

FINAL ASSIGNMENT



**Translating Wedding Package Brochure as a Marketing
Campaign of AllStay Hotel Semarang
A partial Fulfillment of the Requirements for the English
Diploma III Degree**

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APPROVAL

Approved by Academic Supervisor

A handwritten signature in black ink, appearing to read 'Dwi', with a horizontal line underneath the letters.

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TABLE OF CONTENTS

APPROVAL	i
ACCEPTANCE	ii
TABLE OF CONTENTS	iii
ACKNOWLEDGEMENT	v
ABSTRACT	vii
Chapter I	1
INTRODUCTION	1
1.1 Background of the Study	1
1.2 Aims and Advantages of the Study	3
1.2.1 The aims of the study	3
1.2.2 The advantages of the study	3
1.3 Methods of Data Collection	4
1.3.1 Observation	4
1.3.2 Interview	4
1.3.3 Document Analysis	5
1.4 Organization of the Report	6
Chapter II	8
LITERATURE REVIEW	8
2.1 Definition of the Hotel	8
2.2 Translation in Tourism	8
2.3 Definition of Hotel’s Marketing Department	9
2.4 Definition of Hotel Marketing Campaign	10
2.5 The Importance of Translating Hotel Promotional Brochure in English	11
2.6 Steps of Translation	11
Chapter III	13
DISCUSSION	13
3.1 AllStayHotel Semarang Company Profile	13

3.1.1 AllStay Hotel Semarang Company Vision and Mission:	14
3.2 AllStayHotel Semarang Organizational Structure	15
3.2.1 Company and AllStay Hotel Semarang Organizational Structure	15
3.3 The importance of English Translation for Marketing Campaign	16
3.4 The Process of Translating a Wedding Package Brochure	17
3.4.1. Results of Translation	20
3.4.2 The Problems in Translating AllStay Hotel Wedding Package Brochure from Indonesian to English	23
Chapter IV	24
CONCLUSION	24
4.1 Summary of the Report	24
4.2 Recommendation	25
REFERENCES	26

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ABSTRACT

Allstay Hotel Semarang is a modern lifestyle hotel which suitable for both business and travelers, Located in Veteran Streets No. 51-53, Lempongsari, Kec. Gajahmungkur, Semarang City 50231, Central Java. The hotel's services were advertised online, both domestically and globally. Thus, brochure translation is necessary provided as a method to deliver essential information about the hotel's offers to their targeted consumers in a language they can comprehend. Providing English translation for the marketing campaign also aims to strengthen the hotel's outstanding brand image while also a way to communicate with the consumers in order to optimally achieve the sales target. This study will describe about the benefits of translating wedding package brochure for hotel promotion and the process of translating wedding package brochure from Indonesia to English for AllStay Hotel Semarang. The information is gathered through observation, interviews, and document analysis. This report resulted in the translation of a wedding package brochure from Indonesia to English for AllStay Hotel Semarang.

Keywords: Brochure translation, Marketing campaign, Wedding package brochure, Promotion

Chapter I

INTRODUCTION

1.1 Background of the Study

The tourism industry is associated with the concept of people traveling to other places, either domestically or internationally, for leisure, social, or business purposes. It is closely related to the hospitality industry, and much of it revolves around keeping tourists happy, occupied, and well-equipped during their time away from home because hospitality is essential for a relationship based on hosts and guests' (Lashley and Morrison (eds.),2000:15). Hotels are part of the hospitality industry. As a result, this industry is important not only to businesses, but also to customers, employees, and economies. The primary goal of it is to provide excellent service to customers as they concentrate on providing high-quality services and environments in order to make their customers feel welcome in their establishments. There are many hotels in Semarang, one of which is AllStay Hotel Semarang. Jl. Veteran No.51-53, Lempongsari, Kec. Gajahmungkur, Semarang City, Central Java is where the AllStay Hotel is located.

As a provider of accommodation services, AllStay Hotel Semarang has proven their commitment to providing customers comfort during their stay by offering the best hotel services and promotion through the success of AllStay Hotel Semarang which won the 2019 Traveloka Hotel Awards Winner: All Categories. Popular services provided by AllStay hotel Semarang are: Free Wi-Fi, Airport shuttle, Bystro Restaurant, Spa and Massage by Jayasri Spa, Car Rental & City Tour, Sphere Banquet & Meeting Room.

However, based on the author's experience during an internship, the hotel only makes offers for Hotels Room, Bystro Restaurant, Spa and Massage by Jayasri Spa services, as well as Sphere Banquet & Meeting room for weddings. The reason behind

its because if the hotels make offers for all their services, their targeted sales may be achieved but they don't bring enough money. It can be said that the hotel does not get optimal profit from all the offers made, furthermore this also has the potential to make the hotel suffer losses.

