LITERAL TRANSLATION USING GOOGLE TRANSLATE IN TRANSLATING THE TEXT FROM FRENCH TO ENGLISH IN DIGITAL TOURISM BROCHURE "BIENVENUE À PARIS"

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ABSTRACT

Translation is basically change of form. The form from which the translation is made will be called the source language and the form into which it is to be changed will be called the receptor language. Translation consists of transferring the meaning of the source language into the receptor language. Translating is not an easy job to do because many things to be considered to do this activity because translation means determining the meaning of a text, then reconstructing this same meaning using the appropriate structure and form in the receptor language. Translation is basically divided by two types of translation, one is literal and the other is idiomatic. Literal translation is really strict to the structure and form then often can not well express the true meaning of source language. Idiomatic translation makes every effort to communicate the meaning of the source language text in the natural forms of the receptor language. Then the most popular translation machine, Google Translate, in this study shows the results of translation which remain odd, unnatural, and nonsensical because the unsuccessful of message delivery, which is notably the typically error of literal translation.

Keywords: translation, literal translation, idiomatic translation, Google Translate, digital tourism brochure

ABSTRAK

Terjemahan merupakan perubahan bentuk bahasa. bahasa yang diubah menjadi terjemahan disebut bahasa asal, sementara bahasa yang merupakan hasil terjemahan disebut bahasa reseptor. Terjemahan terdiri dari perpindahan arti dari bahasa asal menuju bahasa reseptor. Menerjemahkan bukan pekerjaan yang mudah karena banyak hal perlu diperhatikan. Menerjemahkan menentukan arti teks, menyusun kembali arti yang sama menggunakan struktur dan bentuk bahasa yang sesuai dengan bahasa reseptor. Menerjemahkan dibagi menjadi dua tipe, yaitu secara harfiah dan idiomatis. Penerjemahan secara harfiah berhubungan erat dengan struktur dan bentuk bahasa, sehingga terkadang tidak bisa mengekspresikan arti sebenarnya dari bahasa awal. Sementara, penerjemahan idiomatic mengomunikasikan makna dari teks bahasa asal menjadi bahasa reseptor. Karenanya, mesin penerjemah populer, Google Translate, dalam studi ini menunjukkan hasil terjemahan yang aneh, tidak alami, dan tidak masuk akal. karena ketidaksuksesan dari pengiriman pesan, yang seringkali terdapat kesalahan dalam penerjemahan secara harfiah.

Kata kunci: penerjemahan, terjemahan harfiah, terjemahan idiomatic, Google Translate, brosur turisme digital

INTRODUCTION

Nowadays, informations are widely open and accesible for almost all communities, especially for those who make benefits of using information technology, especially internet. Internet can now be accessed almost anywhere by numerous means. People can access informations they need in various subjects: economy, politic, cultural issues, tourism, etc. For example: students who wants to get some datas for their studies might find the refferences from the internet; or tourists, who are eager to visit a strange country and are considered not having any idea about such country, could use internet in order to know the situation and condition in such place.

Undoubtly internet is the most visible way to gain some informations about anything. But problem appears if the informations needed, produced in foreign language for the reader. Therefore, a machine translation which is named Google Translate appears in internet. For reasons of effectivity, those who want to know the translation of some phrases, or students who are learning foreign language, probably use Google translate to fulfill their needs of information. But does Google Translate always produce a good translation based on theories of translation?

RESEARCH METHOD

The design of this study was descriptive qualitative using content analysis to analyze the data. According to Sadiman (1994) content analysis is every systematic procedure, which is designed to investigate the recorded data. The data can be in the form of written documents, films, audio records, video displays, and other kinds of communication media.

RESULT AND DISCUSSION

Translation

Translation, by dictionary definition, consists of changing form one state or form to another, to turn into one's own or another's language (The Merriam-Webster Dictionary 1974). Why translating? Because there is a will to deliver a written message, then the message needs to be spread to another social communities that use a different language. This is supported by theory from Le Féal (2000), translating is to help author to communicate by using second language with a community which is considered don't speak the same language with him. There will always be two different languages (bilingual) in translating, as Larson (1998) mentioned "the form from which the translation is made will be called the source language and the form into which it is to be changed will be called the receptor language.

