# Chapter IITheoretical Foundation

 This chapter deals with theories related to the study. It covered the definition of translation, the process of translation, the method of translation, the procedure of translation, the definition of website, the web content, the profile, vision and mission, and organizational structure of the Ministry of Tourism and Culture West Java Province Office.

## 2.1 Definition of Translation

Basically, translation means transferring or interpreting the meaning or message of the source language (SL) into the target language (TL). According to Oxford Learner’s Dictionary, that translation is the process of changing something that is written or spoken into another language. It means that the translator is divided into two types; the first is the written translator (translator) who only translates writing or text in a document (written language), and an oral translator (interpreter) who translates something orally (spoken language).

Furthermore, Newmark (1988: 28) said that translation is rendering the meaning of a text into another language in the way that the author intended the text.”In short, the meaning of a text should be the same as the author’s aim when it is translated. Another expert’s definition of translation is like Larson (1984: 1) defined that translation consists of transferring the meaning of the source language into the receptor language. It means that a process of transferring from the source language into the target language must be done and be clear without changing the idea or meaning of the source language. Both definitions above imply that translation involves two languages, they are the source language (SL) and the target (TL), that translating text or something else can transfer the message of the content text of the source language to the target language.

Nida and Taber (1982: 12) argued that translating consists of reproducing in the receptor language the closest natural equivalent of the source language message, firstly in terms of meaning and secondly in terms of style. It means that translating means producing the closest, equivalent and reasonable message from the source language to the target language, both in terms of meaning or style. Seeing that translation is a process of transferring the message from the source language text into the target language text by using the grammatical and lexical forms of the target language are reasonable, so it produced an equivalent translation in the source language to the target language, both in terms of meaning and language style. In general, translation can be interpreted as an interpretation of the meaning of a translation. Meanwhile, Catford (1965: 20) stated that translation may be defined as the replacement of textual material in one language (SL) by equivalent textual material in another language (TL). Catford’s statement said that translation is related to two or more languages which emphasize a similarity because of the existence of equivalent.

Otherwise, based on the writer’s point of view about translation plays an important role in this era of globalization. The translation is a medium to share and transfer knowledge, ideas, thoughts, or information. It will be a bridge to connect or communicate people with from different languages or culture. By using translation, people can learn, know, and understand each language and culture. Translation does not only change or interpret words but also transfers the equivalence of culture and language through their language. A good translation must be accepted and understood by all people in logic and based on fact. Thus, translation is the understanding of the importance of the content from the source language to create identical content in the objective language that conveys similar messages.

## 2.2 The Process of Translation

The translation is an activity to transfer messages from the source language into the target language. When this activity lasts until the final stage, namely the result of translation. There is a process in the translator's brain so that he is able to produce a translation. This process is what is meant by the translation process.

Newmark (1988: 19) described 4 levels of the translation process that translators must heed, namely:

1. The SL text level, the level of language, where we begin and which we continually (but not continuously) go back to;
2. The referential level, the level of objects and events, real or imaginary, which we progressively have to visualize and build-up, and which is an essential part, first of the comprehension, then of the reproduction process;
3. The cohesive level, which is more general, and grammatical, traces the train of thought, the feeling tone (positive or negative), and the various presuppositions of the SL text. This level encompasses both comprehension and reproduction: it presents an overall picture, to which we may have to adjust the language level;
4. The level of naturalness, of common language appropriate to the writer or the speaker in a certain situation.

Nida and Taber (1982: 33) distinguished the translation process into three stages: The first, analysis, in which the surface structure is analyzed in terms of the grammatical relationships and the meaning of the words and combinations of words. The second, transfer, in which the analyzed material is transferred in the mind of the translator from language A to language B. The last one, restructuring, in which the transferred material is restructured in order to make the final message fully acceptable in the receptor language. The translation process can be illustrated in the following diagram.