One of the criteria of comfort for hotel's customers is the use of language. AllStay Hotel Semarang collaborates with many clients from large companies and markets its services online, both nationally and internationally. It's means that there's a lot of possibility for international customers to choose staying at AllStay Hotel and using their services, but the services offer sales can be hampered if the customer does not understand the language used in the hotel offer. These offers are usually made in Indonesian and printed as a brochure. To defend the tittle that they get from Traveloka on 2019 and to optimize profits from hotel offer, AllStay Hotel Semarang needs to promote their offer not only in Bahasa but also in English. For more details, The Room discount, Restaurant promotion, Food Hampers package, Spa & Massage service package, and Hotel Wedding package need to be translated into English

Therefore, the reason why Translating Wedding Package Brochure as a Marketing Campaign of AllStay Hotel Semarang will be the tittle of this final assignment is because this study describes about the benefits of translating wedding package brochure for hotel promotion and the process of translating wedding package brochure from Indonesia to English for AllStay Hotel Semarang. The translation is needed to attract international or modern customers for using AllStay Hotel services and provide brief information about the offer so that foreign customers can easily understand the information about the hotel offer then choose to use their service, so that the marketing strategy can reach the targeted sales.

1.2 Aims and Advantages of the Study

English is considered as language of business. Due to that, the use of English is really important for marketing campaigns especially in the Indonesian tourism industry. This study is going to focus on the important role of English in translating AllStay Hotel wedding package brochure and what benefits that come with that.

1.2.1 The aims of the study

The aims of the study are compiled as follows:

- a. To describe the importance of translating AllStay Hotel Wedding Brochure for gaining foreign or modern costumers attraction in order to make a successful marketing campaign.
- b. To explain the process of translating AllStay Hotel Wedding Package Brochure from Indonesia to English

1.2.2 The advantages of the study

This study will surely give as follows:

- a. To contribute in developing Hotel offers Sales by translating the wedding package brochure
- b. To provide translation of brief information about AllStay Hotel Wedding Package

1.3 Methods of Data Collection

One of the most crucial aspects of the study is data collecting. A great research strategy cannot be accomplished if the essential data cannot be gathered, and the study ideas will not be able to be accomplished. Data collection is a demanding process that needs precise preparation, hard work, patience, dedication, and other abilities in order provide the expected results.

1.3.1 Observation

Observation is defined as “the systematic description of events, behaviors, and artefacts in the social setting chosen for study” (Marshall & Rossman, 1989). Through the mode of observation, the researcher gets to describe situations as they exist, by making use of five senses, thus presenting a sketch of a situation under study (Erlandson, Harris, Skipper, & Allen, 1993). The author used observation technique based on the conditions that exist at AllStay Hotel and their choice in marketed the hotel sales, then this observable fact can strengthen the reason for the needed of AllStay Hotel Wedding Package Brochure translation.

1.3.2 Interview

Interviews are used to uncover the meanings of important topics in their respondents' worlds. The primary goal of interviewing is to comprehend the significance of what the interviewees say (McNamara, 2009). During interviews, open-ended questions are often presented in the hopes of getting impartial responses, but closed-ended questions may encourage participants to respond in a particular way (Creswell, 2012; McNamara, 2012). The interview was conducted by interviewing the

marketing supervisor at AllStay Hotel Semarang, Ms. Sylvia to pursuing in-depth information related to the study topic and discuss about some untranslatable words, then the information that has been obtained will be used to complete the translation of the wedding package brochure which can later be used by AllStay Hotel Semarang to provide information in English for the offer.

1.3.3 Document Analysis

According to Moore & McCabe (2005), this is the type of research whereby data gathered is categorized in themes and sub-themes, so as to be able to be comparable. A main advantage of content analysis is that it helps in data collected being reduced and simplified, while at the same time producing results that may then measure using quantitative techniques.

Before the translation is carried out, the Indonesian-language wedding package document is then analyzed first by the author so that later the appropriate translation results are obtained. Document analysis will be gathered by obtaining content related to English hotel wedding packages from the online platforms and reading the document as a reference to produce a suitable translation.

1.4 Organization of the Report

CHAPTER 1 : INTRODUCTION

In this introduction chapter explain about the background of The Study, Aims and Advantages, and the methods of Data Collection.

CHAPTER II : LITERATURE REVIEW

This chapter consists of Definition of the Hotel, Translation in Tourism, and Definition of Hotel's Marketing Department, The Importance of Translating Hotel Promotional Brochure in English, Definition of Hotel Marketing Campaign, Steps of Translation.

CHAPTER III : DISCUSSION

The Discussion chapter consists of a hotel profile, hotel organizational structure, The importance of English Translation for AllStay Hotel Marketing Campaign, The Process of Translating AllStay Hotel Wedding Package Brochure.

CHAPTER IV: CONCLUSION

The report's summary and suggestions are presented in the lastchapter.

Chapter II

LITERATURE REVIEW

2.1 Definition of the Hotel

The definition of hotel according to Endar Sri in a book entitled "Introduction to Accommodation and Restaurants" (1996:8) is as follows: Hotel is a building that is established and managed for commercial purposes by providing lodging facilities for the general public. With details of facilities such as lodging services, luggage services, food and beverage service providers, furniture and decoration facilities, and laundry services.

