

ATTITUDINAL MEANINGS IN BILINGUAL TRAVEL ARTICLES: A CASE STUDY

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Abstract

Translating travel article texts requires a consideration of the way the tourist destinations are promoted. This 'promotional' element of travel articles, an inseparable part of the text type, is significant to inform translation practices. However, studies in this area are quite lacking in that the element is not well-understood, i.e. how 'promotion' can be identified in both the source and target texts and if there are potential changes between the texts. This paper compares the construction of promotion in bilingual tourism texts published in an in-flight magazine as a case study. This is done by examining the attitudinal meanings in the source text (ST), written in Indonesian, and the target text (TT) in English. It uses the interpersonal system of APPRAISAL proposed by Martin and White from systemic functional linguistics to analyse the construal of AFFECT, APPRECIATION and JUDGEMENT in the promoted items found in the texts. The genre stages and register were also identified to situate the context.

Keywords: travel article, APPRAISAL, ATTITUDE framework.

Abstrak

Proses penerjemahan teks artikel wisata memerlukan pertimbangan terkait bagaimana destinasi wisata tersebut dipromosikan. Unsur 'promosi' ini merupakan bagian yang tak terpisahkan dari jenis teks wisata, sehingga penting untuk menginformasikan praktik penerjemahannya. Namun, penelitian pada bidang ini cukup kurang karena unsur promosi itu tidak dipahami dengan baik, yaitu bagaimana 'promosi' dapat diidentifikasi baik dalam teks sumber maupun teks sasaran dan jika ada potensi perubahan di antara teks-teks tersebut. Penelitian ini membandingkan konstruksi unsur promosi dalam teks wisata bilingual yang diterbitkan di majalah penerbangan sebagai studi kasus. Hal ini dilakukan dengan menganalisis makna ATTITUDE dalam teks sumber yang ditulis dalam bahasa Indonesia dan teks sasaran dalam bahasa Inggris. Penelitian ini menggunakan sistem interpersonal APPRAISAL yang dikemukakan oleh Martin dan White dari linguistik fungsional sistemik untuk menganalisis konstruksi AFFECT, APPRECIATION dan JUDGEMENT pada objek yang dipromosikan dalam teks. Genre dan register juga diidentifikasi untuk menempatkan konteksnya.

Kata kunci: artikel wisata, APPRAISAL, kerangka ATTITUDE

INTRODUCTION

Media convergence is an indivisible part of the digital era. The way humans obtain information and entertainment continues to change following the technological development. By using the Internet, information can be immediately obtained either through various gadgets regardless of our location. When traveling on an airplane, for example passengers have to turn off their electronic devices for flight safety. Naturally, some passengers tend to feel bored because they

have nothing to do during the flight and some tend to experience anxiety while on the plane so they need a distraction. Airlines facilitate the passengers with in-flight entertainment such as TV screens and magazines.

One of the in-flight magazines that is well-known around the world is the in-flight magazine produced by PT Garuda Indonesia. As the best Indonesian airline which has a 5-star category in the world according to Skytrax (certified ratings), Garuda Indonesia is being consistent with its goal of promoting domestic and international tourism. *Colours*, iGaruda Indonesia's in-flight magazine, is regularly published every month. *Colours* Magazine contains information about tourist destinations, flight and business information, lifestyle, and so forth. In addition, *Colours* magazine has also won several national and international awards published on its official website (Inflight Magazine: Colours, 2020). *Colours* magazine is usually placed in the seat pocket in front accessible to the passengers. For those who are not currently traveling with Garuda Indonesia airlines, the magazines are still able to be accessed through the official Garuda Indonesia website at the link <https://www.garuda-indonesia.com/id/en/garuda-indonesia-experience/in-flight/in-flight-entertainment/inflight-magazine>.

As one of the in-flight magazines that has succeeded in bringing Indonesia's name with its awards, the authors decided to analyze the use of APPRAISAL in the attitudinal framework contained in the travel article of *Colours* magazine published by PT Garuda Indonesia. In certain sections, several *Colours* magazine articles were translated into English, one of which was the travel article section. From all of the publications of *Colours* magazine, the authors selected the November 2018 edition selecting the travel article entitled Banda Aceh to Sabang. Based on the tourism classification (following Yoeti, 1996), the type of tourism contained in the travel article Banda Aceh to Sabang is regional tourism in which the scope of the tourism activities is wider than local tourism, namely province.

