

Translating Transitivity of Indonesian Tourism Texts and Its English Translation: A Case in Madura

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Abstract. This research aims at investigating the translation of the transitivity system of Madura tourism texts from Indonesian as the Source Text (ST) into English as the Target Text (TT). Besides, this also purposes to study how the transitivity as the representation of experiential meaning in tourism texts is realized and translated. The method used in this research is qualitative descriptive, while the data were taken from tourism texts of promotional media in Madura. Accordingly, Systemic Functional Linguistics (SFL) is pondered as a tool to identify the transitivity system and its translation of tourism promotion media in Madura. This study shows that the transitivity in tourism texts is translated differently which results in the realization of experiential meaning expression between ST and TT. Most of the experiential meaning in ST are realized with the relational process and as well as in the TT. Transposition and modulation in terms of translation technique also influence the differences of the understanding of readers (tourists) to the object promoted in Madura. Therefore, the process and participant in the transitivity system found ST and TT also generates the dissimilarities interpretation of experiential meaning and point of view in Indonesian tourism texts and its English translation.

Keywords: *transitivity; translation; tourism texts*

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INTRODUCTION

Translating tourism promotion media has been growing rapidly since tourism activity has been a lifestyle for people around the world. However, many translations of tourism promotion media are not rendered satisfactorily either lexically or grammatically. It can be identified with some previous studies dealing with challenges and problems in translating tourism texts; common mistakes in translating lexical and syntactical units of tourism texts in three languages (Spanish, English, and German), (Muñoz, 2012); problems of translating cultural terms in tourism texts, (Merkaj, 2013); problems dealing translating of tourism translation including word order and semantic problems (Napu, 2019). In line with that, the phenomena also occur in tourism promotion media in Madura. Madura is an island in East Java (Indonesia) that is boosting tourism promotion through several media either online or offline promotions. For international visitors, some tourism texts are presented in two languages to ease foreign visitors to understand tourism objects in Madura. For that reason, the way in constructing tourism texts in promotion media and its translation through transitivity is interesting to investigate since this represents the construction of experiential meaning between Source Text (ST) and Target Text (TT), particularly for promotion media for tourism in Madura.

This study tries to elaborate on assumptions dealing with the use of transitivity and its translation in tourism texts in Madura. The basic assumptions constructed in this study are in the following. First, transitivity is a system structure that describes experiential meaning as part of ideational meaning represented in lexicogrammar system with Systemic Functional Linguistics (henceforth as SFL) approach. Dealing with translation, this is respectively the source of the ideas of the tourism texts' writers in determining equivalent in TT since every clause in a text deals with experiential meaning represented with transitivity system. The system construes the world of experiences into a manageable set of process types, (Halliday & Matthiessen, 2004, p. 170). One of the meaning systems in SFL's perspective is ideational meaning. The meaning covers experiential and ideological in a text that can be interpreted based on its transitivity. However, in gaining the meaning of a text, the experiential meaning is one of the challenges for the readers in guessing the idea and experiences of writers in tourism promotion media. Second, translating transitivity involves identifying and comprehending linguistic units as the representation of the experiential meaning in which it has an adequate equivalent in translating tourism promotion texts. Translating the transitivity system in tourism media promotion in Madura is essential to know how the transitivity system symbolizes ideational meaning between the ST and TT. Besides, the model of transposition and modulation in translating tourism texts of Madura is exploited to know how experiential meaning as the representation of the transitivity system is translated. Texts in tourism promotion media in Madura contribute to the realization of form and meaning of transitivity between ST and TT. Furthermore, using transitivity as the realization of experiential meaning performed with participants, process and circumstantial, can be claimed as a transitivity metaphor (Halliday, M.A.K., 1985; Wiratno, 2018 p.164) in which can be one of the phenomena in gaining an accurate message between the ST and the TT.

