

Pencitraan penerjemahan kota pusaka dalam laman Indonesia.travel berbahasa Inggris :sebuah kritik terjemahan = The image of indonesia s heritage cities on / Yolanda Caroline

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Abstrak

[Penelitian ini berfokus pada pencitraan kota pusaka dalam laman informasi pariwisata resmi yang diterjemahkan ke dalam bahasa Inggris. Penelitian ini bertujuan untuk mengetahui bagaimana citra kota pusaka Indonesia ditampilkan dan dipromosikan dalam teks sumber dan teks sasaran. Citra kota pusaka yang berbeda dalam terjemahan dipengaruhi oleh faktor ekstratekstual, intratekstual dan penerapan strategi penerjemahan dalam mencapai skopos penerjemahan. Citra kota pusaka pada terjemahan menunjukkan masih kuatnya pandangan kolonial dalam promosi pariwisata kota pusaka. Penelitian kualitatif komparatif ini menggunakan sumber data dari laman Indonesia.travel dan wawancara mendalam, serta berdasarkan pada teori fungsional Nord dan model Analisis Wacana Kritis Van Dijk. Hasil penelitian menyarankan penonjolan perspektif lokal dalam terjemahan berbahasa Inggris ketika mendiseminasikan citra kota pusaka Indonesia dalam promosi pariwisata Indonesia.

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