



**ENGLISH TRANSLATION OF BERSUKARIA TOUR'S WEBSITE  
INFORMATION**

**FINAL ASSIGNMENT**

**A Partial Fulfillment of the Requirements for the English Diploma III Degree**

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## TABLE OF CONTENTS

<b>TITLE</b> .....	I
<b>APPROVAL</b> .....	II
<b>ACCEPTANCE</b> .....	III
<b>ACKNOWLEDGEMENT</b> .....	IV – V
<b>TABLE OF CONTENTS</b> .....	VI – VII
<b>ABSTRACT</b> .....	VIII
<b>Chapter I: Introduction</b> .....	1
1.1 Background of the Study .....	1-2
1.2 Scope of the Study.....	3
1.3 Aims and Advantages of the Study .....	3
1.4 Methods of Collecting Data.....	4-5
1.5 Organization of the Study.....	5
<b>Chapter II: Literature Review</b> .....	6
2.1 Website .....	6
2.1.1 The Definition of Website .....	6-7
2.1.2 Short History of Website .....	7
2.2 The Definition of Information .....	7-8
2.3 Information Media in Bersukaria Tour.....	8
2.4 English Translation for Tourism.....	9-11
<b>Chapter III: Result and Discussion</b> .....	12
3.1 Bersukaria Tour .....	12
3.1.1 The Company Profile of Bersukaria Tour.....	12-13
3.1.2 Structure Organization and Activities of Bersukaria Tour Staffs .....	14-15

3.2 Berskaria Tour’s Website Information .....	16-21
3.3 The Process of Translating Bersukaria Tour’s Website .....	22-24
3.3.1 Table 3.1 Results of Bersukaria Tour Website Translation .....	25-26
3.4 TheThe Use of English for Bersukaria Tour’s Website .....	26
3.5 The Benefit of Translating Bersukaria Tour’s Website.....	26-27
3.6 The Problem During Translating Bersukaria Tour’s Website.....	27
<b>Chapter IV: Conclusion</b> .....	28
Summary of the Study.....	28
Recommendation.....	29
<b>REFERENCES</b> .....	30-31

## **ABTRACT**

The results of observations during an internship at Bersukaria Tour, one of the well-known travel agencies in Semarang, show that the use and mastery of English in the website, and the steps of translating the website itself. It has comprehensive information for tourists but only a few are in English. This final project aims to explain and show how important it is to use English on the Bersukaria Tour website as promotional media and information for foreign tourists. As the result of the use or implementation of this English website are Foreign tourists who read this website will find it easier to understand important information and will also increase tourism marketing than Bersukaria Tour itself because more tourists will be attracted to use the services of this travel agency. The methods used in this final project are observation, a document study, and translation method.

**Keywords:** Bersukaria Tour, English Website, foreign tourists, benefits, important information.



# CHAPTER I

## INTRODUCTION

### **1.1 Background of the Study**

It sounds undeniable that the presence of travel agents has also made it easier for tourists to travel and explore more. In Indonesia itself, many travel agents offer tour packages at certain tourist attractions with affordable prices and friendly tour guides who are also competent. The offers provided by these travel agents are also very competitive and various. The fact states that tourists mostly will be very interested in taking a tour package at a travel agent which has a reliable rating, offers very affordable prices, offers unique and various tourist attractions, has a competent and friendly guide, and the most important thing is that the travel agent provides complete information and explanation for their promotion. Therefore, the travel agents are expected to provide information in any form.

There are thousands of travel agents scattered in 34 provinces in Indonesia that can be chosen according to the needs of tourists. One of those is Bersukaria Tour which is located in Semarang, Central Java. Its location is at Singosari Raya Street number 29, Pleburan, South Semarang district, Semarang, Central Java. The motto they have is “Let’s Discover Semarang Deeper than Local Ever Did”. Bersukaria Tour offers Walking Tour around Semarang City, and also in Surabaya. Bersukaria Tour gives a very good recommendation for the regular walking tour in Semarang, which is “pay as you want”. It means that the tourists pay the tour guide by tipping system or giving tip with the amount is up to the tourists.

Not only because Bersukaria Tour offers some good tour packages for personal and groups, but the tour guides are also equipped with qualified storytelling skills that will impress the participants, and Bersukaria Tour itself being very well-known for

already. became one of the virtual tour pioneers in Semarang. Besides, Bersukaria Tour also has good branding and on their promotion process. This travel agent has lots of information that can be accessed publicly, such as the Website, their social media accounts such as Instagram, Facebook, Linked In, and Twitter.

The website ones are the most complete information amongst the others. It contains lots of information about the short history, the packages, the contact info, and also the story during the tour with the tourists. Unfortunately, the information is still written in Indonesian although the contents of the website are quite complete.

Bersukaria Tour is one of the tours and travels that has had clients from foreign tourists several times to use its services. This tour, at least partly on the website, uses English only for some tour packages, but if there are foreign tourists who send emails to ask for more information, the tour options can hold it very well and can be implemented by them. In addition, the tour guides are equipped with good English to guide tourists from abroad well. During the internship, the task given was translating Bersukaria Tour's Website based on the page-by-page translation. The translation includes the entire content of the website. Then, the translation itself aims not only to gain the interest of foreign tourists but also to improve the English proficiency of tour guides and staff in Bersukaria Tour. This study focuses on the experience of translating Bersukaria Tour's website from Indonesian to English. The interesting thing that can be learned when translating the Bersukaria Tour website is to discuss the benefits of translating and the problem during translating the website.

## **1.2 Scope of the Study**

Good promotions and giving enough important information written in English would make foreign tourists interested in visiting tourism destinations, especially if it is written by travel agents who promote their tour packages and interesting information with the tourism destination itself. Travel agents can be used to increase the number of visitors to the tourism destination, both locals and foreigners. One of the travel agents is Bersukaria Tour which is located in Semarang, Central Java. Bersukaria Tour has a lot of experience in the tourism sector and has a good rate as one of the popular travel agents in Central Java. Even so, one of the shortcomings of this travel agent is lacking promotion and less of giving information written in English on their website for the foreign tourists. This study focuses on translating the website of Bersukaria Tour from Indonesian to English. Based on the references above, this study will also discuss how to translate the website page by page and also how can it possibly help foreign tourists to get important information.

## **1.3 Aims and Advantages of the Study**

There are four objectives (aims) of the study which are as follows:

1. To show the English translation needs on Bersukaria Tour's website.
2. To explain the process of English translation Bersukaria Tour website.