According to Small, Harris, & Wilson (2008), in-flight magazine is highly influential and has the power to represent the norms and values that tourists must know and adhere to. Therefore, the result of the translation is expected to convey the messages from the source text appropriately. The research is also motivated by a lack of research in the field of tourism representation despite the fact that a good representation is needed to avoid misunderstanding. Destinations, cuisines, and cultures found in travel article will be examined to draw any similarities, differences or shifts of attitudinal meaning between the source and the target texts using ATTITUDE from the appraisal framework of systemic functional linguistics (Martin & White, 2005).

Following the studies of attitudinal meanings, Dong and Lin (2018) analysed the ATTITUDE found in two Chinese poetries with English translation by different translators. The results showed that even the same language translated by different translator can be different. According to them, the difference was also due to the different culture of the translators as well as the different theories and strategies used by them. In news article, Luthfi (2018) analyzed an article published on Forbes official website. He stated that from the three types of ATTITUDE, JUDGEMENT was the most dominant one since the news article contained lots of blaming, criticizing, praising or admiring statements toward someone. Thus, the authors were compelled to prove whether the travel article of *Colours* would also have their own tendency to convey information similarly from Indonesian to English. In the research of Jirasataporn (2018), it showed that in two American business articles and a Chinese business article in *TIME* magazine, more JUDGEMENT was found than AFFECT and APPRECIATION. She said that it is very

important not to assume all articles universally since the articles are determined by different cultural values and ideologies. In other words, what is common in a context may seem uncommon in another and vice versa.

Drawn upon these studies, the authors find that the text translated by two translators could even produce different ATTITUDE based on the cultural values of the society, context, and ideology as stated by Fairclough (2015). Also, the articles with different categories must take a different focus even if these articles are still part of the magazine. The achievements of *Colours* magazine have validated that its articles have its own characteristic in promoting and representing something. Therefore, it is very important to recognize the ATTITUDE and the most dominant ATTITUDE used in the article, especially the travel article. In analyzing this travel article, the authors want to find out the genre and register, the ATTITUDE used in both source text (Indonesian) and target text (English), and also the most dominant ATTITUDE in promoting tourism in the article.

Different from the business articles of *TIME* Magazine which highlighted JUDGEMENT, travel articles tend to highlight APPRECIATION in promoting tourism sector based on the authors' analysis. This is surely sensible since the travel articles must bring up the tourism destinations to be described and promoted. Referring to the statement of Fairclough (2015) regarding the use of language that can shape the ideology of the reader, the differences of ATTITUDE used during language switching is likely to happen. When the writer elaborates the article in Indonesian, s/he needs to decide the relevant ATTITUDE for Indonesian readers as well as the translation of the ATTITUDE for non-Indonesian readers. In the source text, there might be a high possibility of ATTITUDE to create an interesting travel article. However, when the text is translated into English, the target text might tend to be flat, neutral or even become more interesting because of a different cultural consideration. As a result, Indonesian readers would find the source text more interesting or even tedious. English readers, on the other hand, might not be interested or enthusiastic about the tourism destinations offered in the article. Based upon these polarized possibilities, this study aims to examine the attitudinal meanings the author and/or translator employs in bilingual travel articles. The objective is to reveal the strategies that the author/translator employ in crafting the same article in two languages.

METHOD

This study is discourse analytic one. It subscribes to critical discourse analysis in order to reveal how the text affects the ideology of society. In this study, the analysis followed Fairclough three-dimensional model in analyzing critical discourse description, interpretation, and explanation by privileging the description stage. By using this dimensional model, the authors can see how the text is represented by the grammar and the choice of words used in the text. In conducting this research, description is used to reveal how the text is represented in two different languages in the travel articles. The analysis involves the word choices in describing things or places in both texts as well as how the register and genre of each texts identified the type of the text.

In analyzing the source and target text of the travel article of *Colours*, the authors used the framework of APPRAISAL theory regarding to the ATTITUDE (AFFECT, JUDGEMENT, and APPRECIATION) as well as register and genre proposed by Martin and White (2005). It aims to examine the comparison of the APPRAISAL used in the source and target text of the travel article which can affect the translation result. The approach used in this study is a descriptive

qualitative approach which means that the results of this study will be displayed in the form of analysis table and a descriptive explanation of the ATTITUDE found in the analysis results.