Meanwhile, according to Agus Sambodo and Bagyono in the book "Basics of the Hotel Front Office" (2006:3) Hotel is a place where classy travelers get lodging and dining services by renting. And the tenant is in a situation where it is possible to obtain the service.

based on some of the assertions above, a hotel is an accommodation that provides sleeping, dining, drinking, and general services, as well as other amenities that fulfill comfort criteria and are operated commercially. It is possible to conclude that AllStay Hotel Semarang's role fits that definition.

2.2 Translation in Tourism

According to Nida and Taber (1982:12), "translation consists in recreating in the receptor language the closest natural equivalent of the source language message, first in terms of meaning and then in terms of style."

The above theory is then supported by Wills (1982:12) in Choliludin (2007:3), who states that translation is a procedure that leads from a written source language text to an optimally equivalent target language text and necessitates the translator's comprehension of the original text's syntactic, semantic, stylistic, and text pragmatic components.

It is important to pay attention about your purpose of translate so that the target reader understands the source language's meaning as well. In terms of translation, suitable processes are needed to transmit the message from the original form of the language in order to avoid misunderstanding or failing to express the substance of the message. Therefore, it can be concluded that accuracy is needed in order to make a suitable translation from Indonesia to English for AllStay Hotel Wedding Package Brochure.

2.3 Definition of Hotel's Marketing Department

The definition of hotel marketing is not different with that of marketing in general. In the hospitality industry, the Sales & Marketing Department is in charge of developing marketing strategies and meeting marketing goals for hotel products.

In his book, *Hotel Management and Operations*, Prof. Denny G. Ritherford of Washington State University defines hotel marketing as an activity that uses strategies and tactics that are planned in such a way as to convey a 'story' about the services that a hotel can provide, by providing a stimulus that is passionate about guests wanting to choose the message conveyed by the hotel to be compared with choices from competing hotels (Yoeti 2001 :9-10).

However, Philip Kotler reduced this by stating the following limits on hotel marketing: Hotel marketing is a science that intends to satisfy guests and make revenues for the hotel as a result of such activity. Yoeti (2001: 10).

The above definitions lead to the conclusion that marketing always comprises of many actions aimed at attracting new consumers and maintaining outstanding relationships with clients that have the capability to develop profitability in the hotel industry.

2.4 Definition of Hotel Marketing Campaign

Hotel marketing campaigns promote hotel's product using many forms of media, including television, radio, print, and online platforms. Campaigns can involve demonstrations, video conferencing, and other interactive techniques in terms of promotion. Hotels develop marketing campaigns for hotel sales, hotel discount promotions, wedding package promotions, dining packages, and so forth.

Marketing campaigns can be created with a variety of purposes in mind, such as creating a brand image, launching a new product, raising sales of an existing product, or even mitigating the impact of unfavorable news. Based on the quote above, it can be concluded that the translation of the AllStay Hotel Semarang wedding package as a marketing campaign can be judged according to its purpose and function

2.5 The Importance of Translating Hotel Promotional Brochure in English

English acts as an international language, often known as Lingua Franca. According to Harmer (2001:1), a Lingua Franca is a language that is commonly used to create communication between two speakers who speak different native languages. It indicates that English as a Lingua Franca may be implemented to communicate when the speakers do not speak the same language. As a result, English become particularly important, especially for the tourism industry. one of which is: Translating promotional brochure in English, this is essential matter if we want to enter foreign sales market,

A translated brochure in English languages increase the chance to exposes brochure to a worldwide market and gaining potential customers. If a brochure is only available in one language, the number of individuals who can access the contents seems to be limited, and it will not contribute much to an increase in sales because now day's customers more likely to choose service from hotel's that provide brochure in a language they can understand.

2.6 Steps of Translation

Translating is not the same as writing our own thoughts, nor is it the same as modifying. Translating is simply the process of turning one form into another (Larson, 1984: 3). A translator should realize, in addition to what is translated and what should be generated in the translation, that translation is a complicated process that consists of a series of actions as an integrated component (Widyamartaya, 1989:14).

Translation is a stage-by-stage procedure. The translator conducts a series of activities in transferring the knowledge, skills, talents, and his habit of redirecting a message from the source language to the target language through various stages utilizing the translation procedure, translation techniques, technical translation, and so

on (Sayogie, 2014: 18). A successful translation should follow a progressive process, as stated by Ronald H. Bathgate (1983), through seven phases in the translation process:

a. Tuning, this means that the translator is attempting to comprehend the context and linguistic style of the material that is about to be translated. It may be accomplished by reading and digging for information in as much detail as possible regarding the topic and context.

b. Analysis. Once the translator's understanding of the text's content and context has been established, the translator has sought to evaluate sentence level identification. It is possible to accomplish this by breaking the SL text into sentences and phrases and evaluating their syntactical relationships with one another.

c. Understanding or comprehension, in this phase translators use their extensive understanding of the text to try to capture the general sense of the text. As a result, it will be impacted by the translator's fundamental grasp of the subject area.

d. Terminology, after determining the main meaning of the text, translators must identify equivalent and acceptable words to transfer every word, phrase, and clause from SL to TL in this phase. e. Restructuring. Translators attempt to construct new well-formed structure in the Target Language text after collecting entire comparable words to be transferred from the SL into the TL.

f. Checking. It entails proofreading. Translators go over the final text for typos and missing paragraphs. To be sure, it is fairly typical for someone other than the translator to look over the completed translation text and propose additional material from his perspective.

g. Discussion. After it has been reviewed by professionals or editors, it moves on to the last phase. The final document in Target Language is ready for publication at this point.