**A (Source Language) B (Receptor Language)**

**(Analysis) (Restructuring)**

 **X Transfer Y**

Table 1. Translation process by Nida and Taber (1982: 33)

Larson (1984: 4) described that the translation process consists of Source Language (SL), Receptor Language or Target Language (TL), text to be translated, and the translation. The scheme is as follows:

**SOURCE LANGUAGE** **RECEPTOR LANGUAGE**

Translation

Text to be translated

Re-express the meaning

Discover the meaning

Table 2. Translation process by Larson (1984: 4)

Based on the diagram above, it can be found that there are three major steps in the process of translation. Firstly, a translator needs to discover the meaning of the message in the source language (there is a text to be translated). After the translator gets the meaning, the process of determining the meaning that is related to the communication is needed. Finally, a translator needs to re-explain or re-express the meaning (the message) in the target language using the translation equivalent.

Based on the experts’ theory above, the writer concluded about the process of translation is an effort to translate the text to produce a translated text that must go through a process, so it created the desired target text. The translator has to be careful in translating because a mistake or error in translating can result from the meaning or the message of the source language is not reaching to target language and if this happened, the result of the translation will be less satisfying and misunderstanding. In this process, the translator is required to make adjustments to the language that still feels stiff and inaccurate, so that in the end it is in accordance with TL rules and can be understood by readers of the TL text.

## 2.3 Method of Translation

Translating text needs high carefulness and it is not only translating randomly or translating as the translator want but also it should get to the closest natural equivalent of the source language. The translator should know what kind of translation method will be used or be mastered in translating whatever. Knowledge, vocabularies, and grammatical highly affected in using of translation style that the translator handled.

A good translator should be able to translate a lot of text types through the correct methods. Newmark (1988: 45) explored that there are eight types of translation method: word-for-word literal, faithful, semantic, adaptation, free, idiomatic, and communicative. Here is the diagram of eight types of translation method:

|  |  |
| --- | --- |
|  **SL Emphasis** |  **TL Emphasis** |
| Word-for-Word Translation  |  Adaptation Translation |  |  |  |  |
|  | Literal Translation |  Free Translation |  |  |  |  |
|  |  | Faithful Translation | Idiomatic Translation |  |  |  |
|  |  Semantic Translation |  |  |  Communicative Translation |  |

**1. Word for Word Translation**. The main use of word-for-word translation is either to understand the mechanics of the source language or construe a difficult text as a pre-translation process.”

**2. Literal Translation.** Literal translation, the SL grammatical constructions are converted to their nearest TL equivalents but the lexical words are again translated singly, out of context. It means that when the translator translates, the words are translated literally from SL into TL.”

**3. Faithful Translation.** Faithful translation attempts to reproduce the precise contextual meaning of the original within the constraints of the TL grammatical structures. It means that in faithful translation, the translator translates the meaning from SL to convey the writer's intention.”

**4. Semantic Translation.** Semantic translation may translate less important cultural words by the culturally neutral third or functional terms but not by cultural equivalents and it may make other small concessions to the readership.”

**5. Adaptation Translation**. This is the freest form of translation. It is used to translate literary works (comedies, poetry, short story, narrative, etc.) and the SL culture is converted to the TL culture and the text rewritten.”

**6. Free Translation**. Free translation is part of TL Emphasis which reproduces the matter without the manner or the content without the form of the original.”

**7. Idiomatic Translation**. It reproduces the 'message' of the original but tends to distort nuances of meaning by preferring colloquialisms and idioms where these do not exist in the original.”

**8. Communicative Translation**. It tries to render the exact contextual meaning of the original in such a way that both content and language are readily acceptable and comprehensible to the readership.

From Newmark’s explanation above, the writer concluded those are two broad groups of translation methods by him. The first group emphasized to the source language, those are word-for-word, literal, faithful, and semantic translation. The second group emphasized to the target language, those are adaptation, free, idiomatic, and communicative translation. Translation methods is likely to be a method used by the translator in processing the translation according to the its purpose. Then, the translation method greatly affects the translation result. The result of translation text is strongly set by the translation method of the whole text.