There are two advantages of the study which are as follows:

1. Giving important information written in English for foreign tourists in Bersukaria Tour.
2. Giving information about the benefits of using an English website that is important for Bersukaria Tour itself as the way to improve their tourism marketing.

## **1.4 Methods of Collecting Data**

### **1.4.1 Observation**

Observation methods are useful to researchers in a variety of ways. They provide researchers with ways to check for nonverbal expression of feelings, determine who interacts with whom, grasp how participants communicate with each other and check for how much time is spent on various activities (Schmuck, 1997). Participant observation allows researchers to check definitions of terms that participants use in interviews, observe events that informants may be unable or unwilling to share when doing so would be impolitic, impolite, or insensitive, and observe situations informants have described in interviews, thereby making them aware of distortions or inaccuracies in the description provided by those informants (Marshall & Rossman, 1995).

In this final project, one of the research methods used is observation, direct observation using English in the Bersukaria Tour by participating in activities carried out by having a tour such as mini-survey trekking and other activities. Not only that but when doing work related to translation in English taught by the internship supervisor. So that we know better how to use good grammar so that it can support foreign tourists. This is also very important because if there is incorrect grammar then the meaning will be different.

### **1.4.2 Document Study**

During the internship months ago, the direct observation about the whole information of the Bersukaria Tour website page by page and rearranging it into a solid document before translating it to English was done. This internship was carried out for 40 days at Bersukaria Tour every weekday and had approximately 9 hours of operational working. The text that is observed includes sentences, line by line and page by page approximately for 2 days since Ms. Icha the internship supervisor gave the task. In this case, the focus is to start translating the whole information that Bersukaria Tour already wrote on the website. Those are explaining about the virtual open trip, Semarang and Surabaya walking tour, and

also the tour packages made by Bersukaria Tour. The website also has some informative articles that explained something in great detail explanation, as follows, the article titled "Night at Ereveld: The Sensation of Historical Tour of the Dutch Honorable Grave in the Night" and "Staying at Majapahit Hotel Surabaya, The Most Widest Room in Southeast Asia". Those some useful information is sadly still written in Indonesian. This proves the hypothesis that there are no information media written in English. If only Bersukaria Tour had already written the website in English too, the foreign tourists hopefully will know the information so they can be interested to visit the mentioned tourism destination with Bersukaria Tour team as the tour guide.

## **1.5 Organization of the Study**

English Translation of Bersukaria Tour's Website Information is organized into four chapters. Chapter I, also known as the introductory chapter, would be explained about the background of the study and followed by the scope of the study, aims and advantages of the study, methods of collecting data (which is observation method), and the last one is the organization of the study.

Chapter II would discuss the literature review which contains valid information about the website, information itself, the English translation for tourism, and also information media in Bersukaria Tour.

Then Chapter III is written about the company profile and the structure organization or activities of Bersukaria Tour. In this chapter, the writer also wrote about the content of the website, the process of translating the English website itself, the use of English in the website for Bersukaria Tour, the benefits of translating English website, and also the problem of translating English website.

Lastly, in chapter IV, the writer summarizes the whole study or the conclusion and also the recommendation in the future for Bersukaria Tour.

## **CHAPTER II**

### **LITERATURE REVIEW**

#### **2.1 Website**

##### **2.1.1 The Definition of Website**

The statement taken from Dewi Hidayati (2019), Website is a collection of several web pages, information in the form of the text, images, sound, etc. and it is presented in hypertext form and can be accessed by software known as a browser.

Germonprez, M. and Zigurs, I. (2003), on “Casual Factors for Web Site Complexity” stated that Website—the collection of web pages that make up the World Wide Web—are the fundamental means by which that information is retrieved and distributed.

Meanwhile, according to RA Hidayatullah (2016), a website is a page of information provided via the internet, so that it can be accessed around the world as long it is connected to the internet network. The website itself is a component or collection of components consisting of text, images, animated sound so that it becomes more interesting information media to visit. A website (often shortened to be just a site, web site, sites) is a designation for a group of web pages, which are generally part of a domain name or a subdomain on the World Wide Web (WWW) on the internet.

##### **2.1.2 Short History of Website**

According to from CERN website, Tim Berners-Lee, a British scientist, invented the World Wide Web (WWW) in 1989, while working at CERN. The basic idea of the WWW was to merge the evolving technologies of computers, data networks, and hypertext into a powerful and easy-to-use global information system. Tim Berners-Lee wrote the first proposal for the World Wide Web in March 1989 and his second proposal in May 1990. Together with Belgian systems engineer Robert Cailliau, this was formalized as a management proposal in

November 1990. The document described a «hypertext project» called «WorldWideWeb» in which a «web» of «hypertext document» could be viewed by «browsers».

By the end of 1990, Tim Berners-Lee had the first Web server and browser up and running at CERN, demonstrating his ideas. He developed the code for his Web server on a NeXT computer. Cern. Ch was the address of the world's first website and Web server, running on a NeXT computer at CERN. The first Web page address was <http://info.cern.ch/hypertext/WWW/TheProject.html>. This page contained links to information about the WWW project itself, including a description of hypertext, technical details for creating a Web server, and links to other Web servers as they became available. The WWW design allowed easy access to existing information and an early web page linked to information useful to CERN scientists. In addition, it included the ability to modify pages from directly inside the browser – the first Web editing capability. This screenshot shows the browser running on a NeXT computer in 1993. Early in 1993, the National Center for Supercomputing Applications at the University of Illinois released the first version of its Mosaic browser. On 30 April 1993, CERN made the source code of WorldWideWeb available on a royalty-free basis, making it free software. Initiated by Robert Cailliau, the First International World Wide Web Conference was held at CERN in May.

## **2.2 The Definition of Information**

Madden and Andrew (2000) writes in his journal that attempts to answer the question ‘What is information?’ have, not surprisingly, occupied the thoughts of information scientists for a long time: almost certainly since before the term ‘information science’ was coined in 1955. The layperson asked to define information, is most likely to regard it as An item of information or intelligence; a fact or circumstance of which one is told. This is just one of the many dictionaries definitions of the word. Indeed, information scientists appear to have been reluctant to propose definitions of information, preferring a definition of information.

The data is taken from the same reference above, quoting from McCreadie and Rice who review concepts of information proposed over the last fifty years. A summary of the concepts they consider is given below.