AFFECT

AFFECT relates to a person's positive or negative emotional feeling or reaction whether a person feels happy or sad, confident or anxious, interested or bored, and so on. AFFECT is not only marked by an adjective, but sometimes appears in the form of phrases, adverbs and verbs. The examples of AFFECT are: *a sad captain, the captain was sad, the captain wept, the captain left sadly clipboard.*

JUDGEMENT

JUDGEMENT relates to attitude or assessment towards someone's behaviour, such as whether someone is admired or criticized, praised or even insulted, and so on. JUDGEMENT is divided into two, those are social esteem which is oriented towards appreciation for an achievement made by someone and social sanction that someone gets. In social esteem, JUDGEMENT is done with normality (how unusual a person's behaviour is), capacity (how skilled they are at doing something), and tenacity (how firm a person is). Meanwhile, social sanction relates to honesty (how honest a person is) and fairness (how polite a person is). The examples of JUDGEMENT are: *by your cruelty and callousness towards the Aborigines you stand condemned, we could describe you as brutal, you hypocritically claim that you are trying to 'protect' us.*

APPRECIATION

APPRECIATION involves an evaluation of semiotic, natural phenomena or reactions of a thing based on how they are valued or not. In general, APPRECIATION deals with things such as objects, products or processes in the form of words or phrases. The term is then divided into reactions to objects (does it steal someone's attention or does it please someone?), its composition (balance and complexity), and its value (how innovative, authentic, timely, etc.). The examples of APPRECIATION are: *on a perfect vernal day like this, a very pretty stroke, it seems to me, saving your presence, unspeakably tedious.*

The source of data in this research is a travel article entitled Banda Aceh to Sabang which was published in the in-flight magazine named *Colours* belonging to PT Garuda Indonesia in November 2018. This article was written in Indonesian as the source text and translated into English as the target text. The source text consists of 1241 words while the target text consists of 1491 words. This research is conducted to see the differences or similarities between the two languages, especially travel article, so that this research only focuses on one article. The data of this research consist of words and phrases that are categorized into AFFECT, JUDGEMENT, and APPRECIATION.

The research started by downloading the *Colours* in-flight magazine on October 18, 2020, which was published in November 2018 on its official website Colours In-flight Magazine Garuda Indonesia (<https://www.garuda-indonesia.com/id/en/garuda-indonesia-experience/in-flight/in-flight-entertainment/inflight-magazine>). Next, the authors chose the travel article found in *Colours* magazine written in Indonesian and English, entitled Banda Aceh to Sabang.

In conducting description analysis of the text, the authors focused on the ATTITUDE found in the whole texts, such as AFFECT, JUDGEMENT, and APPRECIATION of each source and target text. The data that had been found in each text were displayed and classified in both results table and analysis table, so it would be easier for the readers to see which ATTITUDE is contained in both texts and which ATTITUDE is the most dominant in each text.

RESULTS AND DISCUSSION

Results

The results focus on the comparison of the social context and the attitudinal meaning between the source and target texts. In terms of genre, both texts are organised into classifying report, aiming to classify and describe different types of things such as the places, food, and so forth (see Table 1).

Table 1. Classification of Genre and Register

		ST	TT
Genre		Classifying report	Classifying report
Register	Field	Tourism, history, natural beauty, culinary things, and culture of Aceh	Tourism, history, natural beauty, culinary things, and culture of Aceh
	Tenor	Indonesian native speakers and travelers who speak and understand Indonesian	Foreign travelers who have best understanding in English language
	Mode	Printed and online media (website)	Printed and online media (website)

In terms of register, field and mode are the same, containing the exact same topic of tourism, history, natural beauty, culinary things, and culture of Aceh written in a non-technical language through a printed and online media (mode). Nevertheless, the tenor of the source text is intended to the Indonesian native speakers and travellers who speak and understand Indonesian, while the target text is intended to the foreign travellers who have best understanding in English language.

The ATTITUDE analysed in the travel article of *Colours* magazine entitled Banda Aceh to Sabang indicates positive APPRECIATION as the most dominant element in both source and target texts with a ratio of 56 and 61 followed by negative APPRECIATION which amounted to 7 and 8 as well as positive JUDGEMENT which amounted to 4 in each text (see Table 2).