## 2.4 The Procedure of Translation

Translation procedure and translation method are differentiated according to the unit of application. The translation method represents the whole text, and the translation procedure portrays in language units such as sentences, clauses, phrases, and words. While translation methods relate to whole texts, translation procedures are used for sentences and the smaller units of language. Since literal translation is the most important of the procedures. These are the translation procedures by Newmark (1988: 82-91):

1. Transference

Transference is the process of converting Source Language to Target Language and also includes transliteration or transcription. Transference is also commonly called loan words. There is no change in the spelling of the words that have been translated. Example: *Trident* in English (name of the river) is transferred into *Trident* in Indonesian without changing the spelling.

1. Naturalization

Naturalization changes the Source Language word to its pronunciation, then to the Target Language morphology (the original form). Naturalization is also adding new affixes to the foreign terms. Example: *Estate* (English) is translated into *Estet* with the Target Language morphology (Indonesian).

1. Cultural equivalent

A cultural equivalent is inaccurate cultural words substitution of Source Language with the Target Language. The SL cultural word is translated into TL cultural word. The translation is only approximate. Example: *The Night’s Watch* (English) is the name of an organization that is translated into Garda Malam (Indonesian).

1. Functional equivalent

Functional equivalent uses more neutral cultural words with a new specific term. This is the most accurate way to translate a cultural word. Example: *pickpocket* (English) is translated into *tukang copet* (Indonesian).

1. Descriptive equivalent

A descriptive equivalent is the meaning of the cultural words explained in few words. Example: *destrier* is translated into *kuda perang destrier, kuda perang* as the description of *destrier*.

1. Synonymy

Synonymy is a near TL equivalent with economy trumps accuracy. It means to have an equivalent in meaning. This procedure is used when there is no one-to-one equivalent. Example: *souvenir* (English) is translated into *oleh-oleh* (Indonesian).

1. Componential analysis

Componential analysis means comparing an SL word with a TL word which has a similar meaning but is not an obvious one-to-one equivalent, by demonstrating first their common and then their differing sense components. Example: *good-looking* (English), the similar meaning of *good-looking* is *handsome*. *Good-looking* is translated into *tampan* (Indonesian).

1. Literal Translation

Literal is to transfer or to convert the grammatical structure of the SL both word and sentence to the nearest equivalence of the TL, in which the words are translated individually and out of context.

SL: The book is read by Udin TL: *Buku itu dibaca oleh Udin.*

1. Through-translation

Through-translation is the literal translation of common collocations, names of organizations, and components of compounds. Example: *United Nations (UN)* in English is translated into *Perserikatan Bangsa Bangsa (PBB)* in Indonesian.

1. Shifts or transpositions

Shifts or transpositions are an instant change of grammar from SL to TL. There are four types of shifts or transpositions in this procedure; the change from singular to plural, the change when a specific SL structure does not exist in the TL when the literal translation is possible but not appropriate for the TL, and the replacement of a lexical gap with the grammatical structure. Also the change of the source language verb to the target language word and the change of a source language noun group to a target language noun. Example: *Welcome* to my house. (English) *Selamat datang* di rumahku. (Indonesian) The word *welcome* in English is only one word, but when translated into Indonesian it became *selamat datang*, a phrase.

1. Modulation

Modulation appears when the original text of the message which the translator reproduces in the TL text with the norms of the TL, considering the source language and the target language is contradicted in perspective. This procedure deals with larger units of translation and a change of viewpoints. Example: *The dog bites the cat* is translated into *kucing itu digigit seekor anjing.* The English sentence is active but translated into Indonesian is passive, the translation is different in viewpoint.

1. Recognized translation

The recognized translation appears when the translator uses the authentic or the proper translation of any institutional term. For examples: *FBI* (Federal Bureau of Investigation) in English is translated into *FBI* (Indonesian).