In translation, an analysis to determine the meaning between ST and TT should be deliberated cautiously. The intention of a text can be identified with a grammatical structure including passive voice, and impersonal verbs as the evidence of a difference of point of view, (Newmark, 1988). Gaining grammatical and meaning equivalent is not easy to do in translating tourism promotion media, that's why some tourism translations are still far from adequate. Texts in tourism promotion media have special characteristics that should be projected when translating the texts particularly from Indonesian into English. This research tries to identify how the transitivity system, particularly participant and process, is translated from English into Indonesian in tourism texts. Accordingly, this study is also conducted to know how the equivalent of the transitivity system between ST and TT are attained through transitivity identification in tourism promotion texts.

Some perspectives on how SFL contributes to the translation have been conversed by scholars, (Fawcett, 2014; Munday, 2012; Wang, 2020). To this respect, the study of transitivity in SFL refers to the study of the process and participants involved in a clause. The process in this matter is different from daily meaning for the transitivity process deals with the lexicogrammar system. This refers to two senses of meaning, namely what's going on in a statement that is realized with a clause and part of a proposition that is realized with a verbal group. The participant additionally is entities involved in the process in the system of transitivity (Bloor & Bloor, 2004, p. 109). Dealing with transitivity, this system is realized with participant, process, and circumstance. A participant is a figure in a grammatical component that construes the experience of the writer or speaker about what is going on and involving in process, (Matthiessen et al., 2010, p. 155). Process in term SFL is a form of element in an experiential structure that construes the process of happening, saying, being, happening, and sensing, (Halliday & Matthiessen, 2004, p. 177). Moreover, participant usually is realized with a nominal group, while the process is often realized with a verbal group. There are six types of processes proposed from SFL's perspective. Those are material process (express an action that is taking place), mental process (this deals with perception processes or experiential), relational process, behavior process (standing between material and mental), verbal process (processes of saying), and existential process (indicating the existence of something), (Downing & Locke, 2006, p. 122; Veroz, 2017). The participants, besides, always deal with the person, place, or thing, abstract or concrete that has capability as Agent in the transitivity system (Martin, 1992, p.129). Therefore, the realization of participants mostly is a nominal group, but not all nominal groups always represent participants.

Studies of tourism translation have been piloted. Some of them studied translation tourism with a corpus model, in which they investigated how the differences of stylistic and discursive features for communicative purposes occurred, (Fijo León & Fuentes Luque, 2014; Gandin, 2013; Merkaj, 2013; Mohamed Zain Sulaiman, 2014). Likewise, some problems of misunderstood in translating tourism texts were investigated. The study shows that misconception in translating tourism texts leads to the effectiveness of delivering the message of tourism texts. This also deals with the way how texts of tourism promotion media are translated with strategies, (Sulaiman, 2016). The way in translating texts additionally is stirred with

some strategies claimed that among them are foreignization and domestication (Fuadi, 2016; Isabel Durán Muñoz, 2012). To this respect, shifting in translating tourism texts was similarly investigated.

Therefore, this study tried to analyse all kinds of the verbal group found as the model of transitivity and how shifting or changing in translation took place in translating transitivity. Moreover, this study also contributes to the description of how transitivity which is realized through the verbal process is translated adequately, (Hidayat et al., 2019). Some problems in tourism texts in Madura were also studied from lexical to grammatical features. This study also identified how the system of structure works in tourism promotion media and its translation, particularly from Indonesian into English, (Sriyono, 2019). Further, the translation technique in translating the transitivity system also influences the structure of transitivity between ST and TT. This is one of the arguments to indicate the essential viewpoint about the translation model of transitivity in Madura tourism texts. Translating tourism texts is not simply transferring meaning and grammar as well. This implicates the effectiveness in translating tourism messages from ST into TT, particularly how experiential meaning can be conveyed well. To this respect, the transitivity system is one of the pivotal language units to know and identify whether the message of tourism texts is rendered adequately in TT. The notion of equivalence in translation is possibly analyzed with linguistic theories that contribute to reconstructs messages in ST, (McElhanon, 2005; Novozhilova et al., 2018).