1. Information as a representation of knowledge. Information is stored knowledge. Traditionally the storage medium has been books, but increasingly electronic media are becoming important.
2. information as data in the environment. Information can be obtained from a range of environmental stimuli and phenomena; not all of which are intended to 'convey' a message, but which can be informative when appropriately interpreted.
3. Information is part of the communication process. Meanings are in people rather than in words or data. Timing and social factors play a significant role in the processing and interpretation of information.
4. Information as a resource or commodity. Information is transmitted in a message from sender to receiver. The receiver interprets the message as intended by the sender. There may be added value as the information is disseminated or exchanged.

### **2.3 Information Media in Bersukaria Tour**

During the internship in Bersukaria Tour, the information media provided for the visitors is accessed online. As it is already written on the background of the study, Bersukaria Tour has several social media like Instagram, Facebook, Linked In, Twitter, until their official Website. Most of them are still using Indonesian rather than English, especially for the Website. Besides, all of the social media of Bersukaria Tour has similar content in giving the information, such as introducing their new package, their current activities, and re-uploading the review from tourists who took a tour with them. Meanwhile, for the Website itself, Bersukaria Tour focusing on the detailed tour packages they have and also giving other helpful news or information about tourism destinations and cultures.



## **2.4 English Translation for Tourism**

Crystal (1997), defines English as a global language because it is spoken as a first language, a second language, or a third language by people around the world. He further explains that to gain a global status, two things should be considered. First, the language must be recognized as an official language and it is widely used. Second, although the language does not have any official status, it is widely and popularly taught as a foreign subject.

From the above theory, English has fulfilled the criteria as a global language because it is used as an official language in many countries and taught in many schools in the world. Consequently, much information and knowledge people get from various sources, namely television, textbook, magazine, articles, newspapers, radio, and the Internet as the current media are available in English. Considering that not all the readers could catch the message when they read the books are written in English, translators help people to find translated books everywhere. Those books are growing rapidly about the economy, society, education, and technology. Thus, translation also has an important role in educating the world, especially in communication. Siaunturi (2013)

Nida and Taber (1947:130) reveal “differences between cultures may cause severe complications for the translator than do differences in language structure”. Some translators sometimes find difficulties in translating words that contain cultural elements. Translation of the website includes information about the tourism destinations and cultures that exist. In translating, he was required to be able to understand two different cultures to convey the meaning from the source language to the language target without reducing the information in the source language. So that the information in the source text can be understood properly by readers of the translated text.

Joseph, Munghate, Arts, & College (n.d.) (2012) mentioned 6 important roles of English in the world of tourism. The six roles are as follows.

- a. **Communicative / Interactive Role** This is the most important role of English in the world of tourism. English is a medium of communication between tourists and tourists and between tourists. When people from various countries come and visit a tourist destination, the original language can no longer be used because it will be difficult for others to understand. Likewise, tourist actors who are usually local people also cannot use their local language because tourists will not understand it. So tourists and tourists need to use a language that both parties know. In cases like this, English has a very important role, namely as a medium of communication between the two parties.
- b. **Integrative Role** Besides having a role as a communication medium, language English is the unifier. As is well known, tourism activities involve many people from various countries, customs, cultures, races, and interests. English plays a role in integrating all people regardless of their background.
- c. **Lingua-Franca Role** The role of English as Lingua-Franca has the similarity with the role of English as a medium of communication between parties in the world of tourism. One tourist does not only travel to one country, many of them visit more than 1 country. This is a difficult thing if a tourist has to learn the language spoken in the destination country before he visits it. English is a bridge for tourists and tour operators. Lingua-Franca can be interpreted as the language of instruction or association for people who live in a multilingual environment.
- d. **Relation-Fostering Role** English helps people to form or strengthen relationships between people, especially those that are global. In the world of tourism, English allows tourists to participate in activities or activities of local communities. This is because tourists can be involved in dialogue and discussion with other communities using English media.
- e. **Economic / Business Role** Globalization makes it easier for workers from various countries to come and work in a country. Even cross-trading in any country can be done easily nowadays. The role of English is very large in terms of business and economics. English is the medium of instruction in business, especially in the tourism business.
- f. **Functional Role** The last role

of English in the world of tourism is functional. This role helps tourists and local communities in obtaining certain information, asking for assistance, and other functions needed in tourism activities.

## **CHAPTER III**

### **RESULT AND DISCUSSION**

#### **3.1 Bersukaria Tour**

##### **3.1.1 The Company Profile of Bersukaria Tour**

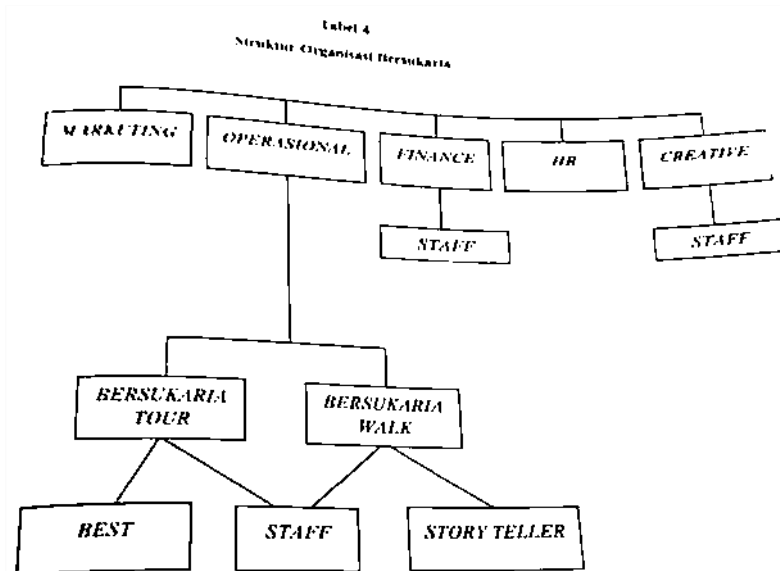
Bersukaria Tour is a company engaged in the tourism sector, especially in travel bureaus which is uniquely different from other travel agencies, Bersukaria Tour is one of the famous travel agencies at Semarang, the things that make it interesting are the tour packages that are on offer start virtual tours that have just emerged during this pandemic, walking tours which are the earliest tour packages in Bersukaria Tours and tours to other tourist destinations in Indonesia. This travel agency has 2 branches, namely in the city of Semarang and the city of Surabaya. Bersukaria Tour was founded in May 1, 2016 by people who want to develop tourism destinations in their area, namely Dimas Suryo H, Nugroho Ardhi S, Rifaldi Angga S, Fauzan Mawardi K, and Yogi Fajri.