1. Compensation

Compensation appears when the meaning in one part is a loss, but recompense in another part. Example: *a lot of* (English) are translated into *banyak* (Indonesian)*.*

1. Paraphrase

Paraphrase appears when the cultural words meaning is explained in more detail. The definition of the paraphrase is to express the meaning using different words to achieve greater clarity. It can also be rephrasing or rewording the translated words. Example: *Golden Gate* (English) is translated into *Golden Gate adalah selat yang menghubungkan teluk San Fransisco dan Samudra Pasifik, terletak di pesisir barat Amerika Utara.*

1. Couplets

Couplets are when two different procedures are combined in one translation. It can be triplets or quadruplets, with the combination of three or four procedures. For example: *trout* (English) are translated into *ikan trout* (Indonesian) there are two translation procedures: transference and descriptive equivalent. *Ikan* using descriptive equivalent, *trout* using the transference.

1. Notes, Additions, Glosses

Notes appear in the translation as additional information, especially for the cultural words. This procedure will make the readers clearly understand the additional information about the translated words. Example: The word *doublet* is given a note by the translator in the bottom of page; *pakaian pria berupa jaket pendek pas badan berlapis bantalan.*

1. Translation Label

This is a provisional translation, usually of a new institunonal term, which should be made in inverted commas, which can later be discreetly withdrawn. It could be done through literal translation. For example, heritage language is translated into become language *d’heritage* (Newmark, 1988: 90).

1. Reduction and Expansion

Reduction and expansion are rather imprecise translation procedures, which can be practiced intuitively in some cases. The reduction is used to eliminate some part of the sentence or the phrase from the SL. For expansion, a translator extends *belebend* (adjective) to be ‘life-giving’ (adverb plus past participle). However, for each there is at least one shift that you may like to bear in mind, particularly in poorly written text.

SL: Trust me! TL:*Percayalah!*

1. Adaptation

Adaptation as stated by Vinay and Darbelnet quoted by Newmark (1988:91) is the use of recognized equivalent between two situations. This is a matter of cultural equivalence, such as ‘Dear Sir’ translated as ‘*kepada yang terhormat’* or ‘Yours ever’ translated as *Amities.*

1. Equivalence

Equivalence is simply referring to notices, familiar alternatives, phrases and, idioms. In other words, a translator transfers the meaning of the SL by applying different ways for the same situation as in the original language.

In addition, as cited in Newmark (1988: 90), Vinay and Darbelnet mentioned that a term by the translator is considered to be translated into approximate equivalence, accounting for the same situation in a different term. As stated by Vinay and Darbelnet (1995: 31-39), divided translation procedures that had a clear methodological purpose. Both of them define seven basic techniques that are classified into two general classifications, namely direct and oblique. Each category is explained below.

**1) Direct Translation**

Direct translation consists of three techniques, namely borrowing, calque, and literal translation. The translator uses this technique when structural and conceptual elements of the source language can be transposed directly into the target language.

**a. Borrowing**

Borrowing is the simplest of all translation procedures. We can say that this task refers to a case where a word or an expression is taken from the source language and used in the target language, but it in a ‘naturalized’ form, that is, it is made to conform the rules of grammar or pronunciation of the target language.

Borrowing in translation is not always justified by the lexical gap in the target language, but it can mainly be used as a way to preserve the local color of the word or be used out of fear of losing some of the semiotic aspects and cultural aspects of the word if it is translated.” For examples, borrowing with no change in form and meaning (pure loanwords):

Email → Email, Dollar → Dollar, Internet → Internet

**b. Calque**

A calque is a special kind of borrowing whereby a language borrows an expression from another, but then translates literally each of its elements. “Calque, where the source language expression is literally transferred to the target language, such as pen name, is translated into Indonesian as *nama pena*. *Pen* means *pena* and *name* means *nama*. Another example, *blueprint* is translated into Indonesian as *cetak biru*. The word *blue* is translated into *biru* and *print* into *cetak*.