Moreover, transitivity in SFL is one of the linguistic perspectives considering the experiential of meaning in which the meaning is potentially replaced in TT including in tourism texts in Madura. This perspective can be one of the tools for translation studies as one of the ways to analyze tourism translation products and to gain equivalent between the ST and TT, (Napu, 2019; Zhang et al., 2013). Therefore, linguistics inevitably contributes to translation. As a result, the transitivity system as one of the issues in SFL should be considered and translated satisfactorily mainly in tourism texts. Besides, interpersonal meaning for translation based on SFL was also ever studied. In this study, mood and modality as the source of interpersonal meaning are explored to know the translation equivalent between the SL and TL, (Ma, 2016). The study found that studies in micro-level analysis in translation with SFL contribute to determining meaning equivalent.

Therefore, this study also contributes to elaborate experiential meaning through the transitivity system and its translation. However, a study on transitivity as a representation of experiential meaning in tourism promotional media previously was not investigated in detail. Accordingly, the gap among the previous research is the studies do not consider transitivity as the representation of experiential meaning. The notion of transitivity system in tourism texts media enables to trace the equivalence effects dealing with either lexical meaning or its representation as experiential meaning, so that meaning and tourism purposes are transferred adequately.

RESEARCH METHOD

This is a case study of tourism texts in Madura since every place has different cases dealing with the language construction of tourism texts and its translation. This

study is conducted with a qualitative descriptive method. This study is research on translation products. It means that analysis of this research is conducted with one element of ST then compared with the TT as the translated text, (Williams & Chesterman, 2002, p. 6). The Source of data of this research were texts of tourism promotion which were derived from booklets in Indonesian and English versions of tourism from Sumenep regency in Madura and online web tourism promotion. Data in this research were clauses having a potential transitivity system and its translation from Indonesian into English. This analysis used the SFL particularly its transitivity perspective proposed by (Halliday, 1985). Data in this research were analyzed by identifying the transitivity, and then it is compared from Indonesian into English. Data were classified based on every process and its participant involved in every clause in the booklet. Every process (material, mental, relational, verbal, behavior, and existential) and its participants symbolizing experiential meaning in Indonesian was classified and analyzed differently based on their translation in English. Furthermore, this study also elaborates on how transitivity influences translation shifting from Indonesian to English. Besides, to elaborate shifting affecting experiential meaning in TT, analysis of translation was conducted with translation technique, transposition and modulation, proposed by, (Molina & Hurtado Albir, 2004; Vinay & Darbelnet, 1995). Transposition is the different system of structure between ST and TT, while modulation is the different system points of view in ST and TT.

RESULT AND DISCUSSION

The result of this research deals with how the transitivity system is realized and translated from Indonesian into English. Besides, this also shows how modulation and transposition are applied in translating transitivity. The translation of transitivity is not simply about the process represented with the verb and verbal group, but this also shows participants involved in this process as in SFL's perspective. This describes the system of transitivity between the ST and TT concerning transitivity used in tourism promotion media.

Participants in transitivity system of Madura Tourism texts

In this respect, participants as part of the transitivity system found vary. The result shows that Carrier and Token are the most dominant participants in Indonesian and otherwise in the English version. The following is the realization of the participant system that each of them has a different number and density. The process, otherwise, in the transitivity system found in the tourism texts in Madura is mostly in the form of a relational process. The following is the description of participants involves in Indonesian and English versions.

Table 1. Participant in Indonesian clauses and its translation of tourism text

Indonesian (ST)			English (TT)		
Kinds of participant	Number	Percentage	Kinds of Participant	Number	Percentage
Actor	0	0	Actor	0	0
Goal	3	3,3	Goal	3	2,9
Range	0	0	Range	0	0

Client	0	0	Client	0	0
Senser	4	4,4	Senser	4	3,9
Phenomenon	3	3,3	Phenomenon	3	2,9
Carrier	63	70	Carrier	75	73,5
Attribute	63	70	Attribute	75	73,5
Token	3	3,3	Token	1	0,98
Value	3	3,3	Value	1	0,98
Sayer	3	3,3	Sayer	2	1,9
Verbiage	2	2,2	Verbiage	1	0,90
Target	0	0	Target	0	0
Behaver	6	6,2	Behaver	8	0
Total	90	100		102	100