Chapter III

DISCUSSION

3.1 AllStayHotel Semarang Company Profile

AllStay Hotel is a business unit of PT. Kota Satu Persada which is a subsidiary of PT. Kota Satu Properti, Tbk. Starting from the desire to develop its business, a new legal entity was formed, namely PT. Kota Satu Persada. The selection of the right and strategic location near the city center has the potential to contribute more revenue, PT. Kota Satu Properti then optimizes assets or land by developing a hotel business which is then managed directly by PT. Kota Satu Persada.

Allstay Hotel Semarang are a 3 star's hotel that officially opened in November 2015. This hotel is part of the family of City One Hotels Group. Currently, AllStay Hotel has been present in 2 cities, namely: Semarang and Yogyakarta. This 3-star hotel is located in the center of Semarang on Jalan Veteran near to Simpang Lima or Polda Central Java or more precisely on Jl. Veteran No. 51- 53, Lemponsari, Kec. Gajahmungkur, Semarang City, Central Java. The management's desire to provide comfort for hotel guests to facilitate their access to tourist destinations or just to relieve fatigue after a long day of work is one of the driving factors to continue to improve existing services, facilities, and infrastructure. The total rooms provided by AllStay Hotel are 90 rooms with 7 floors.

The AllStay Hotel building is still considered Fresh or New because it was recorded that it was completed and started operating in 2013 and lastly renovated in 2015. besides that, construction and development continue to be intensively carried out by AllStay Hotel Semarang to improve the quality of service and the hotel property itself. The modern and contemporary AllStay Hotel Semarang building is one of the charms for the younger generation who want to held their wedding there. When I

interned at the AllStay Hotel, there were about 6 couples who intended to use the hotel's services and facilities for their wedding. One of the grounds for the writer's decision to submit the wedding package brochure translation as her final project material is the high level of consumer interest in using AllStay's services for their wedding. As a result, the translation is aims at contributing in the improvement of service quality by providing language in one of the promotional platforms AllStay Hotel Semarang.

3.1.1 AllStay Hotel Semarang Company Vision and Mission:

a. Vision

Committed to build for a better Indonesia.

- Committed to making Indonesia a better and helping Indonesia to be more developed.

b. Mission:

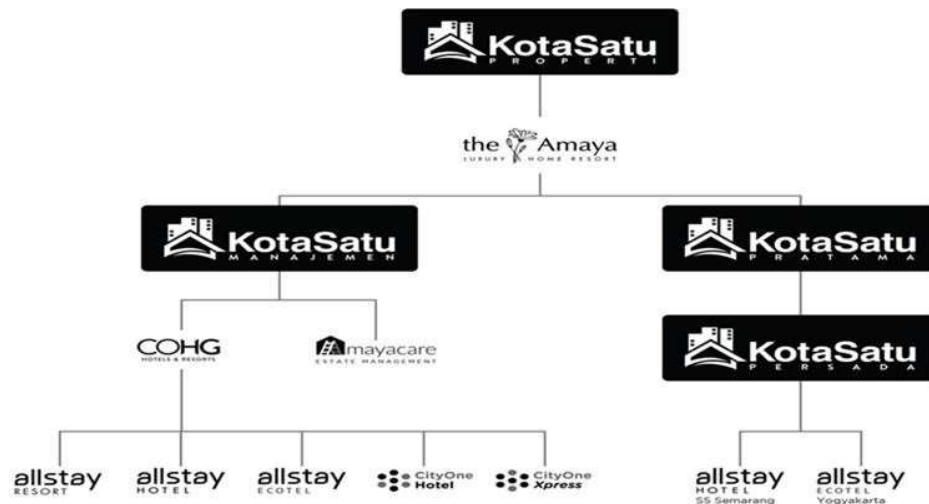
Building Sustainable Business in Property and Hospitality by improving people's quality of life through integrity, creativity, and innovation.

- Developing sustainable business in the Property and Hospitality sector by improving the quality of people's lives through integrity, creativity, and innovation.