**c. Literal Translation**

Literal, or word for word, translation is the direct transfer of a SL text into a grammatically and idiomatically appropriate target language text in which the translator’s task is limited to observing the adherence to the linguistic servitudes of the target language. In principle, a literal translation is a unique solution reversible and complete in itself. The translation does not need to make any change other than the obvious one, like those concerning grammatical concord or inflectional endings. For example, English ‘*where are you*?’ is translated into French ‘*Ou etes vous*?’. This procedure is most commonly found in translation between closely related languages, especially those having a similar culture. Another example:

Network → *jaringan*, Monitor → *layar*, Wireless → *nirkabel*

**2) Oblique Translation**

Oblique consists of four techniques, namely transposition, modulation, equivalence, and adaptation. On the other hand, the oblique translation is used when a source language text cannot be directly translated without the semantic or lexical changes in a target language text.” It consists of four procedures:

**a. Transposition**

Transposition is a change of sequence of parts of speech with another without changing the meaning of the message. The change of sequence also can be followed by the change of word class, the change from singular to plural, and others. This change can occur because the source language and the target language have different grammatical structures, for example: *big house* is translated into *rumah besar* in Indonesian.

**b. Modulation**

Modulation is a variation of the form of the message, obtained by a change in the point of view. This change can be justified when, although literal, or even transposed, translation results in a grammatically correct utterance. It is considered unsuitable, unidiomatic or awkward in the target language. To make it natural, modulation needs to be applied as can be seen in the examples below:

It isn’t expensive → harganya murah, It is not possible to do → ini mustahil

**c. Equivalence**

Vinay and Dalbernet use this term to refer to the cases where languages describe the same situation by different stylistic or structural means. The classical example of equivalence is given by a reaction of an amateur who accidentally hits his finger with the hammer: if he were a French, his cry of pain would be transcribed as, *aie*, but he is an English, and the expression would be interpreted as *ouch*, and if he were an Indonesian, he would say *aduh*. Another striking case of equivalences are the many onomatopoeias of animal sounds, for example:

*cock-a-doodle-do* (English) → *kukuruyuuk* (Indonesian)

*miaou* (English) → *meong* (Indonesian)

*groaarr* (English) → *auumm* (Indonesian)

**d. Adaptation**

With this last procedure, we reach the extreme limit of translation; it is used in those cases where the type of situation being referred to by the source language’s message is unknown in the target language culture. Adaptation can be described as a special kind of equivalence, a situational equivalence. Newmark (1988: 82) said that the cultural equivalent is transferring a source language cultural word into target language cultural word.” In this procedure, the situation to which the message refers does not exist in the target language and must be created by reference to a new situation that has a quite similar concept. This procedure is usually applied in the translation of book and film titles, for example: *kung fu* in Chinese is translated into *silat* in Indonesian.

 The method means an orderly way used to carry out a job in order to achieve it as desired. A systemized way of working to facilitate the implementation of an activity in order to achieve the specified goals. Regarding translation, method means a systematic plan and way of doing the translation. A translator must have a clear translation method, which is to translate according to what has been planned. For example, when translating a text for children, the translator has planned whether will eliminate difficult terms that might cause difficulties for the target audience or not. Of course, the choice of a method is accompanied by careful considerations regarding the target audience, the type of text, the wishes and intentions of the author of the text, and the purpose of translating the text.