The word “Bersukaria” is from the Indonesian language which means having fun, besides that this name is taken from the only song created by the first president of Indonesia, Ir. Soekarno. This song was created by him at that time to foster a sense of the spirit of the Indonesian people who were in decline, and besides that, another inspiration was from the hometown where this tour is located. Hearing the song Gambang Semarang, you can also hear the word Bersukaria in it. It is emphasized that Joyful Tourism originates from Semarang. The tagline for Bersukaria Tour is "Tur yang Bercerita" but in English the tagline is different, namely "Enriching your Travel Experience". The logo of the Bersukaria Tour has its philosophy in each color and shape. Here is an explanation.



In this logo, there are 4 elements, including sun, yellow, fort, and sea. Sun, The source of energy. Everyone who works in Bersukaria should radiate warmth, friendliness, And kindness. We are the sun to our customer's partners and suppliers. Then Yellow, Symbolizes the color of fun. This is what will Bersukaria's staff do to the customers. And then Fort symbolizes heritage. The place and the Story that to visit and tell to the customers, the last one is the sea. Symbolizes nature. The place that we visit and enjoy and also to be taken care of. The target customers of Bersukaria Tour are millennials who will get information, and need recognition. As a media for promotion, it is through the Bersukaria Tour website and social media.

### 3.1.2 Structure Organization and Activities of Bersukaria Tour Staffs



Source : Bersukaria Tour

**Figure 1 Structure Organization**

Activities of Bersukaria Tour :

Activities of Bersukaria Tour :

#### 1. Marketing

Increase sales through predetermined sales planning or strategies, Supervision of sales implementation to the realization of sales targets, collaborating with other departments to create synergies in customer service, Utilizing technology in increasing sales, company brands, such as online product sales both in B2B (Business to Business), B2C (Business to Customer), Digital Marketing.

#### 2. Operational

Arranging plans and organizing the implementation/organization of various tour activities, as well as managing all required documents/permits, organizing various domestic and international tourists, and reporting all activities and operational problems including

complaints, claims, and praise of guests/committee or participants, and reports on operational costs regularly.

3. Finance

Control of cash receipts to ensure that every sales transaction is received in full on schedule, Control of cash flow to ensure sufficient funds are available in carrying out company operations Other duties, such as controlling operational costs, and communicating with other parties in obtaining additional credit.

4. HR

The duties and responsibilities of Human Resources are fully responsible for the development of human resources in the company starting from preparing for employee recruitment, developing and providing employee training, maintaining relationships between employees, and evaluating employee attendance.

5. Creative

His main responsibility is planning advertisements/works, as well as guiding the creative team (copywriters, graphic designers, photographers, etc.) which will then be posted on the website and social media owned by Bersukaria Tour.

6. Story Teller

The task of the storyteller is to provide interesting information from an educational and entertaining side. Here they tell about everything related to the tourist spot being visited. The stories given are not only entertaining but also make tourists know the educational information and make them active in asking questions because they are curious about the story.

### **3.2 Bersukaria Tour's Website Information**

From the results of observations of the website from Bersukaria Tour main page, tour packages, promotional sentences addressed to customers, interesting stories related to the world of tourism and daily habits, photos of documentation of activities of Bersukaria Tours, contacts who can be contacted to place an order, and how to book. After going through observations and asking the staff who maintain this website, almost every week it is updated with interesting information on the article page. So it needs to be implemented along with the updates so that readers don't miss information, especially foreign tourists who visit the website.

a. Main page (Home)

The main page on the website contains many things about general information needed by customers to order a tour package, besides that there is also a telephone number that can be contacted, email, and social media from Bersukaria Tour. On this page, there is also a menu to find the desired tour package, documentary images of several popular tour packages, a menu of tour package options, reviews of interesting stories related to the world of tourism.

b. Tour packages

The tour packages offered cover several regions and tourist destinations in Indonesia, namely Semarang, Dieng, Borobudur, Yogyakarta, Bromo, Magelang, Borneo, Demak, Trowulan, and Virtual. Some of the packages available have their uniqueness, including in Semarang there is a Mini Trekking - Seaside, Mini Trekking, and Kota Lama Extended; on the travel package in Dieng there is a Dieng Sunrise One Day Trip; in Magelang and Yogyakarta there are Nepal Van Java tour packages, Borobudur - Prambanan and Borobudur Sunrise and Prambanan Temple Tour; Bromo with Bromo Sunrise from Semarang; Borneo, Demak, and Trowulan are packages that are still being planned to become tour packages; and the last one is Virtual.



c. About Us

The “About Us” webpage of the Bersukaria Tour website contains words that make tourists interested in joining a tour of the Bersukaria Tour. Here they say that "every tour in Bersukaria has a specific theme wrapped up in a fun way to make the streets more enjoyable" from these words it can be concluded that they are intended to promote and provide information that makes tourists curious and wants to try the tour. from the tourism bureau.

d. Articles

Interesting articles related to the world of tourism and daily habits. In addition to containing information about tour packages owned by Bersukaria Tour, this website also provides interesting articles, both on topics that are still related to tourism, and about general knowledge. These articles are written and created by the writing team of Bersukaria Tour using the most valid information possible so that readers who visit this website get the correct information and can be accounted for validation. Most of the articles published are about interesting histories and stories of a tourist attraction that are rarely known by people.

e. Activities documentation of the Bersukaria Tour

In this webpage, Bersukaria Tour displays photos of several destinations in the available tour packages. They post these pictures to provide an overview of the tourist attractions to be visited. The selected photos will be used as thumbnail photos on the tour package.

f. Contacts Person

Bersukaria Tour itself has many social media that share a lot of information such as the latest updates on tour packages that will be carried out soon, and so on. The contact listed on this website is located at the very top containing the telephone number and email from Bersukaria that can be contacted.

g. How To Book

Bersukaria Tour has a fairly easy booking system for tourists who will book a tour package, on this web page it is explained in clear and coherent language.

