

CHAPTER 1. INTRODUCTION

1.1 Background

Probolinggo City is one of the most visited cities for vacation in Indonesia. Not only domestic tourists but also many foreign tourists who came from another country visit Probolinggo City. According to data obtained from The Youth, Sport, and Tourism Department of Probolinggo City (2019), in 2011 until 2019, many European and American tourists visited Probolinggo City for 10-17 times in a year by cruise. The government collaborates with The Youth, Sport, and Tourism Department of Probolinggo City to introduce tourism destinations in Probolinggo City to the foreign tourists. Therefore, the government needs promotional media that can give information about tourism destinations in Probolinggo City and help foreign tourists to explore tourism destinations in Probolinggo City.

Promotional media are to introduce or give information to public using certain forms. According to Hidayat et. al. (2016), promotional media are media to propagate information that are used to make a profit. There are some kinds of promotional media such as promotional video, website, social media, and booklet. The results of interview with a staff of The Youth, Sport, and Tourism Department of Probolinggo City showed that it has several promotional media such as website, social media (*Instagram* and *Facebook*), tourism booklet and tourism map.

The staff also mentioned several things related to the promotional media. She mentioned that the website was always updated regularly to promote many tourism events held in Probolinggo City and it has been presented in English. In addition, staffs in The Youth, Sport, and Tourism Department of Probolinggo City also was updated the social media (*Instagram* and *Facebook*) regularly. In this case, they showed several tourism destinations and gave hashtags on each post to help people find tourism destinations in Probolinggo City easily.

The other promotional media are tourism booklet and tourism map. The tourism booklet contains pictures of tourism objects, short description of the tourism objects, their locations, and contact person of the tourism destinations. Meanwhile, the tourism map contains pictures of tourism objects, the

best route to tourism sites, and contact person. Unfortunately, the tourism booklet is still presented in *bahasa Indonesia* while the tourism map has been presented in English. Based on the results of the interview, it could also be found out that an English translated version of the tourism booklet was needed. The staff asked the writer to translate the tourism booklet. The tourism booklet is given to foreign tourists whenever city tours in Probolinggo City are held and they visit events like Semipro (*Seminggu di Probolinggo*) or traditional events in Probolinggo.

Translation is transferring a message from source language to the target language. Translation can be defined as the result of a linguistic-textual operation in which a text in one language is re-produced in another language (House, *Ed.* 2014). According to Nayak and Agrawal (2016), the development of translation occurs in many fields. Those are in the field of education, literature, science and technology, business and commerce, politics and diplomacy, and the last is tourism industry. For tourism industry, translation is needed because it can be a bridge which connects people from different cultures and communities across the world.

In conclusion, the writer decided to translate the tourism booklet of The Youth, Sport, and Tourism Department of Probolinggo City from *bahasa Indonesia* to English. The translated tourism booklet can be used to inform foreign tourists about tourism destinations in Probolinggo City.

1.2 Objective

The objective of this final project is to translate the existing tourism booklet of The Youth, Sport, and Tourism Department of Probolinggo City from *bahasa Indonesia* into English which can help foreign tourists understand the content of the tourism booklet.

1.3 Significances

This final project has several significances, such as:

- a. for Readers

Readers, especially foreign tourists, can gain information about

tourism objects in Probolinggo City.

b. for the Writer

The writer can improve her ability in translating texts and writing skill which have been obtained during studying at the English Study Program.

c. for Students of English Study Program

This final project can be used as one of the references for students of the English Study Program Politeknik Negeri Jember who conduct similar topics for their final project.

d. for the Youth, Sports, and Tourism Department of Probolinggo City

The result of translating the tourism booklet can be used to promote tourism destinations in Probolinggo City.