 49 data in this assessment which are considered accurate. The followings are some samples of the accurate data:

Source Text

Kota Medan merupakan Ibukota Provinsi Sumatera Utara yang secara geografis terletak pada posisi 3'' 30-3'' 34' lintang utara dan 98''35'-98''44' bujur timur.

Target Text

Medan City is the capital city of North Sumatra Province which is geographically located at position 3 '' 30-3 '' 34 'north latitude and 98''35'-98''44' east longitude.

Table 3.2.1 Accuracy Percentage

Accuracy Level	Data Frequency	Percentage
Accurate	49	73%
Less Accurate	16	24%
Inaccurate	2	3%

The entire accuracy level of the web pages is mostly accurate. There are 67 data in total. From 67 data there are 49 data categorized as accurate, it is 73% percent of the whole data. There are 16 data categorized as less accurate, it is 24% of the whole data. At last, the inaccurate data are only 2 data, it is 3% of the whole data. The total score of the accuracy aspect is 181 with average score 2,7.

b. Acceptability Aspects

The highest score on acceptability is 3. To achieve this score, the translation must be natural; technical terms used are common and familiar to readers; the phrases, clauses and sentences used are in accordance with the rules of the target language. There are 22 data in this assessment which are considered acceptable. The followings are some samples of the acceptable data:

Source Text

Kota Medan berbatasan dengan Kabupaten Deli Serdang, Kota Binjai dan Kabupaten Langkat.

Target Text

Medan City is bordered by Deli Serdang Regency, Binjai City and Langkat Regency.

Table 3.2.2 Acceptability Percentage

Acceptability Level	Data Frequency	Percentage
Acceptable	22	33%
Less Acceptable	32	48%
Not Acceptable	13	19%

The entire acceptability level of the web pages is average. There are 67 data in total. From 67 data there are 22 data categorized as acceptable, it is 33% percent of the whole data. There are 32 data categorized as less acceptable, it is 48% of the whole data. At last, the not acceptable data are 19 data, it is 19% of the whole data. The total score of the accuracy aspect is 149 with average score 2.2.

c. Readability Aspects

This is the highest score on readability. Its score is 3. The translation must be easily understood by the reader to achieve this score. The word, phrase, clause, and sentence of translation can be understood easily by the readers. There are 24 data in this assessment which are considered high readability. The followings are some samples of the high readability data:

Source Text

Pada jaman dahulu kota medan dikenal dengan nama taman deli dan keadaan tanah berawa-rawa yang mencakup area seluas kurang lebih 4000 ha.

Target Text

In ancient times, the city of Medan was known as the deli park and its swampy land covered an area of approximately 4000 ha.

Table 3.2.2 Readability Percentage

Readability Level	Data Frequency	Percentage
High Readability	24	36%
Medium Readability	37	55%
Low Readability	6	9%

The entire readability level of the web pages is average. There are 67 data in total. From 67 data there are 24 data categorized as high readability, it is 36% percent of the whole data. There are 37 data categorized as medium readability, it is 55% of the whole data. At last, low readability data are 6 data, it is 9% of the whole data. The total score of the accuracy aspect is 152 with average score 2.2.

d. The Total Quality

After discussing the scores on the three aspects with the raters and analyzing the level of each aspect, the writer then calculated the translation quality of the Medan City Official Web Pages as a whole. In Nababan et al. TQA model, the accuracy, acceptability, and readability are the three aspects in which the score are used to sum up the quality of translation result. The value for each aspect is 3 for accuracy, 2 for acceptability, and 1 for readability.

The following is the calculation formula:

$$\frac{(Average\ accuracy\ score \times 3) + (Average\ acceptability\ score \times 2) + (Average\ readability\ score \times 1)}{Sum\ of\ each\ aspects\ value}$$

Based on the formula above the total translation quality is:

$$\frac{(2.7 \times 3) + (2.2 \times 2) + (2.2 \times 1)}{3 + 2 + 1}$$

$$\frac{8.1 + 4.4 + 2.2}{6}$$

$$\frac{14.7}{6}$$

Total of Translation Quality= 2.4

The result of the sum of the average scores which is multiplied by each of the aspect value is divided by the sum of the aspect value as the total quality of the translation. The result of the calculation is 2.4. The lowest score is 1 and the highest is 3 showing that generally the translation of Medan City Tourism Official Web pages is transferred well in accuracy, quite natural in acceptability and can be quite accepted by the reader.

4 Conclusion

Based on the discussion on the previous chapters, there the four things that can be concluded on this research:

1. The entire accuracy level of the web pages is mostly accurate. From 67 data there are 49 data categorized as accurate, it is 73% percent of the whole data. There are 16 data categorized as less accurate, it is 24% of the whole data. At last, the inaccurate data are only 2 data, it is 3% of the whole data. The total score of the accuracy aspect is 181 with average score 2.7.
2. The acceptability level of the web pages is average. From 67 data there are 22 data categorized as acceptable, it is 33% percent of the whole data. There are 32 data categorized as less acceptable, it is 48% of the whole data. At last, the not acceptable data are 19 data, it is 19% of the whole data. The total score of the accuracy aspect is 149 with average score 2.2.
3. The entire readability level of the web pages is average. From 67 data there are 24 data categorized as high readability, it is 36% percent of the whole data. There are 37 data categorized as medium readability, it is 55% of the whole data. At last, low readability data are 6 data, it is 9% of the whole data. The total score of the accuracy aspect is 152 with average score 2.2.
4. The result of the sum of the average scores which is multiplied by each of the aspect value is divided by the sum of the aspect value as the total quality of the translation. The result of the calculation is 2.4. The lowest score is 1 and the highest is 3 showing that generally the translation of Medan City Tourism Official Web pages is transferred well in accuracy, quite natural in acceptability and can be quite accepted by the reader.



Figure 4.1 Final Chart of All Calculation

REFERENCES

- [1] About us. (n.d.). [Online]. Available: https://medantourism.pemkomedan.go.id/index.php?option=com_content&view=article&id=126&Itemid=297
- [2] Nida, E.A. & T. Charles T. (1974). *The theory and practice of translation*. Leiden, Netherlands: E.J. Brill.
- [3] Pemko Medan (2017). Kedudukan, tugas dan fungsi. [Online]. Available: <http://pariwisata.pemkomedan.go.id/hal-kedudukan-tugas-dan-fungsi.html>
- [4] Kota Medan. (n.d.). [Online]. Available: https://medantourism.pemkomedan.go.id/index.php?option=com_content&view=article&id=113&Itemid=290
- [5] Lickorich, L.J. & Jenkins, C.L. (1997). *An introduction to tourism*. London, England: Butterworth-Heinemann.
- [6] Miles, M.B., Huberman, A.M., & Saldana, J. (2014). *Qualitative data analysis: A methods sourcebook, 3rd edition*. London: Sage.
- [7] Widarwati, N., Aryanti, A., & Wijayava, R. (2019). "Analysis of translation techniques and translation quality of 2019 Solo calendar of event". *International Journal of EnglishLinguistics, Literature, and Education*, 1(1). doi: 10.32585/ijelle.v1i1.350