Based on [table \(1\)](#), the texts indicate various participants as the system of transitivity in constructing tourism media promotion in Madura. [Table \(1\)](#) shows the differences between the participants involved in Indonesian and English tourism texts in promotion media. Furthermore, the participant in Indonesian (ST) is dominated by Carrier (70%), most of which are realized with the noun and nominal group as proper noun or description (*Sumenep, Madura, sejarah situs, pulau, kuburan, lokasi ini, situs, Pantai ini*) and Attribute (70%) in which most of them are realized with adverb (*di Sumenep, di Madura, dari Bali*), entities (*suatu pulau, bagian dari pulau Jawa*) and also in English. Meanwhile, in English (TT) Carrier (73,5) is also dominated with a proper noun, nominal group as well as entities (*The bridge, Madura Island, Sumenep*, and Attribute (73,5%). The different number is caused by shifting in translating the clauses. This symbolizes that the transitivity system mostly denotes the relationship between participants and the process of constructing clauses or sentences of tourism promotion. However, other participants also show the activity in the process that is conducted either by the Behaver (6,2 %) and Senser (4,4%) in Indonesian or Behaver (2,9%) and Senser (3,9) in English. Moreover, others are participants involved in constructing the transitivity system. This designates that most clauses are dominated by the behavior process and Behaver as the participant. The description also indicates the domination of Behaver that tends to be active participants doing some activities in tourism.

Type of Process of Transitivity system in Indonesian and its Translation

Furthermore, process as one of the essential units in transitivity system that is symbolized with verb also varies between Indonesian and English version. The different systems of transitivity used in Indonesian and English versions influence the structure and meaning oriented in translating tourism media in Madura. The following is a description of the realization of the process used in Indonesian and English version:

Table 2. Type of process in Indonesian and its translation in English

Indonesian (ST)			English (TT)		
Process	Number	Percentage	Process	Number	Percentage
Material	3	3,3	Material	5	5,1
Mental	2	2,2	Mental	3	3,3
Relational	74	74	Relational	68	75,5
Verbal	5	5,5	Verbal	3	3,3
Behavior	2	2,2	Behavior	5	5,5
Existential	2	2,2	Existential	3	3,3
Total	90	100	Total	87	100

Based on [table \(2\)](#), it describes the number and domination of the process in tourism promotion media in Madura. Process, on a term of SFL, represents the conception of what “going on” of happening, doing, feeling, and being in which the conception deals with experiential meaning, ([Halliday, 1985, p.101](#)). Therefore, the table also indicates how the shift of experiential meaning occurs as the number of the process is different either in Indonesian or in English. However, the relational process is the most dominant in Indonesian (74%). Some variants of the Indonesian version are *adalah, terdaftar, memiliki, mencapai, terletak, ditemukan, dihuni, diharapkan*, and also its translation (75,5%) in English. Meanwhile, in English variants of the Relational Process are *is, has/have, reach, populated, located, are promising, take, add, seems*. Besides, this also indicates that the transitivity system in tourism promotion is realized as Verbal process (*mengatakan*), (5,5%) and Material process (*menyeberang, menngunjungi*) (3,3%) in Indonesian and otherwise Behaviour process (*execute*) (5,5%) in English which is higher than Material process (*visit*) (5,1%). It also describes the translation shift that occurs in translating media tourism texts in Madura. The different numbers of processes in translating transitivity also specifies that the realization of experiential meaning is different from Indonesian and English. Moreover, the domination as in [table \(2\)](#) also shows that process is dominated by relational process either in Indonesian and in English. However, there is a difference each the number of processes due to each type of process in the transitivity system. It represents a message that the description of clauses of tourism texts in Madura realized with relational process differs between Indonesian and English. This also stimulates how the experiential meaning denoted with the transitivity system in ST is rendered in TT.

Furthermore, it is argued that translating the transitivity system leads to shifting of structure and meaning in respective with experiential meaning as SFL’s perspective. This notion is not only the system structure itself but also the participants in the texts. It is described with the existence of the transitivity system applied in Indonesian and English of promotion media in Madura expressed differently. As a result, it contributes to determining the meaning or message rendered of tourism promotion in TT. Accordingly, translating tourism should represent the equivalent of transitivity that realizes experiential meaning.

