Appraisal in Bilingual Tourism Information Media: Developing an SFL-Based Translation Model

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Abstract:

Tourism information media is aimed at giving positive image of Indonesian tourism to international tourists. In linguistics, especially in systemic functional linguistics, herewith SFL, the attempt to create positive or negative image of a text is studied through appraisal theory. It deals with how the authors position themselves and how the readers are positioned in the text. However, when dealing with bilingual texts, the meaning shift is highly likely because the translation of the source language may not have the same appraisal features, i.e. attitude, engagement, and graduation. Therefore, an SFL-based translation model is needed to accommodate this issue. As far as the authors observe, there is no SFL-based translation model accommodating tourism texts (Nugroho, Septemuryantoro, and Lewa, 2017). The purpose of this paper is to develop an SFL-based translation model by intertwining appraisal theory (Martin and Rose, 2013), translation techniques (Molina and Albir, 2002), and translation quality assessment (Nababan et al, 2012). By applying critical literature review, the authors analyzed the application of these theories in sample data taken from four information media, namely brochure, booklet, website, and book. Furthermore, by using Flesch readability test, the authors were able to select some parts of the media which are considered "hard to read". The result of this study reveals that there is a minimum shift of appraisal features found in the bilingual tourism media. It happens because the translators mostly employ established equivalent technique to translate the texts. However, the positive result mentioned previously does not go hand in hand with the quality of the translation. Therefore, to bridge the outcome between the appraisal features of source and target languages reflected through the use

of translation techniques and the assessment result of their translation quality, the authors need to generate a holistic SFL-based translation model

Keywords: *Appraisal, SFL,Tourism information media, Translation*

1. Introduction

From Nida's definition, translation is to reproduce the closest natural meaning of source language information in target language firstly, while its stylistic features of both source language and target language are of second importance. From philosophy, the definition presupposes the determinacy of meaning and ultimate translation, and it also emphasizes the centrality of original text and the priority of meaning, which neglects the creativity and dynamicity of translation. "Translation is not only the intellectual, creative process by which a text written in a given language is transferred into another." (from L. Venuti,1992). Translation means to translate two texts from Source Language to Target Language or in other words it is called as bilingual.

Bilingual tourism information media are one of the most important instruments in spreading news, advice, and guidance to international tourists regarding tourism in Indonesia. The media have also been used by the ministry of tourism of Republic of Indonesia in its international-scale tourism promotion program called "Wonderful Indonesia". The use of the media is considered important because they play a vital part to support and sustain the increasing numbers of international tourists visiting Indonesia (Fajriah and Mussadun, 2014).

However, as far as the authors could identify, bilingual tourism information media have not been seriously managed since some cases of sloppy translations in the media are still noticable (Putra et al, 2011; Ilham and Irawan, 2013; and Nugroho, Septemuryantoro,and Lewa, 2017). The authors argue that one of the ways to increase the quality of this bilingual media is by applying systemic functional linguistic (SFL) theory, especially appraisal theory, in the translation.

The theory is generally used to evaluate the value of a text. Appraisal theory is considered important in the application of Indonesian to English translation since it consists of three subsystems that can show value conformity embraced by text maker, translator, and text reader. In the theory, these three are respectively reflected through attitude, engagement, and graduation (Martin and Rose, 2013).

The conformity between text maker and reader needs to be generated because English is considered as a global language (Crystal, 2003). According to (Crystal, ibid.) global language is a language that its existence has been globally acknowledged. Therefore, a translator has to be really careful in translating any linguistic and cultural elements found in a tourism text. If he or she makes mistake,

international visitors will be at risk of misunderstanding tourism information. The example can be seen from the picture below:

Picture 1. An Example of Incorrect Translation (Instagram: @xmadeofstonex)

Based on Picture 1 above, the authors can identify that the incorrect translation happens because the translator does not conform to the attitude, engagement, and graduation of the text. Through a thorough evaluation to these three aspects, the authors are able to identify the sentiment and character of text maker and translator by the language used in the source language (SL) and target language (TL) texts. Regardless the importance of appraisal, there is only little evidence pertaining to appraisal and translation research, or even SFL-based translation research (Nugroho, Septemuryantoro, Lewa, 2017). Thus, this study attempts to analyze the connectivity between appraisal and translation in tourism text, in which in the end reveals the importance of noticing and preserving the attitude, engagement, and graduation of an SL text which can generate a congruent translation in terms of meaning and form.