Table 2. Analysis Result of ATTITUDE

No.	ATTITUDE	ST	TT
1.	+ve AFFECT	-	2
2.	-ve AFFECT	2	2
3.	+ve JUDGEMENT	4	4
4.	-ve JUDGEMENT	-	-
5.	+ve APPRECIATION	43	45
6.	-ve APPRECIATION	7	8
Total of ATTITUDE		56	61

APPRECIATION

The most common ATTITUDE found in this article is APPRECIATION. Referring to the research conducted by Jirasataporn (2018), she found that bussiness article in a magazine will contain more JUDGEMENT than the other two ATTITUDE. This, assuredly, indicates that each type of article has its own characteristic according to its context and purpose. In this travel article, the authors find that the most common ATTITUDE is APPRECIATION. This is shown by the amount of evaluation of things found in both text, such as places and food both positively and negatively. Overall, the authors found 43 positive APPRECIATION and 7 negative APPRECIATION in the source text, while in the target text, the authors found 45 positive APPRECIATION and 8 negative APPRECIATION. Here are some results of the data analysis (see Table 3).

Table 3. Positive APPRECIATION

No.	ATTITUDE	ST	TT
1.	+ve APPRECIATION	<i>alun-alun teduh Masjid Raya Baiturrahman</i>	the shady square of Baiturrahman Grand Mosque.
2.		<i>lampu gantung perunggu yang mewah</i>	beautiful bronze chandeliers.
3.		<i>Pulau Weh adalah rumah Kota Sabang</i>	Weh Island is home to the city of Sabang
4.		<i>lautnya seperti magnet bagi para penyelam</i>	the waters here are a magnet for divers

In the first column of the source text, it is said *alun-alun teduh Masjid Raya Baiturrahman* which means Baiturrahman Grand Mosque's square is defined as a shady place which belongs to positive APPRECIATION. This shows an appreciation to an object on how it is evaluated, which is beautiful. In the target text, this ATTITUDE remains the same as in the source text. It is translated to *the shady square of Baiturrahman Grand Mosque* where the word *shady* means *teduh*. Furthermore, in the second column of ST and TT, the words used to describe the bronze chandelier are also translated with the same ATTITUDE. In the source text, it is described as *mewah* (luxury), while in the target text it is translated as *beautiful*.

In the third column of ST, the beauty of Weh island is considered as *rumah* (home) for Sabang. This evaluation is certainly a positive evaluation which comes in line with the translation in the target text, that is *Weh Island is home to the city of Sabang*. In the fourth column of ST and TT, the sea of Sabang is considered as a *magnet* for divers. Here, the magnet means something that can attract the attention of anyone who sees the beauty of the sea, especially divers. Likewise, this sentence is translated with the same word in the target text, *the waters here are a magnet for divers*. Next, the authors will discuss the negative APPRECIATION found in the text (see Table 4).

Table 4. Negative APPRECIATION

No.	ATTITUDE	ST	TT
1.	-ve APPRECIATION	<i>pantai barat Aceh luluh lantak</i>	the devastating Indian Ocean tsunami of December 2004.
2.		<i>Jumlahnya banyak sekali dan tidak masuk akal</i>	The total number would be too many and wouldn't make sense
3.		<i>Suasananya begitu sepi</i>	the island is huddled in silence

In the first column of ST, the word *luluh lantak* (devastating) which means something is completely destroyed is used to describe the condition of the west coast of Aceh at that time. Naturally, this word belongs to negative APPRECIATION that evaluates Aceh at that moment. In the target text, the word *luluh lantak* is translated to *devastating* which also means something that causes damage and destruction on the west coast of Aceh. Next, in the second column of ST, the first person *I* had a conversation with a city dweller of Banda Aceh. They talked about the huge number of coffee shop in the city. Sayid Emil, the city dweller, said that the total number of coffee shops in Banda Aceh was *tidak masuk akal* (did not make sense). The meaning of *tidak masuk akal* leads to something strange, illogical, and impossible as in this context the total number of coffee shops is massive that Sayid Emil had no idea. Likewise in the target text, the word *tidak masuk akal* is translated to *wouldn't make sense* which also has a negative meaning.

In the third column of ST, Sabang is described as *kota yang sepi* (quiet city). It is much different in the morning or afternoon that presents the natural beauty and the friendliness of the people who live there. The word *sepi* (quiet) is interpreted as something negative, where Sabang is far from the hustle and bustle and there are no vehicles that usually pass by. Compared to the bustling morning and afternoon in Sabang, we cannot find many visitors and of course the atmosphere of the quiet night is a sharp contrast to Sabang in the morning and afternoon. Nevertheless, when it is translated to the target language, the message of *sepi* is preserved. Still, the translator used the word that describes *sepi* by paraphrasing the word as *huddled in silence* which means curling up in silence or calmness. These words, of course, have a negative meaning in terms of the context in the sentence. This type of APPRECIATION is also much different from positive APPRECIATION which talks a lot about the natural beauty found in Sabang.