Form and meaning based translation

Translation is basically change of form. When we speak of the form of language, we are referring to the actual words, phrases, clauses, sentences, paragraphs, which are spoken or written (Larson, 1998). But if translating activity is concerned only in changing the form of language, we must be carefull of the content or the meaning of a text which perhaps couldn't be well transfered. Nida (1975) explains the important of understanding the gap between the form and the meaning based translation, if all languages differ in form (and this is the essence of their being different languages), then quite naturally the forms must be altered if one is to preserve the content. But in fact, In

translating we can't separate the two concepts: meaning based translation and form based translation. To do effective translation one must discover the meaning of the source language and use receptor language forms which express this meaning in a natural way (Larson, 1998). Let us look at Figure 1 below:
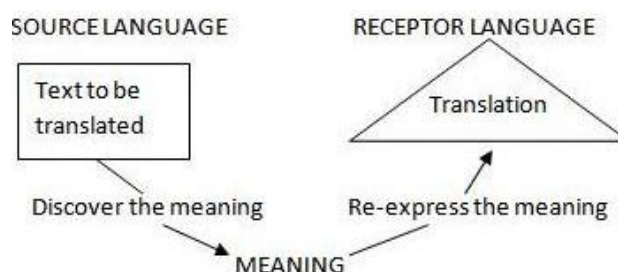

Figure 1 Form and Meaning based translation

Literal and Idiomatic Translation

In a book Meaning Based Translation (Larson, 1998), it is explained about the contrary between two kinds of translation: literal and idiomatic translation. A "word for word" translation which follows closely the form of the source language is called a literal translation. A literal translation is useful if one is studying the structure of the source text as in an interlinear translation, but a literal translation does not communicate the meaning of the source text. It is generally no more than a string of words intended to help someone read a text in its original language. It is unnatural and hard to understand, and may even be quite meaningless, or give a wrong meaning in the receptor language. It can hardly be called a translation.

The goal of a translator should be to produce a receptor language text (a translation) which is idiomatic; that is, one which has the same meaning as the source language but is expressed in the natural form of the receptor language. Since a meaning expressed by a particular form in one language may be expressed by quite a different form in another language, it is often necessary to change the form when translating. Meaning-based translation make every effort to communicate the meaning of the source language text in the natural forms of the receptor language, then such translations are called idiomatic translation (Larson, 1998).

To be more clear, let us take a look at the exemple below:

Table 1 Example of literal and idiomatic translation

French (SL)	English (RL1) Literally translated	English (RL2) Idiomatically translated
Comment vous vous-appelez?	how yourself you-call?	What is your name?

The source language (SL) is English and the receptor language (RL) is French. RL1 is remained to be literally translated and RL2 is the result of idiomatic translation. The meaning of both of them is same, is to ask someone's name. But since the literal translation is very strict to the form of SL, then the text becomes unnatural and hard to understand. In RL2, the result of translation is more clear and appropriate because it is idiomatic.

But then, a truly literal translation is uncommon. Most translators who tend to translate literally actually make partial, this such of translation called modified literal translation. It is modified by the order and grammar enough to use acceptable sentence structure in the receptor language. However, the lexical items are translated literally (Larson, 1998:18). But the result of this kind of translation still does not sound natural.

Google Translate

Foreign language learners sometimes meet some problems to translate and understand a foreign text, then they occasionally use a google translate. The service was introduced in April 28, 2006, it is a free statistical machine translation service provided by Google Inc. to translate a section of text, document or webpage, into another language. The service limits the number of paragraphs, or range of technical terms, that will be translated some languages produce better results than others. As of 2010, French to English translation is very good, however, rule-based machine translations perform better if the text to be translated is shorter.

Google Translate does not apply grammatical rules, since its algorithms are based on statistical analysis rather than traditional rule-based analysis. It is based on a method called statistical machine translation. A solid base for developing a usable statistical machine translation system for a new pair of languages from scratch, would consist in having a bilingual text corpus (or parallel collection) of more than a million words and two monolingualcorpora of each more than a billion words. Statistical models from this data are used to translate between those languages. Translation mistakes and oddities Because Google Translate uses statistical matching (to translate rather than a dictionary/grammar rules approach, translated text can often include apparently nonsensical and obvious errors, often swapping common terms for similar but nonequivalent common terms in the other language, as well as inverting sentence meaning.

Digital Tourism Brochure

The definition of digital, tourism, and brochure comes from The Dictionary of the English. Brochure is a small booklet or pamphlet, often containing promotional material or product information. Digital is defined as relating to or being a device that can generate, record, process, receive, transmit, or display information that is represented in discrete numerical form; expressed in discrete numerical form, especially for use by a computer or other electronic devise, for exemple is digital information. Tourism is the business of providing tours and services for tourists. So, digital tourism brochure is a promotional material consists informations about service for tourists that are displayed by the computer than can be accessed by using internet.