The following are some example of Bersukaria Tour website

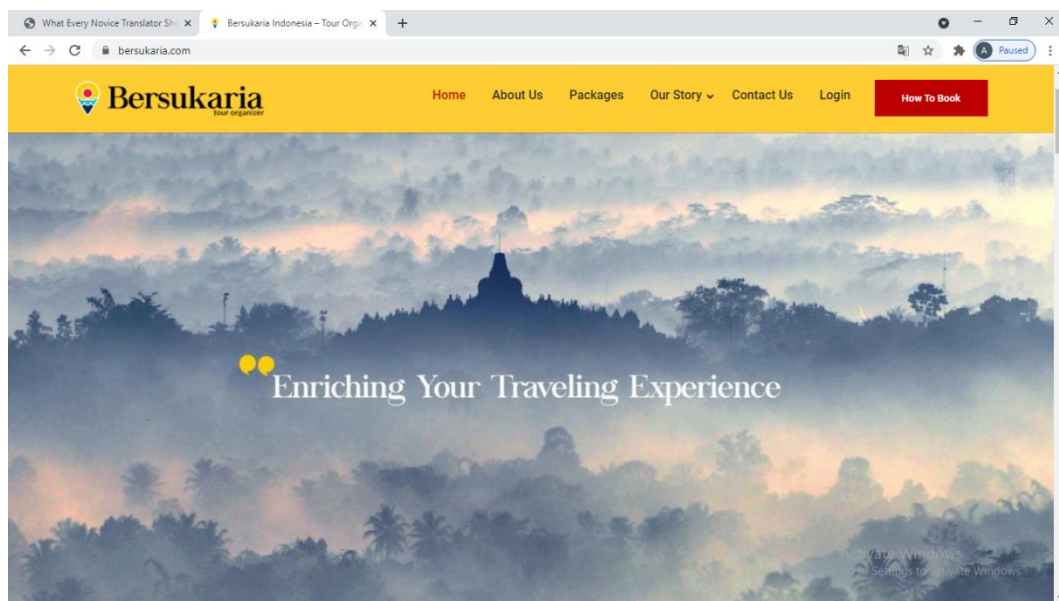


Figure 3.1 Bersukaria Tour Website Home Page

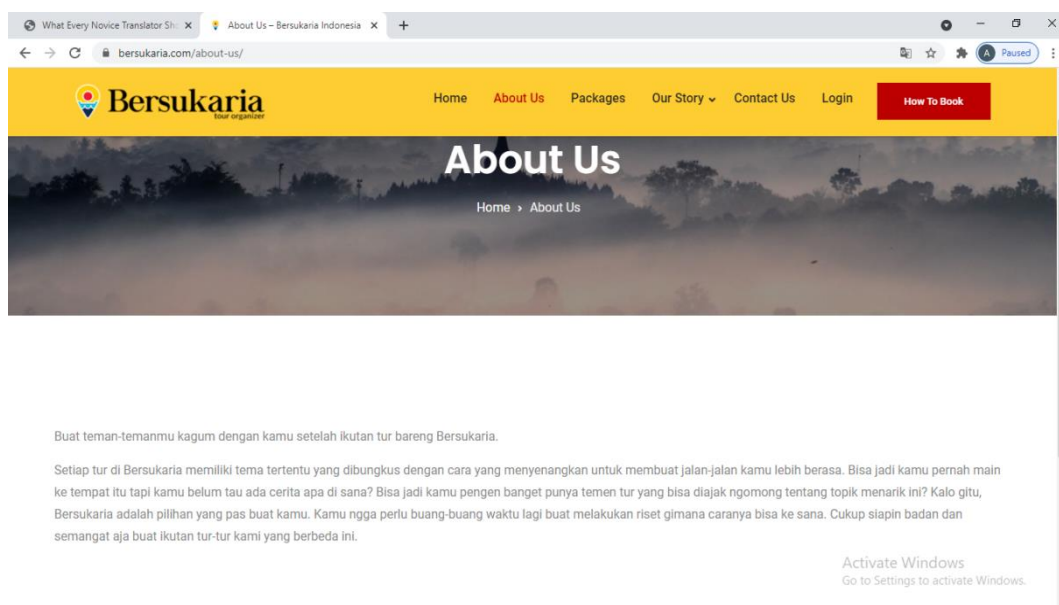


Figure 3.2 Bersukaria Tour Website Page About Us

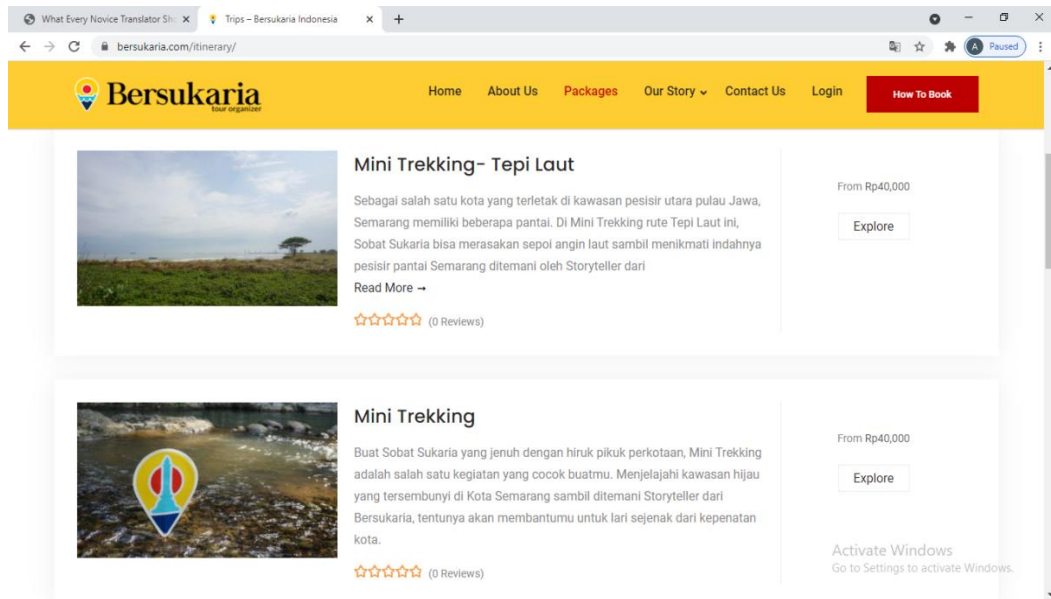


Figure 3.3 Bersukaria Tour Website Page Tour Packages



Figure 3.4 Bersukaria Tour Website Page Our Story Blog

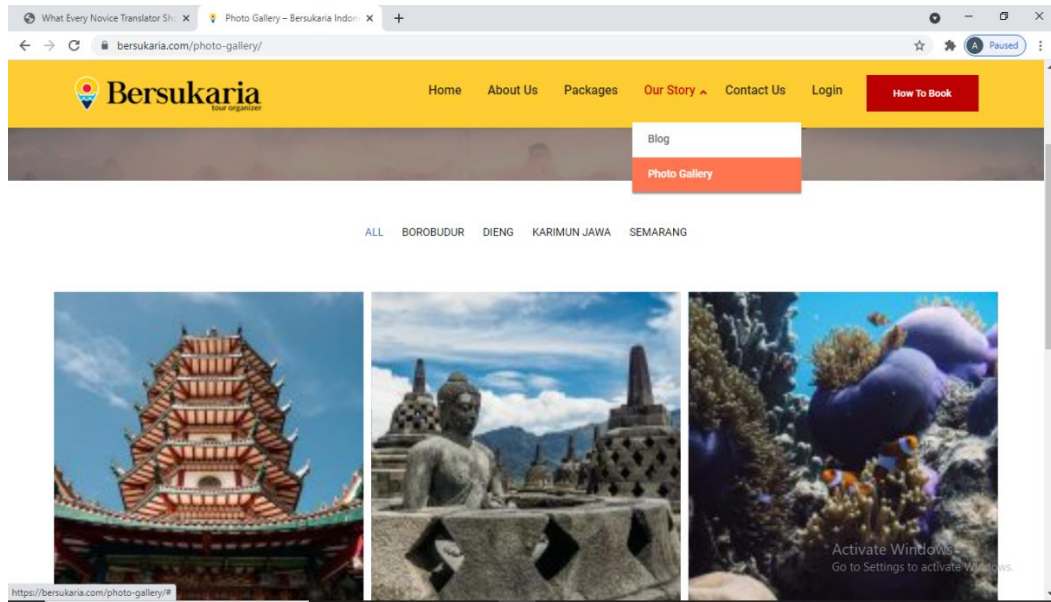


Figure 3.5 Bersukaria Tour Website Page Our Story Photo Gallery

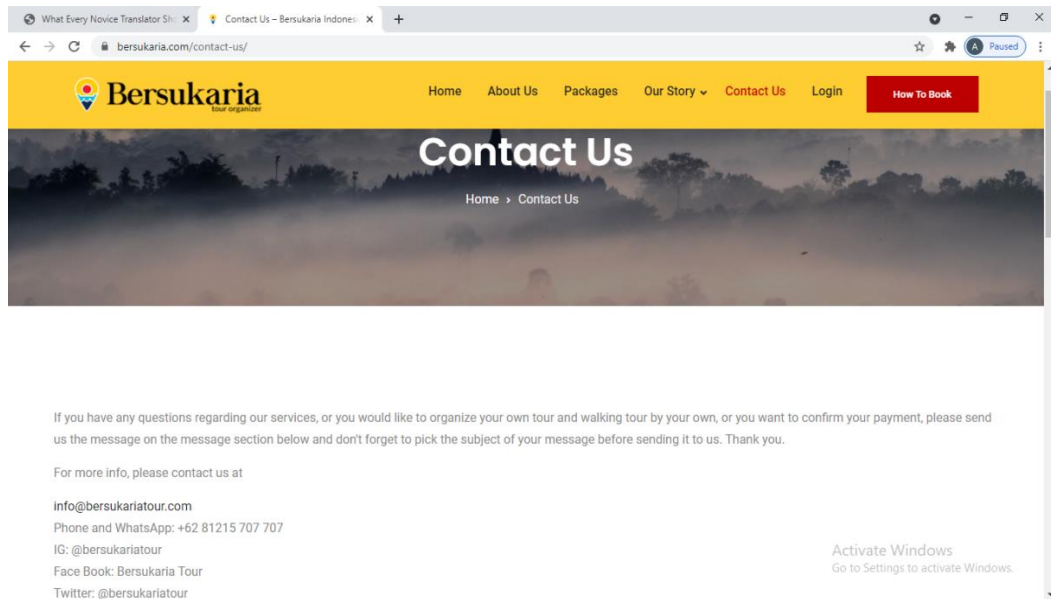


Figure 3.6 Bersukaria Tour Website Page Contact Us

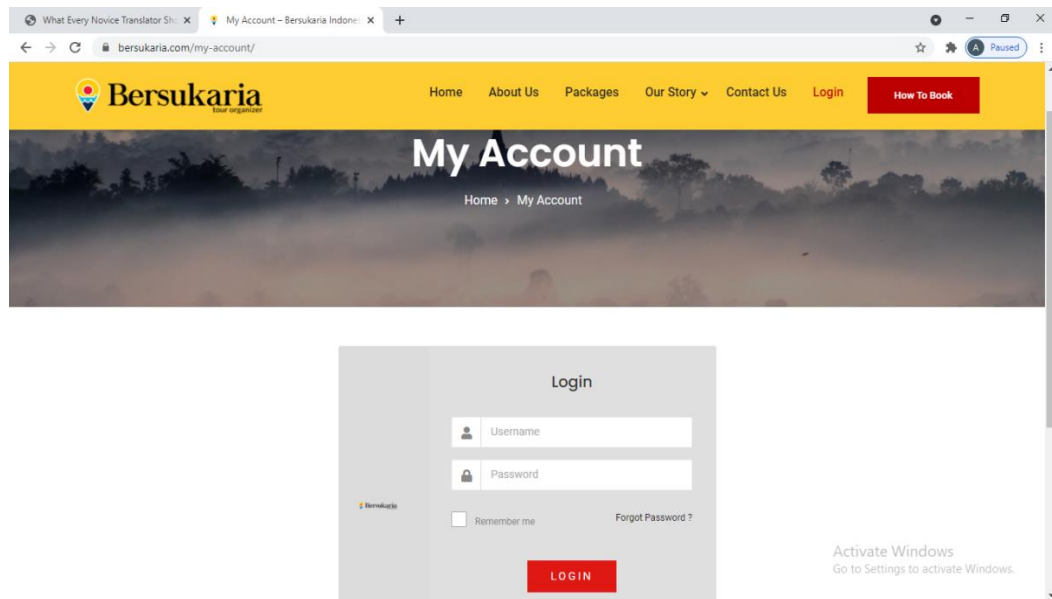


Figure 3.7 Bersukaria Tour Website Page Login Account

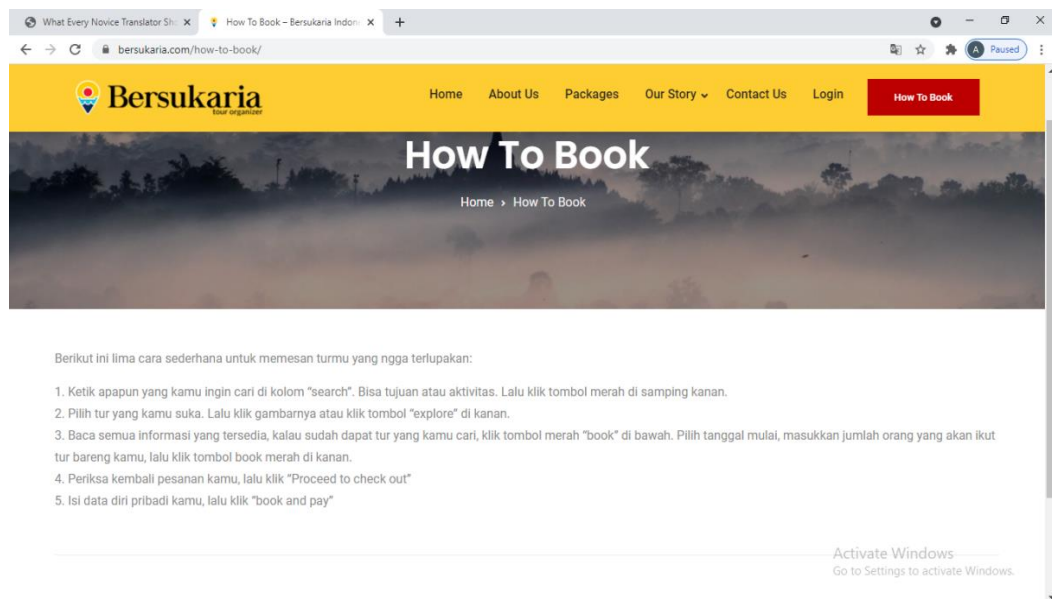


Figure 3.8 Bersukaria Tour Website Page How to Book

### **3.3 The Process of Translating Bersukaria Tour's Website**

The world is more global than ever thanks to the Internet. People across the world expect content to appear in their native language, whether Swedish, English, Spanish, Japanese, and everything in between. Currently, many businesses have markets to other countries, such as Bersukaria Tour which is engaged in this tourism sector. Some customers from other countries use the services of this travel agency to travel in Indonesia, so in this case, Bersukaria Tour requires a website in English to make it easier for foreign tourists.

During the 2 months internship, the chance to practicing the translation work is given before going directly into the world of work. English diploma students of Diponegoro University are equipped with skills ranging from translating, interpreting and the ability of a tour guide, for that to be joyful the tour gives the task of translating a website that aims to make it easier for tourists from abroad to get important information starting from tour packages, how to stock up to travel, and other information. The process of translating the website for Bersukaria Tour is at the end of the internship because it is the last assignment given before the internship is finished. The internship was started on December 21, 2020, until February 19, 2021.