JUDGEMENT

In analyzing JUDGEMENT, the authors found four positive JUDGEMENT and four negative JUDGEMENT contained in both source and target texts (see Table 5).

Table 5. Positive JUDGEMENT

No.	ATTITUDE	ST	TT
1.	+ve JUDGEMENT	<i>Lelaki menjelang paruh baya</i>	A man approaching middleage
2.		<i>Saya bertemu Rima Melati yang pernah menyang predikat Putri Pariwisata Provinsi Nanggroe Aceh Darussalam</i>	I meet Rima Melati, who was awarded the title of Miss Tourism for Nanggroe Aceh Darussalam last year
3.		<i>Ia juga mendapat julukan “Miss Coffee”</i>	She is also nicknamed “ Miss Coffee ”
4.		<i>Tujuh dari sepuluh teman perempuan saya penyuka kopi</i>	Seven out of ten of my female friends are coffee drinkers

As mentioned previously, JUDGEMENT related to evaluation or ATTITUDE of a person's behaviour. In the first column, the first person evaluates a man who approached him by saying *Lelaki mendekati paruh baya* which means a man who was almost middle-aged. In the target text, the phrase is translated into *a man approaching middleage* which also has the same meaning and ATTITUDE. This is categorized as a JUDGEMENT because it is an evaluation of the first person to the man. Next, in the second column in the source text, it is said that Rima holds the title of *Putri Pariwisata Provinsi Nanggroe Aceh Darussalam* (Miss Tourism for Nanggroe Aceh Darussalam) which is an appreciation for her achievement. It goes in line with the target text where this sentence is translated to *I meet Rima Melati, who was awarded the title of Miss Tourism for Nanggroe Aceh Darussalam*. In addition, Rima is also called as *Miss Coffee* because of her knowledge and enthusiasm for coffee.

In the third column of ST, this sentence is categorized as a positive JUDGEMENT as well as in TT. This happens because both texts use English positive word which also lead them to the same ATTITUDE. In the fourth column of ST, Rima gives an evaluation to her friends regarding their preference for coffee. She said *tujuh dari sepuluh teman perempuan saya penyuka kopi* which means *seven out of ten of my female friends are coffee lovers*. In this case, Rima considers that the majority of her friends are coffee lovers, although there are still some of her friends who don't like coffee. In the target text, this sentence is translated to *seven out of ten of my female friends are coffee drinkers*. Nevertheless, in order to get the same meaning, the word *penyuka* (lover) in the source text is translated to *drinkers* which refers to someone who likes to drink coffee rather than *lovers* that is the one who like or interested in coffee. But overall, it does not affect the ATTITUDE found in both texts because they are still part of positive JUDGEMENT.

Based on the total number of positive JUDGEMENT, this shows that travel articles, especially this type of regional tourism do not deal with evaluation of people that much as well as evaluation of someone's feeling. If we look back at the AFFECT found in the texts, the results are almost similar to JUDGEMENT. In other words, the evaluation of someone's feeling or ATTITUDE is not dominant.

AFFECT

Positive AFFECT is the smallest amount found in both target and source texts. There are only 2 positive AFFECT in the target text and 2 negative AFFECT in each source and target texts (see Table 6).

Table 6. Positive AFFECT

No.	ATTITUDE	ST	TT
1.	+ve AFFECT	warga kota berjalan <i>santai</i> menyusuri taman	the city's residents enjoy strolling verdant green spaces
2.		penjual makanan berjualan <i>menggugah selera</i>	food vendors are in happy abundance for those with an appetite

In the table above, it can be seen that the source and target texts have nearly the same number of AFFECT, where this element is used to describe a person's feeling or emotional reaction experienced by the person itself when she/he is seeing or doing something. In the first column, the source text explains how the people in Banda Aceh walk through the park by using the word *santai* (relax) while here the context of using *relax* is not a feeling felt by the people, but just the way they do when walking in the park, such as walking leisurely or slowly. In contrast to the target text, without deleting or changing the meaning of the source text, the target text uses the word *enjoy* in translating the word *santai* which means the people enjoy or feel relaxed while walking slowly through the park. Unlike the source text, the word *enjoy* in the target text is a kind of feeling felt by the people when exploring the park. From this study it is found that the word class used was not always the same between the source and target texts when it has been translated. In adjusting grammar, culture and conveying the messages in each text, there will always be possibilities of class shift to happen as how in the analysis above there is a shift in adverbs (not containing AFFECT elements) to adjectives (containing AFFECT elements).