In this study, researcher will use a digital tourism brochure Bienvenue à Paris as a research object. The site is the official website of the Paris Convention and Visitors Bureau as the destination's gateway for corporate and associations events organizers is an exchange platform between professionals events organizers and Parisian professionals. This bilingual site (French and English) provides various informations, including news and digital tourism brochure. One of the digital brochure entitled Bienvenue à Paris is functional as a tourist guide, consists itineraries and addresses of shops, cultural venues and places for a gastronomic snack in Paris. For research object, this study only uses the first page that is considered as a foreword of a 33-pages-brochure.

Literal Translation Using Google Translate in Translating the Text
from French to English in Digital Tourism Brochure Bienvenue à Paris

The brochure provides two languages (bilingual); French and English. In a table below, Source Language (SL) indicates french language based on the original site, TL1 is target language (english) translated by Google Translate, and TL2 is a second target language (english language) that

comes from the original site. TL2 is considerably a proper translation because it is originally a content on the site and in this study contributes the understanding by comparing it to the TL1.

Table 2 Literal translation using Google Translate

No.	Source Language (SL)	Target Language from Google (TL1)	Target Language from original site (TL2)
1	Paris, capitale mondiale de la mode et de la création, <u>vous convie à une balade sous le signe</u> du plaisir et de l'élégance.	Paris, world capital of fashion and creation, <u>invites you to stroll under the sign</u> of pleasure and elegance.	Paris, the world capital of fashion and design, <u>invites you for a walk</u>, where the focus is on indulgence and elegance.

In TL 1 we find "...<u>invites you to stroll under the sign</u> of pleasure and elegance", this is a result of translation of "...<u>vous convie à une balade sous le signe</u> du plaisir et de l'élégance." To compare, it is written in TL2 "...<u>invites you for a walk</u>, where the focus is on indulgence and elegance." TL1 remains a literal translation since the translation is strict to the form of SL and the words preferences are rigid . In TL2, the translation is based on the meaning because there is a change of form but the meaning is easily delivered to the reader rather than TL1.

Table 3 Literal translation using Google Translate

No.	Source Language (SL)	Target Language from Google (TL1)	Target Language from original site (TL2)
2	Est-ce parce qu'<u>elle</u> demeure l'écrin des plus belles marques de luxe ?	Is it because <u>she</u> continues to showcase the finest luxury brands?	After all, the <u>French capital</u> remains an inimitable showcase for the finest luxury brands.

There is a part of TL1 that proves a type of literal translation appears. "Elle" in english is literally translated "She", but if we understand the meaning of context in this sentence and in the previous, actually "Elle" is refer to the French country which is categorized as female noun in french language.

Table 4 Literal translation using Google Translate

No.	Source Language (SL)	Target Language from Google (TL1)	Target Language from original site (TL2)
3	<u>Depuis toujours</u>, Paris attire créateurs et stylistes, dont le talent s'expose de vitrine en vitrine.	<u>Historically</u>, Paris attracts artists and designers, whose talent is exposed in a showcase window.	<u>Paris has always attracted</u> designers and fashion designers, whose talents fill one window display after another.

This sentence is not really infected by word for word translation. Let's analyze a phrase "depuis toujours", only if someone is willing to translate it literally, it will become "since always". But Google Translate has modified it becomes "historically". Actually this is not really proper, because based on the meaning, "depuis toujours" means "from a long time ago", and historically almost means "based on the history" or "it was several times back then". The correct message delivery is actually in TL2, "Paris has always attracted", by using present perfect tense, it is mentioned that Paris from past until now has attracted designers and fashion designers.

Table 5 Literal translation using Google Translate

No.	Source Language (SL)	Target Language from Google (TL1)	Target Language from original site (TL2)
4	Ce guide vous propose <u>six parcours cousus main</u> qui reflètent les grandes tendances de la mode parisienne.	This guide offers <u>six courses that hand-sewn</u> reflect the major trends of Parisian fashion.	This guide offers <u>six hand-picked itineraries</u>, which reflect the major trends in Parisian fashion.

"Six parcours cousus main" (SL) translated as "six courses that hand-sewn" (TL1) is undoubtly stated as literal translation. The true meaning, take a look at TL2 as a guidance of proper and correct translation, "six hand-picked itineraries".

Table 6 Literal translation using Google Translate

No.	Source Language (SL)	Target Language from Google (TL1)	Target Language from original site (TL2)
5	<u>Ces itinéraires prêts-à-parcourir</u> comprennent une sélection de quartiers et de boutiques, de sites culturels et d'étapes gourmandes.	<u>These routes ready to go</u> include a selection of neighborhoods and shopping, cultural attractions and gourmet steps.	<u>These ready-to-explore itineraries</u> feature a selection of districts and shops, cultural venues and places for a gastronomic snack.