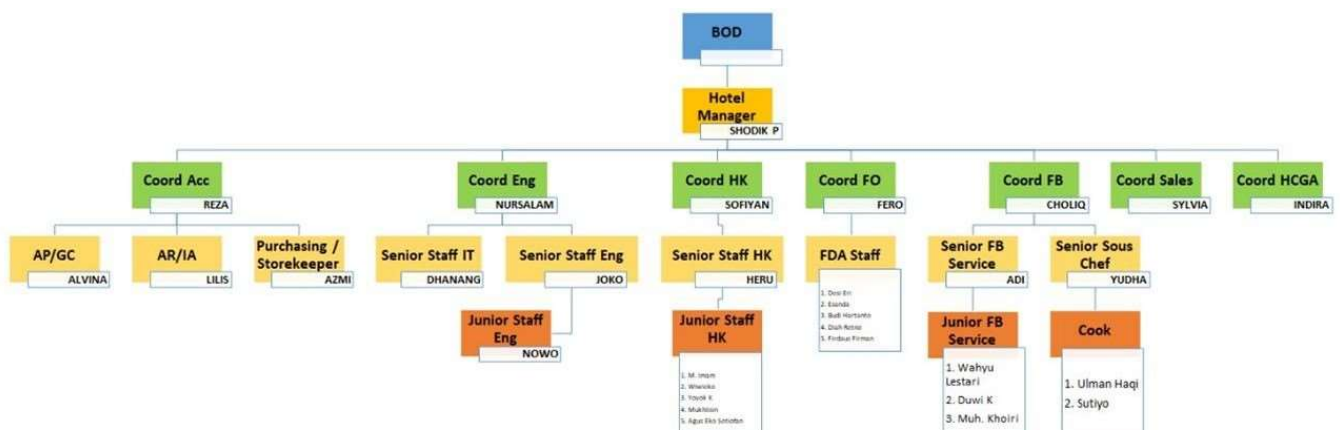
3.2 AllStayHotel Semarang Organizational Structure

AllStay Hotel employees are divided into 8 (eight) departments, including Front Office, Housekeeping, Food and Beverage Service, Food and Beverage Product, Human Resources, Finance and Accounting, Sales and Marketing, and Engineering. Each department has its own job description and responsibilities.

3.2.1 Company and AllStay Hotel Semarang Organizational Structure



(The organizational structure of the PT Kota Satu Property Group)



(Organizational Structure of AllStay Hotel Semarang)

The writer was placed in the Legal division during the internship, but the writer also assisted the Marketing division when needed. The Marketing division is in charge of selling to individual guests and other corporate groups, receiving, and conducting follow-up events, monitoring event progress, making sales calls, preparing BEO, Breakdown, GRM, and all other reports required for a single event, and maintaining good relationships with the media and other hotels.

The marketing department also part of the hotel that is responsible for selling rooms and meeting packages, marketing other hotel products through brochures and other media, as well as participating in the international tourist market. Mrs. Sylvia is person in charge of all marketing and sales at the AllStay Hotel Semarang.

Apart from being required to increase hotel product sales, the marketing department is also required to improve its services, in this case Mrs. Sylvia with the help of the writer makes it happens by translating hotel product promotional materials, such as wedding package brochures from Indonesian to English so that AllStay Hotel Semarang can provide wedding package brochures in two languages which aims to make the contents of the brochure understandable to clients who do not speak Indonesian.

3.3 The importance of English Translation for Marketing Campaign

In general, English translation is necessary for marketing campaigns in order to expand the potential client base, we will limit the number of persons who see the promotion if a brochure is only prepared in one language. However, if we likewise provide brochures in English, we will be able to incorporate into a variety of international markets. Aside from that, translation will serve as information to help people know about your hotel and the services it offers. As a result, it contributes to the development of the hotel's credibility and trust.

Based on observations made by the writer while doing an internship at AllStay Hotel Semarang and supported by several cooperation agreement documents that the author has found, it can be concluded that English translation become important for AllStay Hotel Marketing Campaign because they had many regular clients from several big companies that collaborate with them, now days many big companies use English as their official language of business, providing English Translation for the marketing campaign will help us growth the hotel's outstanding brand image and also a way to communicate and being engaged with clients.

AllStay Hotel Semarang have a lot of foreign tourists that can potentially choose to use their services since AllStay Hotel Semarang markets its services internationally through online hotel booking applications and the hotel's official website. Translation is required to provide essential information about hotel's service offers to their targeted customers in a language they can understand.

Providing translation can be incredibly impactful, today's consumers will pay more attention to promotional campaign if the materials are translated in global language. Language is a powerful barrier that can influence the decision of a consumer when it comes to choosing a service.

3.4 The Process of Translating a Wedding Package Brochure

Good translations cannot be produced without a process, the length of the translation process depending on the type of source language text, the translation of AllStay Hotel wedding package is carried out according to Ronald H. Bathgate (1983) which states that there are seven steps in translation process in order to make a good translation:

To begin, tuning implies that the writer attempts to grasp the context of the work, as well as the linguistic style, and comprehend it. The writer completed this stage

by reading and researching information multiple times, as well as discussing the content and context with the marketing supervisor as much as possible before attempting to translate.

Then comes the analysis, the writer analyzes the Indonesian version of AllStay Hotel Wedding Package Brochure at the phrase level in this step. It is possible to do this by dividing the Source Language text into clauses and phrases and evaluating their syntactical relations with one another, as well as comparing information from online research to make the translation more suited with relevant information, so the targeted consumers can understand clearly without misunderstanding. During this step, the author discovered certain phrases that could not be translated into English.