In the second column, the source text defines how the food that are sold arouse the appetite of anyone who sees it. This means that anyone who sees the food will feel moved by the smell of the food. In APPRAISAL, the assessment of objects is included in APPRECIATION. Therefore, there is no AFFECT found in the source text. On the other hand, the word *menggugah selera* (appetizing) is translated into *happy abundance* which describes the feeling of food vendors who are very happy with people who have an appetite or are moved by the smell of the food. From these results, it was found that apart from the class shift that can happen in the translation process, the difference of APPRAISAL can also happen. This proves that there are separate ways or strategies used by the translator to make the message in the source text conveyed properly in each source and target texts. In other words, although the elements found in both texts are different, the message remains the same. Next, the authors will discuss the negative AFFECT elements found in this study (see Table 7).

Table 7. Negative AFFECT

No.	ATTITUDE	ST	TT
1.	-ve AFFECT	Saya <i>terenyuh</i> mendengar suara seperti gemuruh gelombang besar	I am moved by the sound of the roar of waves
2.		Saya kembali <i>terpegun</i> melihat daftar panjang nama korban jiwa	I contemplate the long list of names of local people who died

In the first column of negative AFFECT, source text describes how the first person's feeling. It shows when I was entering the Aceh Tsunami Museum and passing through the corridors with the roar of a big wave. He said that he was *terenyuh* (touched) which means he was very sad by what he heard. In the target text, the sentence is also translated to *I am moved* which similarly means *I am touched* by the roar of the big wave. Definitely, this feeling belongs to negative AFFECT where the person did not feel happy at all. Other than that, he also expressed the feeling when he saw a long list of the victims of the 2004 Indian ocean earthquake and tsunami. He said that he was *terpegun* (stunned) where this feeling belongs to both positive or negative AFFECT depending on the situation or context. As we can see, he felt stunned when he saw the list of victims which indicates that he felt sad. Furthermore, the word *terpegun* (stunned) in the source text is translated to *contemplate* which includes in the verb class. This means the class shift happen quite often when describing feelings, both positive and negative AFFECT. However, still the meaning and ATTITUDE found in the texts remains the same where in this case it is the negative AFFECT. *Contemplate* means to consider or think about something for a long period of time and is usually done seriously because of getting shocked. Of course, this is the same as how we define the word *terpegun* (stunned). *Contemplate* can also be interpreted as positive or negative AFFECT according to the context. In the target text, he is described as someone who fell silent when seeing the list of the victims and it really washed his feeling away so that *contemplate* belongs to the negative one. From these results, it was found that the target text also tends to involve feeling in describing something.

DISCUSSION

This study indicates three main findings. First, the genre stages and register of both texts relatively have the same types. In term of register, the fields and modes are the same, however the tenor of the texts are intended to a different audience – the source text is for Indonesian readers and the target texts is for English readers. Secondly, both source and target text are dominated by positive APPRECIATION, though there is a slight difference in terms of the appraised items. Thirdly, the target text in English provides more elaborative information in the construction of the discourse. Two important patterns from the overall results indicate a different quantity of information between the source and target texts and a shift of items which are evaluated.

Additional information in the target text

Besides of focusing on the ATTITUDE found in both texts, the authors also found the result indicating that there is additional information in the target text. However, in the source text, the additional information is not found (see Table 8).

