# Chapter I Introduction

In this chapter, the writer discusses the study’s background, identification of the problems, limitation of the problems, research questions, objectives of the study, and significances of the study.

## 1.1 Background of the Study

Tourism is a trip carried out by someone in a certain period from one place to another place to get sport or rest, to finish the duty, to enjoy the tourism object, and etc. To know what kind of tourism destinations in Indonesia, it requires a media to look for the information. Almost the institutions used the website to share more detail information about their products on the website in order the readers or users can get the information easily.

The website has built a revolution in today’s technology in a whole world. As a result, the website has been used to introduce all industry through networking sites. Marketing trends have shifted since the arrival of the internet and e-commerce. Traditional marketing is no longer sufficient for today's firms. Businesses may take advantage of the website in a variety of ways.

Many media are utilized by agencies or institutions to encourage the tourism products to the general public or visitors through social media as Website, Instagram, Twitter, Youtube, Facebook, advertisements, e-commerce. For this research, the writer takes a website of the Ministry of Tourism and Culture West Java Province Office as the object of this study. The Ministry of Tourism and Culture West Java Province Office is one of the government agencies engaged in the preservation and empowerment of tourism and culture in West Java Province, which is located at L.L.R.E Martadinata Street, No.209 Bandung.

The website of this institution plays a significant role and gives available information on the website that can be accessed by the web visitor by writing the home address is [*www.disparbud.jabarprov.go.id*](http://www.disparbud.jabarprov.go.id). The website has various types of web contents that are interesting, informative, and unique to read. The information includes the Ministry of Tourism and Culture West Java Province Office profile, the latest news about events or activities that have been carried out, tourism information that provides beach tourism, cultural tourism, art tourism attractions, special interest tours, and much more. Not only tourist destinations are provided on the Ministry of Tourism and Culture West Java Province Office website, but also web visitors can see information about accommodation, namely hotels where they can access hotel options and lodging categories such as 1-5 star hotels, villas, resorts, and motels. The information given by the Ministry of Tourism and Culture West Java Province Office website is very diverse and makes it easy for them to find out about tourism in it.

The writer is interested to analyze this website because it is an official website of the Ministry of Tourism and Culture West Java Province Office that influences tourism sector in West Java, and the web contents share the things existed in West Java is like mention the tourism attractions, traditional ceremonies, historical heritages, ancient site situs, traditional villages and games, museum, art attractions of clump *angklung, wayang, debus, terebang,* and much more. The web contents give new knowledge and information to the readers or web visitors. Not only Indonesian people, but also the other countries connect this website as their information needed. More than eight hundred web visitors visit this website. It shows how influential this website for the users.

Besides, this website applied three languages, those are Indonesian, English, and Japanese. This website used English language or multilingual website as the foreign language that will be understood because it is an international language in order the website can deliver the web content readily. The usage of English language on the website is needed is like reaching a larger audience or user, establishing a competitive advantage, international search engine optimization, improving brand image, advancing communication, and others.

Therefore, to translate the web content of Indonesian to English should be considered carefully because it will affect the quality of web content on the English web pages. Previously, translator was a highly sought after position by a company or agency because of its contribution in translating foreign writings or dialogues into the local language which greatly helped the company or agency to communicate with foreigners. However, along with technological developments, this makes people think that translators are job prospects that are no longer relevant because why hire translator services, now translation machine is available.

This certainly makes people believe that the role of an English translator will be completely replaced by machines, but this future prediction is not accurate because machine translation is only able to translate simple sentences. Meanwhile, if the translation machine given the task of translating more complex languages such as marketing writings, foreign language texts, and so on, the translation machine is still not perfect in translating the target language.

The function of the website is very important in the world of translation, especially websites that use foreign languages because this will make it easier to develop a brand image and convey messages in web content. Translating web content needs to use a reliable translator in order to maintain the quality of the translation.

The writer found some errors on the web contents of Indonesian web pages to the English web pages as the text haven’t be translated perfectly into target language, the capitalization and punctuation of writing the articles of web contents decrease the quality, and the web contents arranged in the form of imperfect grammatical structure that cause the poor translation result. To categorize the translation method existed on the website, the writer used the theory of Newmark to recognize more what types of translation methods discovered. Hence, the writer wrote this research entitled “*An Analysis of Translation Method on Website (A Study towards Web Content of the Ministry of Tourism and Culture West Java Province Office Website 2021).*

## Identification of the Problems

Based on the background of the study, to identify the identification of the problem found on the phenomena that some words have not being translated yet into the target language, translating words or texts that do not match the meaning of SL into TL, the article of web content translation still used first language, even the text on the web content arranged in the form of imperfect grammatical structure, and capitalization and punctuation error in the writing of the article that decrease the quality of web content on the website.

## Limitation of the Problems

The writer focused on finding and analyzing the translation methods and the errors of web content on the Ministry of Tourism and Culture West Java Province Office website by taking the three samples of tourist attractions in the latest news article of *“[Ini 3 Fakta Seputar Situ Cisanti yang Terletak di Desa Tarumajaya, Kabupaten Bandung](http://www.disparbud.jabarprov.go.id/wisata/stcontent.php?id=202&lang=id" \o "Ini 3 Fakta Seputar Situ Cisanti yang Terletak di Desa Tarumajaya, Kabupaten Bandung)”,* the article on South Coast Web Content Page of *“Karang Hawu Beach”,* and the article on Agriculture Web Content Page of *“Gunung Mas Tea Plantation”*.

## Research Questions

1. What types of translation methods used on the Ministry of Tourism and Culture West Java Province Office website based on the theory of Newmark?

## 1.5 Objective of the Study

1. To recognize the translation method used on the Ministry of Tourism and Culture West Java Province Office website based on Newmark’s translation method theory that it can explore a new knowledge that was never previously known.

## 1.6 Significances of the Study

From the objective of the study, there are some expected significances for this research, which are:

1. For the institution

The result of this study will be able to make the Ministry of Tourism and Culture West Java Province Office improves the quality of their web content in the English language.

1. For the readers

The result of this study can give the readers information regarding the topic of the research, especially in translation studies.

1. For the next writer

This study is expected to become a reference for the next writer who is likely to do research on a similar topic about translation method in translating web contents on the Ministry of Tourism and Culture West Java Province Office website.