The following step is comprehension. In this phase, the writer will attempt to capture the overall meaning of the Indonesian version of AllStay Hotel Wedding Package

Brochure and will be well-versed in the content. These methods involve understanding vocabulary in the present context, skimming, scanning, predicting, summarizing, and analyzing, self-questioning, users with reliable, visualizing, and monitoring, this step is needed to achieve a high-quality translation.

After completing all of the above steps, the writer will be fully conscious of the various forms of meaning upon reading the Indonesian Version Brochure. The messages of the original material can be effectively transferred by determining what meaning should be produced. However, some words that cannot be translated will remain in the original form. The well-transferred meaning will thus make it easier for the readers to comprehend. These steps are called terminology.

Then, restructuring. In this step, the transferred material is reformed precisely in order that the final message can entirely understandable in the receptor language. The writer will organize the translation results according to the linguistic structure of the targeted language. The original form of some words that cannot be translated will

be arranged with citation and italic but the placement of translated results will adjust the design of the original form.

Checking means proofreading. Upon finished translating the writer checks the final draft before handled it to the marketing supervisor

After the writer has done reviewing, then it goes to the last step which is discussions. In this step, the final document in Target Language is reviewed by the marketing supervisor. The author will discuss about the translation resulted, whether there are deficiencies or something that needs to be improved. If there is no need for improvement, then the translation is ready for publication

3.4.1. Results of Translation

<p>Paket Standard (50 Pax) Rp 15.900.000</p> <p>Katering Buffet 50 pax</p> <p>Rias Pengantin Rias pengantin dan busana Rias dan busana bapak/ibu dan + besan Ronce Melati & Nail Art</p> <p>Dekorasi Pelaminan 3 - 4m Kursi + Meja Akad/Pemberkatan Buket Bunga Pengantin Stand Foto (1)</p> <p>Dokumentasi Unlimited Photoshoot di hari H Semua data foto di USB Drive Pengeditan Foto Video Cinematic (3-5 mnt)</p> <p>Gratis Tempat Acara 4 Jam Test Food 2 orang Kamar tipe Deluxe 1 malam Area Parkir</p> <p>Menu : P, Karbo, Sayuran, Protein ayam dan Ikan, Dessert, 2 Jenis Minuman, Acar, Sambal, Krupuk</p>	<p>Paket Deluxe (50 Pax) Rp 23.900.000</p> <p>Katering Buffet 50 pax</p> <p>Rias Pengantin Rias pengantin dan busana Rias dan busana bapak/ibu dan + besan Ronce Melati & Nail Art</p> <p>Dekorasi Pelaminan 5 - 6m Kursi + Meja Akad/Pemberkatan Kursi pelaminan tengah Buket Bunga Pengantin Stand Foto (2) Welcome Gate Lantai Melamin Kotak Uang (1)</p> <p>Dokumentasi Unlimited Photoshoot di hari H Semua data foto di USB Drive Pengeditan Foto Video Cinematic (3-5 mnt) 1 Album Pernikahan 20x30 1 Perbesaran Photo 40x60</p> <p>Wedding Organizer 4 Kru siaga di hari H Koordinasi + 1 x Meeting Terakhir Buku Jadwal acara</p>	<p>Paket Premium (50 Pax) Rp 30.900.000</p> <p>Katering Buffet 50 pax</p> <p>Rias Pengantin Rias pengantin dan busana Rias dan busana bapak/ibu dan + besan Ronce Melati & Nail Art 2 org m.up + busana keluarga</p> <p>Dekorasi Pelaminan 5 - 6m (by request) Kursi + Meja Akad/Pemberkatan Kursi Set pelaminan Buket Bunga Pengantin (by request) Stand Foto (2) Welcome Gate Lantai Melamin Kotak Uang (1) Ruang Photo Booth 4 Pcs Standing Flower Gate</p> <p>Dokumentasi Unlimited Photoshoot di hari H Semua data foto di USB Drive Pengeditan Foto Video Cinematic (3-5 mnt) 1 Album Pernikahan 20x30 1 Perbesaran Photo 40x60 Gratis : 2 Foto Prewedding + 2 Perbesaran 40x60</p>
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<p>Video Cinematic (3-5 mnt)</p> <p>Gratis Tempat Acara 4 Jam Test Food 2 orang Kamar tipe Deluxe 1 malam Area Parkir</p> <p><i>Menu :</i> <i>Sup, Karbo, Sayuran, Protein ayam dan ikan, Dessert, 2 Jenis Minuman, Acar, Sambal, Krupuk</i></p> <hr/> <p>Fasilitas: Harga Kamar Khusus untuk Keluarga Standar Protokol Covid-19 Sound system standar Petugas Keamanan Panggung Wifi</p> <p>allstay HOTEL</p>	<p>Dokumentasi Unlimited Photoshoot di hari H Semua data foto di USB Drive Pengeditan Foto Video Cinematic (3-5 mnt) 1 Album Pernikahan 20x30 1 Perbesaran Photo 40x60</p> <p>Wedding Organizer 4 Kru siaga di hari H Koordinasi + 1 x Meeting Terakhir Buku Jadwal acara</p> <p>Gratis Tempat Acara 4 Jam Test Food 2 orang Kamar tipe Deluxe 1 malam Area Parkir Ruang Meeting untuk meeting terakhir</p> <p><i>Menu :</i> <i>Sup, Karbo, Sayuran, Protein ayam dan ikan, Dessert, 2 Jenis Minuman, Acar, Sambal, Krupuk</i></p> <hr/> <p>Fasilitas: Harga Kamar Khusus untuk Keluarga Standar Protokol Covid-19 Sound system standar Petugas Keamanan Panggung Wifi</p>	<p>Ruang Photo Booth 4 Pcs Standing Flower Gate</p> <p>Dokumentasi Unlimited Photoshoot di hari H Semua data foto di USB Drive Pengeditan Foto Video Cinematic (3-5 mnt) 1 Album Pernikahan 20x30 1 Perbesaran Photo 40x60 <i>Gratis : 2 Foto Prewedding + 2 Perbesaran 40x60</i></p> <p>Wedding Organizer 4 Kru siaga di hari H Koordinasi + 1 x Meeting Terakhir Buku jadwal acara</p> <p>Gratis Tempat Acara 4 Jam Test Food 4 orang Kamar Junior Suite untuk 1 malam Area Parkir 1 Buku Tamu Ruang Meeting untuk meeting terakhir</p> <p><i>Menu :</i> <i>Sup, Karbo, Sayuran, Daging Sapi, Protein Ayam/Ikan, Dessert, 2 Jenis Minuman, Acar, Sambal, Krupuk</i></p> <hr/> <p>Fasilitas: Harga Kamar Khusus untuk Keluarga Standar Protokol Covid-19 Sound system standar Petugas Keamanan Panggung Wifi</p>
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(The Source Language Material)