Table 8. Additional Information in Target Text

No.	ATTITUDE	ST	TT
1.	-ve APPRECIATION	-	The tragic story
2.	+ve APPRECIATION	<i>Warga kota berjalan santai menyusuri taman</i>	the city's residents enjoy strolling in the verdant green spaces
3.	+ve APPRECIATION	<i>Tampaknya, kopi tak bisa dipisahkan dari kehidupan masyarakat Aceh.</i>	Food stalls and coffee are an integral part of Acehnese culture. It seems as if coffee cannot be separated from the life of the people of Aceh

In the first column of negative APPRECIATION, it can be seen that there is a phrase, *tragic story*, in the target text which conveys that the Aceh Tsunami Museum has a tragic story about how the tsunami occurred. On the other hand, this phrase is not actually found in the source text, so the number of ATTITUDE found in the target text can be higher. In addition, these findings indicate that the translator wants to convey the emotional effect of what happened in Aceh in the past. Unlike the target text, things like this tend not to be explained in the source text since the target readers of ST are Indonesian speakers who are able to understand and feel the emotion when reading something related to Indian ocean earthquake and tsunami in Aceh. However, in the target text, this has to be explained because the target readers are not Indonesian speakers but foreigners who have different cultural backgrounds. As the result, additional explanation like this is necessary. Moreover, instead of introducing one of the tourism icons in Aceh, this additional information is also added to make the readers of the target text feel the same way as how Indonesian readers read about tsunami happened in Aceh in the source text which are dark and sad. If there is no such additional information, the readers of the target text may not necessarily be able to feel the emotions as the readers of the source text do.

In the second column, it can be seen that the word used in the source text is *taman* which means *park* without any special appreciation or evaluation of how the park is seen. Indonesian native speakers who read the source text may have no idea and expect nothing more than the word *taman*. However, in the target text, the word *taman* is not translated to *park* but *verdant green spaces* instead. This one is quite clear that the translator wants to promote the natural beauty that can be found in Aceh by adding some words. This is supported by the word *taman* which has no APPRECIATION in the source text but the translator chose to translate it by paraphrasing the word. By this, the *park* which seems not interesting becomes more interesting in the target text, such as beautiful, fresh, and green which can attract the tourists.

In the next column, there is a sentence which is explained more specifically in the TT. Naturally, the sentence describes that coffee cannot be separated from the life of the Acehnese people. In the source text, this sentence is explained once which means this idea is not emphasized that much. However, in the target text, apart from being translated, the information that almost has the same meaning is added or in other words it is emphasized. It can be seen that in the source text, it only mentions that coffee cannot be separated from the life of the Acehnese people. On the other hand, the word like *food stalls* is added in the target text to indicate that not only coffee that cannot be separated, but also *food stalls*. In emphasizing the word *kehidupan*

which means *life*, the translator also chose to add the word *culture* in the target text. Rather than using the word *kehidupan* which has a general meaning, the translator chose to use *culture* to explain how Acehnese culture is. These additions then become a reference for promotional purposes regarding what things are highlighted and introduced more deeply by the translator. In other words, these kind of emphases found in the target text, show that the translator is focusing the target text on promoting Aceh by paraphrasing so that many words that actually have a literal meaning in source text are different from the target text. When the source text is translated, the impression becomes more beautiful and attractive to the tourist. Referring to these, it resulted in a slight difference found between the ATTITUDE contained in the source and target text where the total number of ATTITUDE in the source text is higher. In this context, it is clear that the description of a thing in the target text looks stronger. It is proven by how many paraphrasing strategies used in the process of translating. In fact, this paraphrase aims to promote Aceh tourism, especially Banda Aceh and Sabang.

A shift of appraised items

Aside from analyzing the ATTITUDE, the authors yet see the changes occurred between the *appraiser* and *appraised*. *Appraiser* is a subject who evaluates, puts a value or gives an emotional reaction to another subject or object, while *appraised* is a subject or object that is being evaluated, assessed or given an emotional reaction by the *appraiser*. In this travel article, the authors found one *appraised shift* that occurred yet has a considerable power in defining the place which is being evaluated as a whole (see Table 9).

Table 9. Appraised Shift

-ve APPRECIATION	ST		TT	
	Appraiser	Appraised	Appraiser	Appraised
Sepi/quiet	Saya	Kota Sabang	I	The island

From the table of ST above, it is clear that as an *appraiser*, the first person evaluates *Sabang* which is a city that is quiet at night. However, when it is translated to the target text, the object that is being evaluated turns into *the island* which is certainly different from *Sabang* as a city. Sabang is one of the cities in Aceh in the form of an archipelago across the north of the island of Sumatra. Although the entirety of Sabang is an island, the meaning of the word *kota Sabang* (city of Sabang) in the source text does not refer to the entire island. In other words, *kota Sabang* means the location of the administrative center of the regional government and the lives of the majority of the people who are located in the city or also known as *kota Sabang*. Meanwhile, if it refers to *the island*, it will bring all elements that are located in the city of Sabang, including the city, villages, and coastal areas. Basically, the city of Sabang which is referred in the source text is indeed quiet at night with almost no vehicles pass by since the local people choose to stay at home. However, in coastal areas and sub-districts in Sabang, *Iboih* for example, it will look very busy and filled with visitors from within and outside the country. They usually spend time by chatting while enjoying food with a view of the seafront. Therefore, this shift indicates a different focus that the writer of the source text and the translator want to emphasize on each *tenor* of this text.