## 2.5 Website

 According to Merriam Webster dictionary about the definition of the website is a group of *World Wide Web* pages usually containing hyperlinks to each other and made available online by an individual, company, educational institution, government, or organization. A website is a collection of interconnected web pages and their related files. The web consists of pages and it is called the homepage. The homepage is in the top position, with related pages at the bottom. Usually, each page under the homepage is called a child page, which contains hyperlinks to other pages on the web According to Gregorius (2000: 30) stated web that w*ebsite adalah kumpulan halaman web yang saling terhubung dan file-filenya saling terkait. Web terdiri dari page atau halaman, dan kumpulan halaman yang dinamakan homepage. Homepage berada pada posisi teratas, dengan halaman-halaman terkait berada di bawahnya. Biasanya setiap halaman di bawah homepage disebut child page, yang berisi hyperlink ke halaman lain dalam web.* “A website is a collection of interconnected web pages and their related files. The web consists of pages, and a collection of pages called the homepage. The homepage is in the top position, with related pages at the bottom. Usually, each page under the homepage is called a child page, which contains hyperlinks to other pages on the web”.

Meanwhile**, Arief (2011: 8)** said that *“web adalah salah satu aplikasi yang berisikan dokumen-dokumen multimedia (teks, gambar, animasi, video) didalamnya yang menggunakan protokol HTTP (Hypertext Transfer Protocol) dan untuk mengaksesnya menggunakan perangkat lunak yang disebut browser”.* “Web is an application that contains multimedia documents (text, images, animation, video) it that uses the *HTTP protocol (Hypertext Transfer Protocol)* and to access it using software called a browser”.

The writer concludes above about website is a collection of web pages, encapsulated in a domain or subdomain, which is located on the *World Wide Web* (*WWW*) on the Internet. A web page is usually a document written in *HTML (Hyper Text Markup Language)* format, which can always be accessed via *HTTP*, which is a protocol that delivers information from a website server to display to users via a web browser. It contains a collection of information provided by individuals, groups, or organizations. A website or site can also be interpreted as a collection of pages that display information on text data, still or motion image data, animation data, sound, video and/or a combination of all of them, both static and dynamic which form a series of interrelated buildings where each linked by a network of pages (*hyperlink*).

 The development of communication and information technology, in this case of the internet, includes the *world wide web (www)* facility, has provided a variety of communication options, through the website it is so easy for information to be received both anytime and anywhere. The use of the website has now developed in such a way that every organization can use the website according to their respective goals and interests. The Tourism and Culture Office West Java is a government organization in the tourism sector, especially the scope for West Java itself. If in the past, tourism promotion facilities in West Java were implemented using conventional media such as pamphlets, word of mouth, brochures and relying more on third parties or facilitators to participate in promoting tourism in West Java. Now, tourism promotion or introducing the beauty of various kinds of tourism has been implemented with the existence of new media in this case is the website and also other social networking sites such as *Facebook*, *Twitter*, *Instagram*, and *YouTube*. With the internet, the flow of communication can be easily and quickly accessed and the feedback that can be provided directly by users both inside and outside the organization makes the internet today a need that must be met by organizations. It is not only a secondary need, but also nowadays it seems to have become a primary need, we cannot imagine how complicated an organization would be without the internet or in this case is a website.

 The development of technology which is increasingly developing affects the development of language because basically the development of language always follows the direction of technological developments. Websites that use more than one language, especially in English, are the most widely used in the world, and English as an international language will facilitate the delivery of information. However, on the West Java Tourism and Culture Office website, several mistranslations were found which would confuse the reader with the meaning contained in the target language used. By using Newmark’s translation method, the writer will classify which text dominates in his theory. There are also translation errors that still use the source language which greatly affects the quality of the translation of the English version of the website. So, the writer wants to examine what factors were happening on the website.

## 2.6 Web Content

Online tourism services are increasingly popular as numerous online travel agencies have been operating websites to provide consumers with a variety of tourism information and enable consumers to make travel plans and reservations. Online travel agencies play an important role in the tourism industry by offering a wide range of services in relation to online reservations of tours, vacation packages, air tickets, accommodations, and cruises. Recently, consumers tend to use online travel and tourism services (Nasr: 2015), because they can conveniently access travel and tourism information and compare relevant services. At the same time, the consumers can easily switch to different online services in the competitive marketplace. Therefore, it is considerably difficult for online travel agencies to retain customers and convince them to repeatedly use their services.