A phrase: "Ces itinéraires prêts-à-parcourir" translated in TL1 as "These routes ready to go". This is literally translated and the result is nonsense. Compare to TL2 "These ready-to-explore itineraries", it has the same meaning as the SL but is expressed in the natural form.

Table 7 Literal translation using Google Translate

No.	Source Language (SL)	Target Language from Google (TL1)	Target Language from original site (TL2)
6	Une sélection représentative, mais <u>modeste au regard</u> des milliers de commerces de Paris !	A representative selection, but <u>small in comparison</u> with thousands of shops in Paris!	A representative, but <u>modest selection</u> of the thousands of shops in Paris!

If we read TL1, we might find an awkward understanding, especially with a phrase "small in comparison", this phrase seems not related to the context. Let's compare with the less literal translation in TL2 "modest selection", this phrase make all components in this sentence related to each other and that results a clear meaning.

Table 8 Literal translation using Google Translate

No.	Source Language (SL)	Target Language from Google (TL1)	Target Language from original site (TL2)
7	Et si le sur mesure vous tente, sachez que chaque quartier de Paris compte des dizaines de boutiques.	And if you try to measure, know that each district of Paris has dozens of shops.	And if you are tempted by a custom-made itinerary, then there are dozens of shops in every district of Paris.

The meaning in TL1 actually is quite easy to be understood, but still TL2 makes the translation more idiomatic and add more having the communication values.

Table 9 Literal translation using Google Translate

No.	Source Language (SL)	Target Language from Google (TL1)	Target Language from original site (TL2)
8	La plupart des marques – célébrissimes ou confidentielles – recensées dans ce guide ont d'autres adresses dans la capitale…	Most brands - famous or confidential - listed in this guide have other addresses in the capital ...	The majority of brands listed in this guide – whether very famous or confidential – have other addresses in the capital.

TL1, respecting the structure of SL is actually accurate in its message deliver and there is no great difficulties to understand the content. So this sentence can not categorized as literal translation.

Table 10 Literal translation using Google Translate

No.	Source Language (SL)	Target Language from Google (TL1)	Target Language from original site (TL2)
9	À vous d'imaginer votre propre parcours, en conjuguant mode, culture et art de vivre.	To you to imagine your own path, combining fashion, culture and lifestyle.	So, create your own itinerary, a mix of fashion, culture and Parisian art de vivre.

In TL1, readers can understand the content but still there is an oddity since the literal choice of words makes the translation sound foreign. "Combining fashion, culture and lifestyle" is hard to relate to an imagination of a path. Then in TL2, the meaning is essentially the same, but it is expressed in a variety of forms. Even the implicite meaning—to be communicative and persuasive—is well done transfered.

Table 11 Literal translation using Google Translate

No.	Source Language (SL)	Target Language from Google (TL1)	Target Language from original site (TL2)
10	Sous la forme d'un vêtement, d'un sac ou d'un parfum, offrez vous Paris – car tout Paris s'offre à vous.	In the form of clothing, a bag or a perfume, offer you Paris - Paris because everything is yours.	And treat yourself to Paris, whether it be clothes, a handbag or a perfume … because Paris is yours for the taking.

"Sous la forme d'un vetement, ..." in SL translated in TL1 "In the form of clothing, ..." Comparing with TL2 "And treat yourself to Paris, whether it be clothes, ..." Also another exemple, "offrez vous Paris – car tout Paris s'offre à vous" in SL. The translation in TL2 results "offer you Paris - Paris because everything is yours. TL1 formulates the sentence "because Paris is yours for the taking." TL1 in here shows the inconvenience of literally translating method which translates without considering the meaning of a context. Wether TL2 in here do not really pay attention to the form of SL, but since the goal of translating is to keep the meaning constant, then wherever necessary, the receptor language form could be changed in order that the source language meaning not be distorted.

CONCLUSION

This study proves that translation machine Google Translate produces a word for word translation, also called literal translation which often results in unclear, unnatural, and sometimes nonsensical translations. From the analyze, 10 sentences in a foreword of a brochure "Bienvenue à Paris", 8 of them still does not communicate in clear English. Google translate, like other automatic translation tools, has its limitations. While it can help the reader to understand the general content of a foreign language text, it does not always deliver accurate translation. Wether in Google translate, French-English translation is very good, this study proves a re-check of translation's result is necessary. Perhaps we can use this translation tool as a help to build our basic understanding, then we should to reformulate the sentences if we want to re-compose the text to another language. The object in this study is to make aware especially to students who often use Google Translate to facilitate them to do their studies without re-check the result after using Google Translate.

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