2. Literature Review

2.1 Systemic Functional Linguistics

Systemic functional linguistics of SFL seens language as function. The notion of language function is centered around by the SFL theory of language. While SFL accounts for the syntactic structure of language, it places the function of language as central (what language does, and how it does it), in preference to more structural approaches, which place the elements of language and their combinations as central. SFL starts at social context, and looks at how language both acts upon, and is constrained by, this social context. A central notion is 'stratification', such that language is analysed in terms of four strata namely: Context, Semantics, Lexico-Grammar and Phonology-Graphology. This stratification can be illustrated in the following figure below:
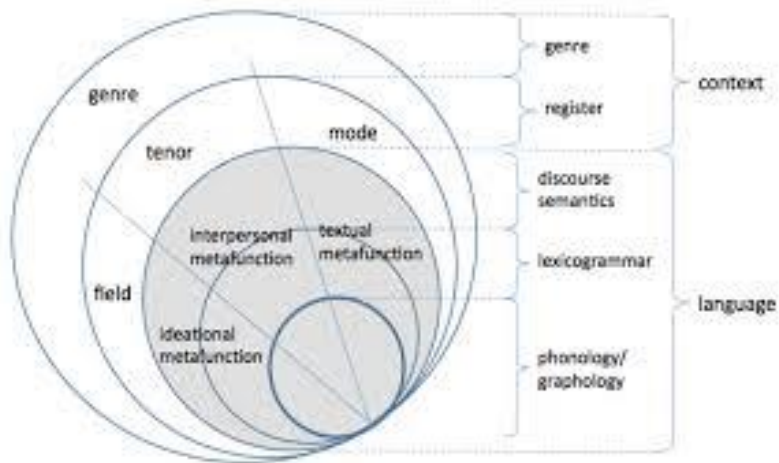
Figure 1: Stratification

It can be seen in the above figure that context of the stratification above is segmented into context of situation or register and context of culture or genre. This context concerns the Field (what is going on), Tenor (the social roles and relationships between the participants), and the Mode (aspects of the channel of communication, e.g., monologic / dialogic, spoken/written, +/-

Systemic Functional Linguistics (SFL) theory views language as a social semiotic a resource people use to accomplish their purposes by expressing meanings in context (Chappele, 1998). "The value of a theory," Halliday wrote, "lies in the use that can be made of it, and I have always considered a theory of language to be essentially consumer oriented" (Halliday, 1985a, p. 7). This perspective from the major figure of SF linguistics is refreshing to applied linguists who grew up on a diet of linguist oriented structural transformations. SF theory, which offers a framework for applied linguists' work, has no "othodox or 'received' version" (Halliday, 1985a, p. 7). Nevertheless, Halliday identified the following fundamental characteristics (along with others) of the various versions of SF theory (Halliday, 1985b, pp. 7-11).

2.2 Translation Techniques

Translation is a process of rendering from one word to another word Definition of translation represents the perspective and attitude to translation theory, which is the basis and starting point of relative translation studies, so deep understanding to definition will deepen the recognition to the theory. According to Nida and Taber in The Theory and Practice of Translation, "Translating consists in reproducing in the receptor language the closest natural equivalent of the source-language message, first in terms of meaning and secondly in terms of style". There are Chinese translations from Tan Zaixi, Li Tianxin and Ma Huijuan, and Ma thinks "equivalence is the closest possible approximation. Meanwhile, translation expands our ability to explore through literature the thoughts and feelings of people from another society or another time. It permits us to savor the transformation of the foreign into the familiar and for a brief time to live outside our own skins, our own preconceptions and misconceptions.

Therefore, translation needs some strategis and technigues because it is not only translating the words but also the meaning of the text or sentences we translated. So there are some techniques offered by some experts. One of them is Molina dan Albir (2002) where they developed this theory and it is described as follows:

1. **Borrowing**. This technique consists of pure and naturalized borrowings. The example of pure borrowing is the translation of "candi" into "candi". Meanwhile, the example of naturalized borrowing is the translation of "plantation" into "plantasi" (phonological adjustment).

2. **Calque**. This technique applies SL to TL syntactical adjustment along with a naturalized borrowing. This technique is applied when there is an unfamiliar foreign phrase that needs to be translated naturally, for example the translation of "gag reflex" into "refleks gag".

3. **Literal Translation**. This technique is also known as word-for-word translation. Frequently, its result will be out of the context. One of the examples is the translation of "monkey business" into "bisnis monyet". The translation is really out-of-context, since "monkey business" is considered as "deceitful behavior".

4. **Transposition**. The technique applies syntactical class and category changes. The example is the translation of "I <u>love</u> you" into "<u>cinta</u> mati" (verb to noun).

5. **Adaptation**. This technique is related to the translation of cultural elements, for example the translation of "rengginang" into "rice crackers".