For Indonesian speakers, *Sabang* or *kota Sabang* is a word which is strong enough to attract local tourists. As it is known, Sabang is the northernmost tip of Sumatra. In Sabang, we can find a monument that has become one of the icons in Indonesia, namely *Kilometer 0 Indonesia*. Moreover, the word *Sabang* is also contained in the national anthem which is very famous in Indonesia with the title *Dari Sabang sampai Merauke* which means from *Sabang* to *Merauke*. On the other hand, for foreigners, especially English speakers, the word *Sabang* or *kota Sabang* will not be that attractive. Besides, they are not familiar with the word since they do not have a sense of nationalism like Indonesian people when they hear or read the word *Sabang*. As foreigners, they will look for other elements that they think more interesting. In consequence, the translator used the word *the island* to define and promote Sabang as a whole. As one of the countries in the world which has the largest number of islands, Indonesia will certainly be identical with its islands. Then, this fact becomes a reference so that both Indonesians and foreigners will have the same feeling and interest when reading *kota Sabang* in the source text and *the island* in the target text.

Basically, the number of words found in the source and target text is different. Target text has more words than the source text with a difference of 250 words shown by the paraphrasing done by the translator. It is also triggered by the *tenor* or target audience of each text. In the source text, it is known that the target readers are Indonesian speakers, Garuda Indonesia airline users, nature lovers, tourists, and *Colours* magazine readers, while in the target text, the target readers are English speakers, Garuda Indonesia airline users, nature lovers, tourism, and *Colours* magazine readers. Based on the target, yet the translator should adjust and consider what must be conveyed in translating a text. Of course, the translator must not run away from the purpose or scope of the text which is promoting tourist destinations in Aceh. In contrast to Indonesian speakers who have generally known Indonesian culture themselves, English speakers certainly do not have the same understanding and cultural background as Indonesian speakers, so it is necessary to provide additional information related to tourism information.

Looking over the overall results of the ATTITUDE found, the strategy that the writer of the source text and the translator in achieving their goal of promoting tourist destinations in Aceh is through the use of positive APPRECIATION as the dominant outcome. By showing APPRECIATION of destinations in the journey, the promotion of the destinations will be more valuable and not monotonous as every place or object has its own value. The use of APPRECIATION is almost equivalent between the source and target text in describing tourist and culinary places in Aceh. That way, it can be said that the travel articles with this type of regional tourism contain more APPRECIATION, especially APPRECIATION which has positive value.

CONCLUSION

This study aims to examine potential differences of attitudinal meanings in a selected bilingual article of *Colours* magazine. The results are indicated from the genre and appraisal analysis. In terms of genre, the generic stages are maintained in both English and Indonesian texts, i.e. a classifying report aimed to classify and describe a particular place. It consists of classification and description of different things such as places and food in Banda Aceh and Sabang. In terms of its attitudinal meaning, positive APPRECIATION is indicated to be a dominant element in both source and target texts, followed by negative APPRECIATION and positive JUDGEMENT.

Throughout the analysis process, the authors also found additional information in the target text and the appraised shift which leads to the emergence of two different understandings regarding the object. These results indicate that target readers with different cultural backgrounds need to know more about the terms or cultures that popped up in the destinations they want to visit. This paraphrasing process also showed that the natural beauty of Aceh should be more emphasized in target text with the English speakers or foreigners as the target readers. In other words, the target of this tourism promotion is likely to be more inclined towards the foreign tourists since the translation result is embellished.

Following to these results, it can be concluded that the evaluation of the objects or tourism places tends to be more important than dealing with ‘someone’s feelings’ when they see those tourism destinations. This strategy is used by the translator to provide many descriptions of tourism and culinary places in Aceh. In addition, the translator also changed the appraised system in order to get an equal meaning and purpose between the source and target text in promoting Aceh. Translators play an important role in translating travel articles in that the similarities or differences rely on the translator’s repertoire of attitudinal meanings.

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