The finding also perceives the transposition and modulation of transitivity systems including participants and processes in translating tourism promotion media.

The conception of transposition and modulation as translation techniques in translating transitivity systems convey how to trace experiential meaning proposed either in ST or in TT. The translation technique is one of the implications to identify the difference of transitivity between ST and TT. It deals with the phenomenon of how the transitivity is translated into English in tourism texts of the promotion media in Madura. The translation technique refers to the procedure to analyze and classify the equivalent of translation, (Molina & Hurtado Albir, 2004). In translating the transitivity system, several techniques are applied in translating the transitivity between the source texts and the target texts. It involves the dimension of its structure and meaning in Indonesian and vice versa. Therefore, transposition and modulation of the transitivity system in tourism promotion media are conveyed in the following description. Therefore, the following is the discussion of translating the transitivity system of tourism texts in Madura.

Based on the finding, translating the transitivity system of tourism texts in Madura and its translation tend to be adequate concerning clauses, although the number of clauses is different. This indicates that experiential meaning is expressed differently through the number of clauses. It shows that problems in translating tourism are not merely about lexical and grammatical, (Muñoz, 2012) or word order and semantics system, (Napu, 2019). Translating tourism texts should gain a level of clauses indicated with the transitivity system and represent experiential meaning both in ST and in TT. Accordingly, the dimension of meaning (experiential meaning) can be transferred accurately. The meaning can influence the readers since readers of tourism texts can imagine how their experiences when they visit the place promoted in tourism texts in Madura, either in Indonesian and in English as its translation.

Transposition of participant

Several cases dealing with the transposition in translating media tourism were found. This transposition often appears in translating the transitivity, particularly the case of participants with SFL's perspective. In terms of participants, this occurs by changing the form and position of participants in translating the clauses. To this respect, the shift of participants in tourism media texts is necessary to be interpreted to guide potential theme as the identification of experiential meaning for readers of tourism promotion. Furthermore, a participant in tourism promotion shifted due to the problems of the different systems of language in ST and TT. The participant is the agent realized in the form of noun phrases (Halliday, 1985; Wiratno, 2018, p.440). The following is the form of transposition of the translating participants.

(Example 1)

ST:	Pantai [[yang berjarak sangat 21 km arah utara mudah dari kota Sumenep]]	dijangkau	baik dengan...
Carrier	Adjunct	Attributive Relational Process	Circumstance

TT: <i>This beautiful beach</i>	lies	21 kilometers of north Sumenep
Carrier	Attributive Relational Process	Attribute

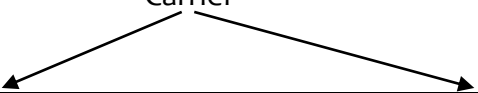
Source: Data Analysis

Based on [example \(1\)](#), transposition appears due to the different system of transitivity in ST and TT. Participant in ST is designated with “*Pantai yang berjarak 21 km arah utara dari kota Sumenep*” as the Carrier in the transitivity system. However, in TT the transposition is conducted by changing the system of Carrier “*This beautiful beach*” in TT. This shift involves participants as well as the whole system of the transitivity in TT. This can be described as how the participant shifted from Indonesian into English.

(Example 1a)

ST: *Pantai [[yang berjarak 21 km arah utara dari kota Sumenep]]*

Carrier



TT:	Carrier	Process	Attribute
	<i>This beautiful beach</i>	<i>lies</i>	<i>21 kilometers of north Sumenep</i>