6. **Amplification**. The technique adds some information in the TL, for example the translation of "Jaranan" into "Jaranan <u>dance</u>". The word "dance" is added in order to give clarity.

7. **Established Equivalent**. The application of this technique creates a translation that has the same meaning with the SL. Its usage can also be used in a similar context. The example is the translation of "tarik tambang" into "tug of war".

8. **Generalization**. The technique applies specific to general translation, for example "gerobak" (specific) into "vehicle" (general).

9. **Particularization**. The technique applies general to specific translation, for example "vehicle" (general) into "gerobak" (specific).

10. **Modulation**. The application of the technique changes the point-of-view, for example the translation of "<u>chef</u> cooks the famous rendang carefully" ("chef" as the point-of-view) into "<u>rendang</u> dimasak secara hati-hati oleh chef" ("rendang" as the point-of-view).

11. **Reduction**. The technique reduces SL linguistic element, for example the translation of "all foreign tourists <u>from all around</u> the world enjoy tug of war game" into "semua wisatawan asing menikmati permainan tarik tambang" (the phrase "from all around the world" is not translated, yet the meaning is preserved).

12. **Compensation**. This technique splits information reflected in one sentence in the TL into two sentences in the SL, for example the translation of "Tariannya megah dan unik." into "The dance is grand. Yet, it is also unique." (the TL accommodates the use of two sentences).

13. **Description**. The technique adds a description in the TL (giving more information), for example the translation of "panjat pinang" into "panjat pinang, <u>a famous game which is played by climbing a slippery tree pole to reach prizes</u>".
14. **Discursive Creation**. The application of this technique creates a translation that is really out-of-context and is totally different. The example is the translation of "anak durhaka" into "the damned son". The example shows that the TL has different meaning. "The damned son" is perceived as the effect of out-of-wedlock births, while "anak durhaka" is a child who is against his or her parents.
15. **Variation**. The technique includes the usage of local dialects (for example, "welcome" into "wilujeng sumping" (Sundanese dialect)) or sound improvisations (it is usually found in interpreting cases).

The authors argue that these techniques genuinely represent the attitude, engagement, and graduation in the translation. Thus, to identify whether the appraisal shifts or not, translation techniques analysis goes hand-in-hand with appraisal analysis in this study.

2.3 Appraisal

Systemic functional linguistics commonly referred as SFL is a theory developed by Halliday where it provides a detail and systematic approaches to analyze texts. In SFL, clause becomes the basic unit of the analysis. It is a mixture of the different meanings including clause as a message (textual meaning), clause as an exchange (interpersonal meaning) and clause as representation (ideational meaning) (Halliday, 1994:34). Whilst, the clause as an exchange is one of the meanings that many scholars try to develop into new theory. Martin and Rose (2013) have developed a theory of interpersonal meaning where in 2005 they improve it into appraisal. It designs to identify the writer's attitude toward his/her writing object.

Appraisal system is used as the basic theory in analysing the data. It is one branch of interpersonal metafunction that has been developed by White (1998) into appraisal system which focuses on the meaning that convey in the text and it could be positive or negative. Appraisal system also deals with how the authorial positions and to know how the readers are positioned in the text. According to Martin and White, theory of appraisal is divided into three broad semantics domain. Those are Attitude, Engagement and Graduation.1 In this research, the researchers only focus on Attitude system.

According to Martin and White, attitude refers to our feelings, such as emotion reaction, judgment of behaviour and evaluating of things. Those feelings could be positive or negative. Attitude is divided into three categories of feeling, namely "Affect", "Judgment" and "Appreciation". Affect refers to the emotion reaction of something. It is how people react emotionally to thing, behaviour, phenomena or condition. Affect has three major aspects, those are un/happiness (dealing with affairs of heart), in/security (dealing with Eco social wellbeing) and dis/satisfaction (dealings with the pursuit of goals). Judgment deals with how are people assess

attitude of people and the way they behave. It is dealing with human behaviour, how they should and should not behave. As with Affect, the evaluations of judgment could be positive or negative. Generally, judgment divided into two categories, namely social esteem and social sanction. Appreciation refers to meaning construing our evaluation of 'things', include natural phenomena –what such things are worth. Generally, appreciation divided into three categories. Those are our 'reaction' to thing (do they catch our attention; do they please us), their 'composition' (balance and complexity), and their 'value' (how innovative, authentic, timely, etc.).