In each sector in the Bersukaria Tour, there are respective supervisors for students who are interns, one of which is the field of events and operations led by Miss icha as the Supervisor. Most of the students who are apprenticed there have the same goal, which is to have new experiences in the world of work and get interesting topics for materials on their final assignments. Since the beginning, Bersukaria Tour has visited overseas markets with foreign tourists as the target of using their services. The website of Bersukara Tour has been translated into English, but it has not been translated all of it, only a few parts. however, the Bersukaria Tour felt helped when one of the students who was doing an internship there could carry out the task of translating the website. Steps translating the Bersukaria Tour website :

a. Read all content on the Website

The most basic thing to translate this website is to make observations first. There is a lot of content on the website, this is done to understand the structure of the words used. Because when translating this website into other languages the word order used may change as well. Besides that, reading all the content beforehand makes it easy to convey the content from the original language to the target language.

b. Start translating websites

At this stage the language used is a common language, the meaning is to use language that is easy for the reader to understand. The reason is so that readers can easily understand the information on this web. This step is done with the aid of a computer or CAT, such as Wordfast or Trados. These tools divide the original text into segments, generally complete sentences, to allow the translator to translate segments based on segments. The problem with this method is that the translator does not have a clear or complete vision of the text.

c. A good translation carries all the ideas of the original as well as its structural and cultural features. Massoud (1988) sets criteria for a good translation as follows:

1. A good translation is easily understood.
2. A good translation is fluent and smooth.
3. A good translation is idiomatic.
4. A good translation conveys, to some extent, the literary subtleties of the original.
5. A good translation distinguishes between the metaphorical and the literal.
6. A good translation reconstructs the cultural/historical context of the original.
7. A good translation makes explicit what is implicit in abbreviations, and allusions to sayings, songs, and nursery rhymes.

8. A good translation will convey, as much as possible, the meaning of the original text (pp. 19-24).

El Shafey (1985: 93) suggests other criteria for a good translation; these include three main principles:

- a. The knowledge of the grammar of the source language plus the knowledge of vocabulary, as well as a good understanding of the text to be translated.
- b. The ability of the translator to reconstitute the given text (source- language text) into the target language.
- c. The translation should capture the style or atmosphere of the original text; it should have all the ease of an original composition.

d. Proofread

In the proofreading or correction stage, there is no need to refer to the original text. This final review will focus primarily on the premise that translated text sounds natural and reads fluently in the target language, in addition to detecting each inconsistency associated with punctuation and uppercase letters. Document formatting should be checked for possible problems with fonts and images, plus documents should be checked for any error. To be simply put, Proofreading is the final stage of the editing process, focusing on surface errors such as misspellings and mistakes in grammar and punctuation. Proofreading is important to ensure that there is not any:

- Grammatical error, Capitalization error, Numbering error.
- Spelling error.
- Inconsistency in the format of the document, Misplaced words, Sentence structure error.
- Punctuation mistakes.