Source: Data Analysis

As in the description ([1a](#)), the transposition of the participant results in the different structure between ST and TT that distorts meaning. The Carrier in the ST constructed as Noun and adjective clause “*Pantai [[yang berjarak 21 km arah utara dari kota Sumenep]]*” shifted into noun phrase as Carrier “*This beautiful beach*” and Attribute “*21 kilometers of north Sumenep*”. This also demonstrates the difference of experiences in ST and TT since the clause constructs transitivity as the representation of experiences. It also strengthens the proposition that every clause has at least one participant, ([Halliday & Matthiessen, 2004, p 176](#)). Therefore, as in the example in ([1a](#)), the participant in ST is mentioned explicitly. This clause indicates the construction of the transitivity system in ST and in TT in which this also proved the transposition and modulation occurred, ([Vinay & Darbelnet, 1995, p. 98](#)). Furthermore, it can be regarded with the stratification of participants, ([Martin, 1992, p.95](#)). Therefore, this will affect the notion of equivalence between the ST and the TT expressed explicitly. This contradicted with ([Kelly, 1998](#)) who claimed that the target language is lack of explicitness. In terms of translating tourism text, explicitness should be determined to inform the fact well about the destination promoted in Madura. As a result, transposition of participants in translating transitivity system in tourism promotion media in Madura underlines the derivation of experiential meaning through transitivity system.

Transposition of process

Process in terms of transitivity system is one of the pivotal areas to govern the message involved in each clause in tourism texts. This also construes the world of experiences, (Halliday & Matthiessen, 2004, p. 170). Therefore, this system of process represents the experiences of the writer that should be transferred well into target languages. Besides, clauses of representation may configure the equivalence of meaning between the ST and TT. It results in the problems of how the ideational meaning can be delivered well in TT. Texts of tourism media promotion in Madura are mostly presented in the form of a relational process as the fact that most of the clauses are attributive which indicates the density of process of being, (Table 2). This can be seen in the following example of transposition in translating process as the transitivity system.

Example (2)

ST:	Saronen	merupakan	seni musik dan tarian pengiring Kerapan Sapi sebelum maju ke medan laga
	Token	Identify Process	Relational Value
TT:	Saronen, this traditional music	usually accompanies	the bull races, with performances before the race begin.
	Carrier	Adjunct	Attribute Relational Process

Source: Data Analysis

In relation to the translating process of tourism texts in Madura, transposition occurs due to the shifting of a process as in example (2). In ST, the process is realized as a relational process “*merupakan*”. As in SFL, the translating process determines the relation between the idea and experience of the writer to brand the text as attractive as possible, so the information must be transferred adequately in TT.

Furthermore, the translation of the process “*accompanies*” in TT is derived from “*seni musik dan tarian pengiring*” in ST as an example (2). This transposition occurs from a noun phrase into a verb. To this respect, this is also possibly caused by the consideration that tourism promotion media texts have communicative, persuasive, and informative effects as the translation, (Agorni, 2012, p. 9; Sulaiman, 2014). The transposition of the relational process occurs since the different forms of the relational process. In ST, verb *merupakan* is translated into “*accompanies*”. This leads to a problem to achieve equivalence between the ST and TT as *merupakan* does not have any equivalence in TT. This because noun phrase in ST “*seni musik dan tarian pengiring*” is transformed into verb (process) “*accompanies*” in TT. It also conveys to shifting of process in ST as Identifying Relational Process into Attribute Relation Process. Accordingly, the different process applied in ST determines in describing meaning dealing with the translating tourism media promotion. This indicates that the experiential meaning system constructed in ST tends to be realized as the

participant in the system transitivity. It is demonstrated by how the different positions of the system of transitivity between Indonesian and English. Besides, this also argues that the different explicitness is proved in translating the transitivity system in TT. Furthermore, *accompanies* in TT is a process indicated with the verb as the representation of experiential meaning through the system of transitivity. This transposition is also influenced by the system of ideational metaphor that constructs the perception as it is realized with the process in the transitivity system. This diagram describes the transposition in translating the transitivity system.

Diagram 1

ST:	<i>Saronen</i>	<i>merupakan</i>	<i>seni musik dan tarian pengiring Kerapan Sapi sebelum maju ke medan laga.</i>
	Carrier	Attributive Relational Process	Attribute
TT:	<i>Saronen, this traditional music</i>	<i>usually accompanies</i>	<i>the bull races, with performances before the race begin.</i>
	Token	Identifying Relational Process	Value

Source: Data analysis

Diagram (1) shows that transposition occurs from Attribute “*seni musik dan tarian pengiring Kerapan Sapi sebelum maju ke medan laga*” in ST into two parts in the transitivity system in TT. Those terms are Token (*this traditional music*) as the participant and (*accompanies*) as the process. Therefore, it can be concluded that one attribute in ST is possibly into two elements in the transitivity system in TT. This also indicates that the supplementation of demonstratives by transposition proposed by (Vinay & Darbelnet, 1995, p. 97) occurred in translating the transitivity system in tourism promotion media in Madura.