Standard Package
(50 Pax)
Rp 15.900.000

Catering
Buffet 50 pax

Bridal Makeup
Bride Makeup and dress
Makeup and dress father/mother of bride
and mother of groom
"Ronce Melati" & Nail Art

Decoration
Backdrop wedding 3 - 4m
Table & Chairs for Ceremonial
Hand Bouquet
Photo booth (1)

Documentation
Unlimited Photoshoot
Soft file all photo on USB Drive
Photo Editing
Cinematic Video (3-5 mnt)

Free
Venue 4 hours
Test Food 2 persons
Deluxe room type for 1 night
Parking Area

Menu :
Soup, Carbo, Vegetable, Chicken and fish,
Dessert, 2 Kind of Drinks, Condiment

Deluxe Package
(50 Pax)
Rp 23.900.000

Catering
Buffet 50 pax

Bridal Makeup
Bride Makeup and dress
Makeup and dress father/mother of bride
and mother of groom
"Ronce Melati" & Nail Art

Decoration
Backdrop wedding 5 - 6m
Table & Chairs for Ceremonial
Middle Aisle Chair
Hand Bouquet
Photo Booth (2)
Welcome Gate
Melamine Floor
Wedding Money Box(1)

Documentation
Unlimited Photoshoot
Soft file all photo on USB Drive
Photo Editing
Cinematic Video (3-5 mnt)
1 Wedding Albums 20x30
1 Photo Enlargement 40x60

Wedding Organizer
4 Stand by crew on The Day
Coordination + 1 x Final Meeting

Premium Package
(50 Pax)
Rp 30.900.000

Catering
Buffet 50 pax

Bridal Makeup
Bride Makeup and dress
Makeup and dress father/mother of bride
and mother of groom
"Ronce Melati" & Nail Art
2 ppl m.up + Family dress

Decoration
Backdrop wedding 5 - 6m (by request)
Table & Chairs for Ceremonial
The Aisle Chair
Hand Bouquet (by request)
Photo Booth (2)
Welcome Gate
Melamine Floor
Wedding Money Box (1)
Photo booth corner
4 Pcs Standing Flower Gate

Documentation
Unlimited Photoshoot
Soft file all photo on USB Drive
Photo Editing
Cinematic Video (3-5 mnt)
1 Wedding Albums 20x30
1 Photo Enlargement 40x60
Free : 2 Prewedding Photo +

Facility :
Special Room Rate for Family
Standard Covid-19 Protocol
Standard Sound System
Security Personnel
Stage
Wifi

Event Rundown Book

Free
Venue 4 hours
Test Food 2 persons
Deluxe room type for 1 night
Parking Area
Meeting room for final meeting

Menu :
Soup, Carbo, Vegetable, Chicken and fish,
Dessert, 2 Kinds of Drinks, Condiment.