Cormany and Baloglu (2011) said that web content refers to the information in association with online tourism services with regard to accuracy, conciseness, timeliness, usefulness, and completeness. Actually, the information presented on tourism websites is imperative to online tourism service operations. The websites of online travel agencies should serve as a platform that displays useful and comprehensive information in relation to different travel destinations and a variety of tourism products and services, which is also consistent with the theoretical underpinning of technology acceptance. The tourists may look for travel information from the websites of online tourism services, while some may depend on the information to make travel arrangements. Therefore, online travel agencies need to constantly improve the quality of tourism information and update the service websites with the latest information.

Now, the ease of access to the website makes it used as a promotional medium that is quite influential. It compared to other promotional media such as brochures, posters, and others, the website is the cheapest, most effective, and efficient promotional media if it can be managed appropriately. From any point of view, promotional media using the website still has more advantages, both from the point of view of information dissemination, the speed of information delivery, and the price spent.

Media promotion or introducing tourism products in the form of a website is very important in the business world. The fact, it is lately many large and small entrepreneurs have used the website as one of the promotional media in marketing products or services. The function of the website is not only as a promotional tool but also as an effort to increase the prestige of a company which has made many entrepreneurs dare to pay a high enough cost to own this online media. Another expert, Kucheriavy (2014) stated to maximize the function of the website, website creators must really pay attention to the content in it. The published articles must be of high quality and well organized. Good content on a website gives a good impression to the readers. The content is everything. In the end, in a business and promotion, the content will win the competition between websites. Other components in a website, such as design, visuals, videos, will only play a supporting role. Attractive designs are only able to increase the effectiveness of promotions, but only as long as the contents are interesting. The design itself does not sell enough.

## 2.7 Website of the Ministry of Tourism and Culture West Java Province Office

In 2010 there was a change in the interface, both in terms of content, domain or web address, and the database. This is because it refers to the provisions of Communication and Informatics Office (Diskominfo) West Java Province that the government website must have the domain ***go.id***, then the domain name for the Ministry of Tourism and Culture West Java Province Office website becomes ***www.disparbud.jabarprov.go.id.***

This website contains some information, the website content will show information of tourism destination, tourism maps (maps of hotels, map of restaurants), profile of Tourism and Culture Office, event (regional, national, and international), and so on.

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 located on L.L.R.E Martadinata St., No.209 Bandung. Tourism and Culture Office can show the world of tourism in West Java by using the web and it can share company profiles, get quick and easy information, and be an effective marketing and business promotion tool with the widest reach.

## 2.8 The Profile of the Ministry of Tourism and Culture West Java Province Office

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, located on L.L.R.E Martadinata Street, No.209 Bandung.

Based on Government Regulation Number: 25 of 2000 concerning Government Authority and Authority of Province as Autonomous Region, as mandated by Law Number: 22 of 1999 concerning Regional Government and Government Regulation Number: 84 of 2000 concerning Guidelines for Organizing Regional Organizations, the Governor of the Regional Level I West Java issued Regional Regulation Number: 15 of 2000 concerning the Establishment of the Regional Office of West Java Province.

Publishing of Regional Regulation No. 15 of 2000, Culture and Tourism Office of West Java Province was formed, which is a combination of 4 (four) agencies namely from the West Java Province Tourism Office, West Java Province Education Office for Culture, Regional Office of the Ministry of Tourism, Post and Telecommunications of West Java Province and Regional Office of the Ministry of Education in Culture.

In 2007, Government Regulation No. 38 concerning Division of Government Affairs was issued between the Government, Provincial Governments and Regency/City Governments which ultimately impacted the culture, and Tourism Office West Java Province, namely experiencing a change again. Not in the form of a combination but still with the same position only changes the nomenclature only. Based on the Regional Regulation of West Java Province Number: 21 of 2008 concerning the Regional Office of West Java Province, the name of Culture and Tourism Office of the Province of West Java changed its name to Tourism and Culture Office of West Java Province.