Appraisal under the study of systemic Functional Linguistics (SFL) is concerned with evaluation, the kinds of attitudes that are negotiated in a text, the strength of feelings involved and the ways in which values are sourced and readers aligned (Martin and Rose, 2013). Appraisal is a system of interpersonal meaning which function is to negotiate meaning in social relationship by telling the listeners or readers how we feel about things and people. Appraisal theory provides an intricate taxonomy of lexical realizations of evaluation which consists of attitude, engagement and graduation as seen in the figure 1 below:
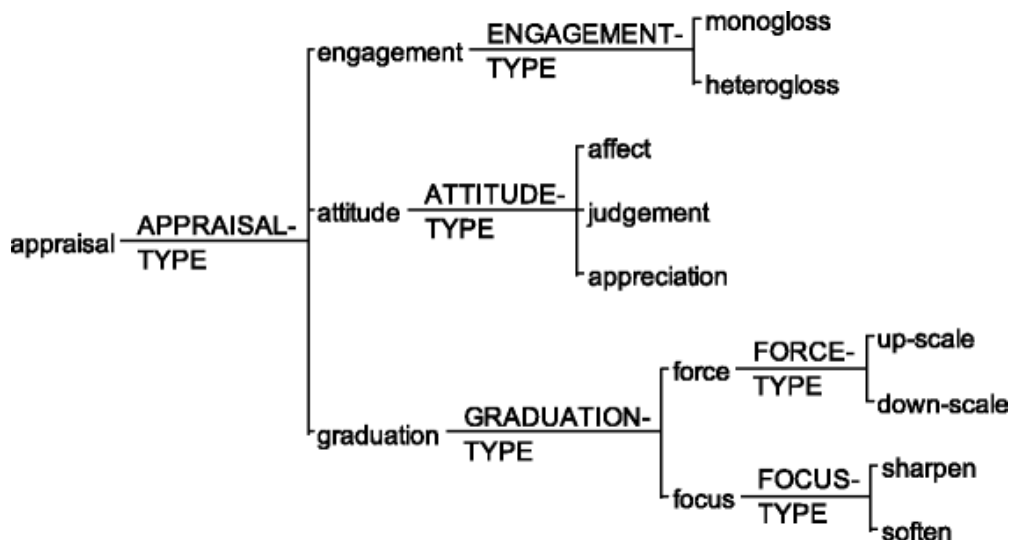

Figure. 1: Appraisal System

As decribed in the figure above, the theory of Appraisal proposes a taxonomy which includes the systems of ATTITUDE, ENGAGEMENT and GRADUATION. ATTITUDE refers to "our feelings, including emotional reactions, judgments of behavior and evaluation of things" (Martin & White, 2005: 35). This system is, in turn, divided into three categories: AFFECT, JUDGEMENT and APPRECIATION. AFFECT is defined in terms of "resources for expressing feelings" whereas JUDGEMENT refers to "resources for judging character", and APPRECIATION to "resources for valuing the worth of things" (Martin & Rose, 2003: 24).

3. Methodology

This study was a descriptive qualitative one. The texts of bilingual tourism information media were taken from four media, namely website, booklet, book, and flyer. The data were collected and selected thoroughly using Flesch readability test. Below is the calculation formula.

RE = 206.835 – (1.015 X ASL) – (84.6 X ASW)

RE = Readibility Ease

ASL = Average Sentence Length

ASW = Average Number of Syllables per Word

All of the selected media reached approximately 21.5 scores or "very difficult to read". From four media, the authors segmented each of the clauses. Apparently, there were 545 clauses which became the unit of analysis in this study. Then, the data related to the appraisal and translation techniques were analyzed qualitatively. Since the analysis of text value is of importance, the authors limit the appraisal analysis only in attitude type (affect, judgment, and appreciation). Furthermore, in order to get the validity in analyzing the data, frequent focus group discussions were conducted.

4. Result and Discussion

After the data of bilingual tourism information media were analyzed in term of appraisal, it can be seen in the table belows:

Table 1: Appraisal Pattern

Appraisal	SL	TL
Affect	347	341
Judgment	85	79
Appreciation	405	397

From table 1 above, the authors can identify that all SL appraisal types outnumbers TL appraisal types. It means that the translators do not fully transfer all values embraced by the appraisal types in the TL. However the gap is not significant at all.

Table 2: Translation Techniques Pattern

No	Translation Techniques	Frequency
1	Established Equivalent	567
2	Reduction	59
3	Literal	12
4	Deletion	3
5	Transposition	1

From table 2 above, it can be seen that the translator almost perfectly translates the SL. The use of established equivalent technique shows that the translation perfectly fits into the context, meaning, and form of the SL.

Due to paper limitation, the authors only describe the major findings in this section, meaning that we only show the phenomena of appreciation and affect for the appraisal analysis and established equivalent for the translation techniques analysis. Here is an example of the finding.