Facility :
Special Room Rate for Family
Standard Covid-19 Protocol
Standard Sound System
Security Personnel
Stage
Wifi

2 Photo Enlargement 40x60

Wedding Organizer
4 Stand by crew on The Day
Coordination + 1 x Final Meeting
Event Rundown Book

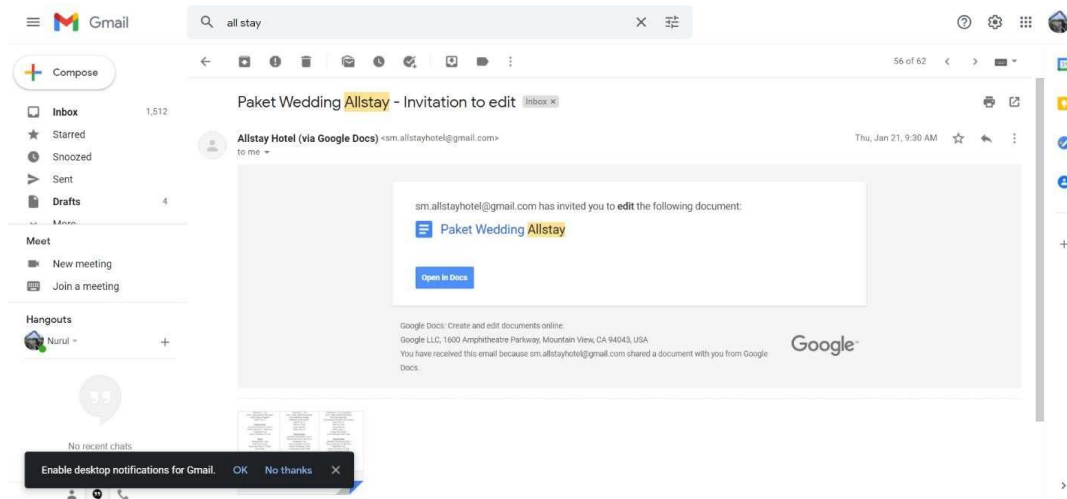
Free
Venue 4 hours
Test Food 4 persons
Junior Suite room type for 1 night
Parking Area
Meeting room for final meeting
1 Guest book

Menu :
Soup, Carbo, Vegetable, Beef, Chicken/fish,
Dessert, 2 Kinds of Drinks, Condiment.

Facility :
Special Room Rate for Family
Standard Covid-19 Protocol
Standard Sound System
Security Personnel
Stage
Wifi

allstay
HOTEL

(The Target Language Material)



(The Invitation Email)

The wedding package was written in Google Document and the image above is an invitation or permission from the marketing supervisor in the form of an email to edit and translate the wedding package from Indonesian to English.

3.4.2 The Problems in Translating AllStay Hotel Wedding Package Brochure from Indonesian to English

The issue discovered while analyzing the Indonesian version of AllStay Hotel Wedding Package Brochure, the words “Ronce Melati” is a source-language term that expresses a notion that is completely unknown in the target language culture. The author then discussed with the marketing supervisor, Mrs. Sylvia, about how the word "Ronce Melati" could be translated equally into English. the author suggests that the translation be done by using a strategy translation by word loan. It is used to bring the sense of the source language culture into a translation that may utilize a foreign phrase for targeted language reader. The word "Ronce Melati" in the Source Language has no equivalent in the English language or in the cultures of it. In the Target Language, the term "Ronce Melati" is thus translated as "Ronce Melati".

Chapter IV

CONCLUSION

4.1 Summary of the Report

AllStay Hotel Semarang markets its services internationally through online hotel booking applications and the hotel's official website. Brochure Translation is required to provide important information about hotel's offers to their targeted customers in a language they can understand. Providing English Translation for the marketing campaign will help us growth the hotel's outstanding brand image and also a way to communicate and being engaged with clients.

Providing English translations for AllStay Hotel's wedding packages is one beneficial approach to enhance sales in order to make the sales carried out optimally.

When translating this Wedding Package Brochure, the writer came across a few problems, one of which being is untranslatable terms, which are words in the source text that do not have a direct equivalency in the target language.

The translation of AllStay Hotel wedding package is carried out according to Ronald H. Bathgate (1983) which states that there are seven steps in translation process in order to make a good translation: Tuning, analysis, comprehension, terminology, restructuring, proofreading, and the last one is discussing. In tuning, the writer completed this stage by reading and researching information multiple times, as well as discussing the content and context with the marketing supervisor, then the writer analyzes the Indonesian version of AllStay Hotel Wedding Package Brochure at the phrase level. In comprehension step, the writer will attempt to capture the overall meaning of the Indonesian version of AllStay Hotel Wedding Package Brochure and will be well-versed in the content. Terminology step, in this step the writer will be fully conscious of the various forms of meaning upon reading the Indonesian Version

Brochure. Later in restructuring, the transferred material is reformed precisely in order that the final message can entirely understandable in the receptor language. Checking means proofreading. Upon finished translating the writer checks the final draft before handled it to the marketing supervisor,

After the final draft has been evaluated by the Marketing Supervisor, the writer will proceed to the Discussions steps. These steps will determine whether or not modifications to the final draft are required.

4.2 Recommendation

In this part, the writer may want to give AllStay Hotel Semarang a suggestion based on internship experience and discussions. The hotel needs to do English translation. Providing English translation for marketing activities will help the hotel grow and highlight its brand image, it is also a way to communicate and engaged with customers.

AllStay Hotel Semarang promotes its services internationally through online hotel booking applications and hotel official websites. On this basis, English translation is one of the beneficial ways to increase sales to achieve sales goals.

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