Tourism and Culture Office of West Java Province, previously it was named Culture and Tourism Office of West Java Province, was equipped with a UPTD (Regional Technical Implementation Unit) consisting of:

1. Management of *Taman Budaya* West Java
2. Management of *Perjuangan Rakyat* Monument West Java
3. Management of *Negeri Sribaduga* Museum

The author concludes above, Tourism and Culture Office of West Java Province can direct the improvement of the economic sector through an increase in the tourism sector which supports the cultural sector to be one of the mainstay factors that can encourage the economy, so that it can provide opportunities for people to open jobs and try independently which it will increase regional income, community income as well country revenue through foreign exchange.

## 2.9 Vision and Mission

Vision:

 To support the vision of government of West Java Province, so Tourism and Culture Office established the vision as follows:

*“Terwujudnya Jawa Barat yang juara lahir batin dengan inovasi dan kolaborasi”*

The realization of West Java which is body and soul champion in innovation and collaboration”

Mission:

1. *Membentuk manusia Pancasila yang bertakwa melalui peningkatan peran masjid dan tempat ibadah sebagai pusat peradaban;*

Forming Pancasila people who are godly through the enhancement of the role of mosques and places of worship as centers of civilization;

1. *Melahirkan manusia yang berbudaya, berkualitas, bahagia, dan produktif melalui peningkatan pelayanan public yang inovatif;*

Creating human who is cultured, qualified, happy, and productive through increased innovative public services;

1. *Mempercepat pertumbuhan dan pemerataan pembangunan berbasis lingkungan dan tata ruang yang berkelanjutan melalui peningkatan konektivitas wilayah dan penataan daerah;*

Accelerating growth and equitable development of environment-based and sustainable spatial planning through increased regional connectivity and regional arrangement;

1. *Meningkatkan produktivitas dan daya saing ekonomi umat yang sejahtera dan adil melalui pemanfaatan teknologi digital dan kolaborasi dengan pusat-pusat inovasi serta pelaku pembangunan;*

Increasing the productivity and economic competitiveness of a prosperous and just community through the use of digital technology and collaboration with innovation centers and development practitioners;

1. *Mewujudkan tata kelola pemerintahan yang inovatif dan kepemimpinan yang kolaboratif antara Pemerintah Pusat, Provinsi, dan Kabupaten/Kota.*

Realizing innovative governance and collaborative leadership between the Central, Provincial, and Regency/City Governments.

## 2.10 Organizational Structure



Table 3. Organizational Structure of the Ministry of Tourism and Culture West Java Province Office

Based on Governor Regulation f West Java Number 67 of 2016 concerning the main task and function, unit task details and work procedure of Tourism and Culture Office West Java Province, as follows:

1. Head of Tourism and Culture Office

2. Secretary in charge:

 a. Sub-Division of Planning and Reporting

 b. Sub-Division of Finance and Assets

 c. Sub-Division of Personnel and General Affairs

3. Division of Tourism Destination in charge:

 a. Section of Cultural Tourism Development

 b. Section of Natural and Artificial Tourism Development

 c. Section of Tourism and Community Empowerment

4. Division of Tourism Industry in charge:

 a. Section of Tourism Business

 b. Section of Creative Industry

 c. Section of Partnership Development

5. Division of Marketing in charge:

 a. Section of Data and Information Analysis

 b. Section of Nusantara Promotion

 c. Section of Overseas Promotion

6. Division of Culture in charge:

 a. Section of Cultural Heritage and Museum

 b. Section of Preservation of History, Cultural Values, Language, Literature and Regional Script

 c. Section of Arts

7. UPTD (Regional Technical Implementation Unit)

8. Functional Position Group