

CHAPTER V

CONCLUSION AND SUGGESTION

A. Conclusion

The completion of this job training project highlights the important role that translation serves in facilitating cross-cultural understanding and supporting the expansion of businesses like “Sahabat Wisata Tour & Travel Purwokerto (Sawit)” into international markets. By translating the company profile e-booklet from Indonesian to English, the project employed translation techniques outlined by Molina and Albir (2002), such as linguistic amplification, variation, and literal translation, to ensure that the content was both accurate and appealing to a global readership. These techniques enabled the adaptation of the text to suit the linguistic and cultural expectations of an English-speaking audience, aligning with the broader objective of enhancing “Sawit’s” visibility beyond its local customer base. The process adhered to Nida and Taber’s (1982) framework of analysis, transfer, and restructuring, which provided a systematic approach to preserving meaning while navigating the complexities of language conversion. This methodical application highlights translation’s capacity to bridge communication gaps, a critical factor for a tourism business seeking to compete on a global scale.

Despite the structured approach, the translation process encountered several challenges stemming from errors in the source text, including language inconsistency, misspelling, and redundant phrasing, as well as a prolonged restructuring phase due to conflicting feedback from supervisors, examiners, and a proofreader. These issues occasionally obscured the intended message and extended the timeline, requiring additional effort to ensure the final product remained clear and effective. Solutions such as consulting the company owner for clarification, prioritizing examiners’ revisions, maintaining the original text unchanged, and reducing reliance on rigid literal translations proved effective in addressing these obstacles. This adaptability ensured that the e-booklet retained its communicative purpose, offering “Sawit” a practical tool to engage

with international clients while meeting the academic goals set by the English Diploma Program at Universitas Jenderal Soedirman.

Ultimately, this project not only fulfilled a key requirement for academic completion but also contributed tangible value to “Sawit” by enhancing its outreach in the competitive tourism sector. The translated e-booklet serves as a stepping stone for the company to establish a presence in foreign markets, reflecting the growing importance of bilingual communication as noted by scholars like Ali and Al-Mahmoud (2023). By enabling “Sawit” to present its vision, services, and credibility to a broader audience, the translation reinforces the notion that effective language adaptation is a strategic asset in today’s interconnected economy. The experience gained through this endeavor highlights the practical application of theoretical knowledge in real-world settings, affirming translation’s role as a vital instrument for global engagement.

B. Suggestion

To enhance future translation efforts, it is recommended that “Sahabat Wisata” Tour & Travel Purwokerto collaborate with a language specialist or translator to revise the source e-booklet prior to translation. The original document contained several issues—such as mixed languages, unclear headings, and unnecessary repetition—that complicated the translation process and risked affecting the quality of the final output. While the decision to leave the text unaltered respected the translator’s role, a preparatory revision by the company could streamline the task, ensuring that the source material is clear and consistent. For example, standardizing the text to pure Indonesian and aligning headings with their respective content would provide a more solid foundation, reducing ambiguity and improving the overall readability of the translated e-booklet.

The restructuring phase of this project was prolonged due to differing opinions from multiple reviewers, which led to repeated revisions and an inefficient workflow. To address this, the restructuring process was then done based on the feedback of the examiners, and the text was not restructured by a

proofreader. This streamlined approach would reduce the back-and-forth adjustments, making the process more effective and allowing the focus to remain on producing a polished, market-ready product that aligns with the company's international goals.

Implementing these changes would significantly elevate the e-booklet's effectiveness as a marketing tool and strengthen "Sawit's" position in the global tourism industry. A revised source text and a simplified review process would not only save time but also ensure that the translated material better reflects the company's identity and services, making a stronger impression on potential international clients. This proactive strategy aligns with Hayakawa's (2023) emphasis on cultural adaptation in business translation, enabling "Sawit" to present a professional and cohesive image. By adopting these suggestions, the company can maximize the impact of its translated materials and enhance its competitiveness in an increasingly globalized market.