Bahasa Indonesia	English
<p style="text-align: center;"><b>Suka Jalan</b></p> <p><b>24H Ransel</b> Hanya punya waktu singkat di Semarang? Tenang, Bersukaria bakal membantumu untuk menikmati kota dalam waktu 24 jam saja dengan gaya ransel yang ramah kantong</p> <p><b>24H Koper</b> Hanya punya waktu singkat di Semarang? Tenang, Bersukaria bakal membantumu untuk menikmati kota dalam waktu 24 jam saja dengan gaya koper yang tentunya ala sultan dan crazy rich</p> <p><b>Bodjong Weg</b> Rute ini menjelajahi salah satu jalan populer yang ada di segitiga emas Semarang. Kamu bisa merasakan perpaduan bangunan lama dan modern yang menjadikan jalan ini sebagai jalan yang kaya cerita.</p> <p><b>C10</b> C10... R.A.H.A.S.I.A</p> <p><b>Candi Baroe</b> Pada awal abad 20, Semarang sempat menjadi kota yang sangat padat. Untuk mengatasinya, seorang maestro arsitek bernama T. Karsten mendesain sebuah kawasan baru di lantai dua Semarang. Di rute ini kamu akan merasakan menjadi ninja hatori, mendaki gunung, lewati lembah. Menikmati kemegahan rancangan Karsten sekaligus merasakan pengalaman ziarah kenangan.</p> <p><b>Jatingaleh</b></p>	<p style="text-align: center;"><b>Suka Jalan</b></p> <p><b>24H Backpack</b> Only have a short time in Semarang? Relax, Bersukaria will help you enjoy the city in just 24 hours in a pocket-friendly backpack style</p> <p><b>24H Suitcase</b> Only have a short time in Semarang? Relax, Bersukaria Tour will help you to enjoy the city in just 24 hours with a suitcase-style which is of course sultan-style and crazy rich</p> <p><b>Bodjong Weg</b> This route explores one of the popular roads in Semarang's golden triangle. You can feel a mix of old and modern buildings that make this street a story-rich street.</p> <p><b>C10</b> C10 ... R.A.H.A.S.I.A</p> <p><b>Baroe Temple</b> In the early 20th century, Semarang was once a very dense city. To overcome this, an architect maestro named T. Karsten designed a new area on the second floor of Semarang. On this route, you will feel like a ninja Hatori, climbing mountains, through valleys. Enjoy the splendor of Karsten's design while experiencing a memorable pilgrimage.</p> <p><b>Jatingaleh</b> Ever heard of Waterloo Van Java? The Jatingaleh area was once a place of battle between France and Britain and involved Mangkunegara, Kasunanan, the Netherlands, the</p>

Pernah mendengar tentang WaterlooVan Java? Kawasan Jatingaleh ini pernah menjadi tempat pertempuran	Indian Ocean, and the Yogyakarta Palace, you know! Wait, France? Has France ever been to Indonesia?
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**Table 3.1 Results of Bersukaria Tour Website Translation**

### **3.4 The Use of English for Bersukaria Tour’s Website**

The use of English in information website of Bersukaria Tour is targeted for the foreign tourists who is interested visiting tourism destination in Indonesia with the need of help from Bersukaria Tour itself as a travel agent. Website conveys more information than other printing options such as postcards or letters, even the other social media like Instagram or Facebook. The official website of Bersukaria Tour written in English is very beneficial because it can connect communication between the foreign tourists and also Bersukaria team without meet each other in real life. English here is used to communicate the needs and wants from the different kind of the customer and also the creativity from Bersukaria. Website also allow Bersukaria Tour to write lots of information without limits in English. With the existed of the Website translated in English, it would make the foreign tourist become easier to understand the message which delivered by Bersukaria Tour. Not only that, but also tourism industry nowadays is centered on the Internet. Everything can be found on Internet easily, especially for world tourism.

### **3.5 The Benefit of Translating Bersukaria Tour’s Website**

The translated website could give some benefits for people. A website that has already contains translated information in English will certainly be very helpful for foreign tourists who want to travel to Indonesia with the help of travel agents. Not only that, another benefit is that the translation of this website will be very useful for those who are looking for tourism information articles for a certain task or job, for example, a freelance tour guide who is looking for any information about the culture and tourist attractions in the certain city area.

As an English Diploma student, Translating the website for Bersukaria Tour during the internship giving some valuable benefits. For example, knowing some vocabulary that sounds quite odd, so that in this translation more varied vocabulary dictionary has been added successfully. Besides that, it can also learn how to arrange word for word in English so that the meaning of sentences is not much different from the actual words and sentences.

### **3.6 The Problem During Translating Bersukaria Tour's Website**

The main problem during translating Bersukaria Tour's Website is translating the section itself. Translating section is assisted by the third assistant application which is Grammar Corrector and also Vocabulary Bank because it needs specific vocabulary which is not commonly used in English. Unfortunately, sometimes Grammar Correctors are not correcting the words. In this case, you need so much help from the English lecturer because by doing a consultation with the lecturer, you will know and understand where made mistakes. The lecturer will advise about the specific vocabularies and correcting the grammatical error that has been made. There are so many problems with the vocabularies because it needs more specific. Sadly, it is so hard to happen nowadays because Covid-19 has already been considered as a dangerous disease that can be transmitted and national disasters so that face-to-face campus activities are closed until an unspecified time.

A similar problem is a difficulty in translating terms of ancient cultures and traditions in a certain area. Translating also has its technique to make it a correct and good translation. It paid a lot of attention to many things such as grammar, improper meaning, and also terms. Realizing it clear that if there were any mistakes, the targeted reader would be confused and they would not be interested anymore in the information.

## **CHAPTER IV**

### **CONCLUSION**

#### **4.1 Summary of the Study**

Bersukaria Tour is one of the popular travel agents in Semarang. It is located in Semarang, Central Java. Its exact location is at Singosari Raya Street number 29, Pleburan, South Semarang district, Semarang, Central Java. The motto they have is “Let’s Discover Semarang Deeper than Local Ever Did”. Bersukaria Tour offers Walking Tour around Semarang City, and also in Surabaya. Bersukaria Tour gives a very good recommendation for the regular walking tour in Semarang, which is “pay as you want”. It means that the tourists pay the tour guide by tipping system or giving tip with the amount is up to the tourists.

Bersukaria Tour was founded in May 1st of 2016 by Mr. Dimas Suryo H., Mr. Nugroho Ardhi S., Mr. Rifaldi Angga S., Mr. Fauzan Mawardi K., and also Mr. Yogi Fajri. "Bersukaria" was taken from the Indonesian word which means "to have fun". It also represents the only song written by our first president, Mr. Soekarno, to cheer up the mood of the people at that time who lived under many deficiencies. Meanwhile at the same time, when we hear the song titled Gambang Semarang, we can also hear the word Bersukaria in the lyrics. It is to emphasize that Bersukaria Tour came from Semarang, Central Java.

## **4.2 Recommendation**

In this paper, having a website in English especially for the Bersukaria Tour is very useful, because this is one of the most popular promotional media for people to get important information easier. Not only for the Bersukaria Tour itself but also for other travel agencies that have a website as one of the media for promotion. Good promotions and giving enough important information written in English would make foreign tourists interested in visiting tourism destinations, especially if it is written by travel agents who promote their tour packages and interesting information with the tourism destination itself.

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