Excerpt 1

SL : Sebagai sebuah kota tua di Jawa, Solo kental dengan **nuansa ketenangan (A:Ap:+)**, **kehangat penduduknya (A:Jd:+)**, dan **tempat yang nyaman (A:Ap:+)** baik untuk liburan maupun bisnis

TL : As the "old" city in Java, Solo still *have* an **ambience of quietness (A:Ap:+)**, **the warmth of the people (A:Jd:+)** and **comfortable place (A:Ap:+)**, either *to* business or leisure

It can be seen in excerpt 1 above that there are two types of attitude found, namely judgment and appreciation. The use of appreciation implies that tourism information media focuses on appreciating tourism object. It functions to show to the international visitors' positive image about Indonesia, specifically Solo city. Meanwhile, judgment of appraisal found here indicates that people of Solo have positive characters that conform to positive moral value. In relation to the translation technique, the translator applies established equivalent technique to translate the SL. It can be seen that neither the meanings nor form are shifted. However, the authors can identify that the translator makes a fatal mistake in translating the text. The mistake is regarded as grammatical mistake. The underline words suggest that the author must use "has" instead of "have" and "for" instead of "to".

The second example can be seen below:

Excerpt 2

SL : Kota Solo juga menjadi **tempat yang ideal (A:Ap:+)** untuk memulai kunjungan ke berbagai daya tarik di daerah-daerah sekitarnya seperti, Situs Manusia Purba Snagiran, Candi Sukuh dan Candi Cetha, Prambanan dan Borobudur

TL : Solo also maes **an ideal base (A:Ap:+)** from which to visit the home of Java Man at Sangiran, as well as the intriguing temples Candi Cetha and Candi Sukuh

As presented in excerpt 2, appreciation of judgment can also be found in the clause above. Again, the translator uses established equivalent technique to translate the text. The use of this technique indicates that the positive image about Solo, as one of the biggest tourism cities in Indonesia, is still retained. The appreciation functions to attract the international visitors to visit the city. This corresponds to the function of tourism information media, which is to persuade the visitors through positive imagery about the place being described.

Another example showing the appraisal analysis in bilingual information media can be described in the excerpt 3 below:

Excerpt 3

SL : Kota Solo mengandalkan **ekonominya dari perdagangan dan jasa**, **(A:Ap:+)** khususnya dari **industry tekstil, dimana batik menjadi penanda utama (A:Ap:+)** dari perkenomian kota ini.

TL : The city's main **source of income is from textiles**, **(A:Ap:+)** and Solo has **the biggest batik market (A:Ap:+)** on Java.

Based on the above example, it can be seen that the source language employs attitude of appreciation as it is also used in the target language. It can be said that the translator tries to deliver his thought that the government wants to appreciate the people that they can rely on their income from selling Batik. The translator does not change the meaning of his translation eventhough there are some changes from the SL to the TL but it does not change its meaning.

Meanwhile, the excerpt 4 below shows that there are some changes of the use of appraisal in the result of the translation. It can be seen below:

SL : Solo adalah tempat yang **unik (A:Ap:+)** dengan jiwa Jawa yang melekat didalamnya, memiliki banyak peninggalan sejarah dan budaya, serta **keramatamahan (A:Jud:+)** penduduknya.

TL : It's **a unique (A:Ap:+)** place with a spirit, have many cultural heritage, and abundance of splending country sides and deep **sense of hospitality (A:Jud:+)**

It can be seen in the excerpt shown above that the translator aplied two types of appraisal of attitude namely appreciation and judgment. The translator does not change the meaning at all. He still translates the word *unik* into *unique*. This word is classified into attitude of appreciation which mean that it describes the uniquness of Solo city. Meanwhile, in both SL and TL, it is found that there is attitude of judment found which is indicated by the word *keramatamahan* in SL and is translated into *sense of hospitality*. These two words do not change the meaning at all. The translator tries to explain through his translation that the government wants to give its positive judgment about the people of Solo

5. Conclusion

It can be concluded that there is a minimum shift of appraisal features found in the bilingual tourism media. It happens because the translators mostly employ established equivalent technique to translate the texts. However, the positive result does not go hand in hand with the quality of the translation, especially the quality of grammar. Therefore, to bridge the outcome between the appraisal features of source and target languages reflected through the use of translation techniques and also the assessment result of translation quality, the authors need to generate a holistic SFL-based translation model. One major recommendation is maximizing and/or applying the theory of translation quality parameter (Nababan et al, 2012) to perfect the translation process and result of bilingual tourism information media.

6. Acknowledgement

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