Modulation of noun phrase-level as the participants

As in the problems of translation, besides transposition, modulation is one of the translation techniques proposed in translating, (Molina & Hurtado Albir, 2004; Vinay & Darbelnet, 1995). Modulation is a term that refers to a shift of point of view between the ST and the TT. In terms of modulation, SFL contributes to the lexical choices that represent the transitivity system. In tourism media promotion, this modulation mostly occurs on a system of technicality and lexical choices which represent experiential meaning as part of the ideational meaning. These differences can be oblique and optional, (Molina & Hurtado Albir, 2004, p. 46). Moreover, modulation in translation can be in the form of nominalization either as the participant or as the circumstance in SFL’s perspective. Accordingly, in term of modulation in translation, modulation of meaning occurs in the following cases:

Example (3)

ST: <i>Hamparan pasir putih nan luas</i>	<i>nampak</i>	<i>bagaikan</i>	<i>taman</i>
[[yang dirimbuni pohon cemara udang]].			
Carrier	Attributive Relational Process	Adjunct	Attribute

TT: <i>This board open</i>	<i>lies</i>	<i>around 30 kilometer east of Sumenep town.</i>	
Carrier	Attributive Relational Process	Attribute	

Source: Data Analysis

Based on the analysis as the [example \(3\)](#), the modulation takes place as the trigger of a different point of view between Indonesian and English. This occurs due to the pattern of the nominal group as the participant both in Indonesian and in English. Phrase in ST *Hamparan pasir putih nan luas* in example as Carrier is translated into *This board open beach* in TT in which it has a different point of view due to the different concepts. In ST *Hamparan pasir putih nan luas* does not always represent as beach since Indonesia has many similar situations and places that can be found easily. Therefore, *This board open beach* in TT has a different meaning and point of view to represent *Hamparan pasir putih nan luas*. This modulation influences the reader to know the real situation for visitors to visit the place promoted in Madura. Besides the situation, the translation of the system nominal group leads to different perceptions of the reader. In the first sentence, the form is a nominal group “*Hamparan pasir putih nan luas yang dirimbuni pohon cemara udang Nampak bagaikan taman raksasa*” is complex nominal group. This also argues that modulation in translating tourism promotion media promotion alters a change point of view due to structural patterns, ([Vinay & Darbelnet, 1995, p. 248](#)). Accordingly, the difference of conceptual level or point of view between *Hamparan pasir putih nan luas* and *This board open beach* occurs.

Modulation of word-level of participant

In the transitivity system, participants can be a single noun or group of nouns. As the participant, noun or noun phrase is displayed as the central to be interpreted and translated into the TT. In tourism promotion media, different perceptions in ST can alternate a divergent point of view in TT. This contributes to language in tourism promotion media which is manipulated and exploited to fulfill the persuasion purposes in tourism communication, ([Sulaiman, 2016, p. 54](#)). Accordingly, translating the participant in the form of a noun or a noun phrase determines the experiential meaning of the author that should be conveyed well. The purpose is potentially shifted part a whole in the term in modulation, ([Vinay & Darbelnet, 1995, p. 251](#)). The following is the case when the modulation arises due to different perceptions between Indonesian and English in word level.

(Example 4)

ST:	Taman Sari	adalah	pemandian para Putri Raja	zaman dahulu di timur Pendopo Agung Keraton Sumenep
	Carrier	Attributive Relational Process	Attribute	Circumstance
TT:	Within the certain complex,	this water garden	was	once the bathing place of the women of the royal household.
	Adjunct	Carrier	Attributive Relational Process	Circumstance

Source: Data Analysis

As an [example \(4\)](#), participants involved are modulated. *Pemandian* is part of the participant in the transitivity process as Attributive is ST. This modulation is due to the different points of view in ST and TT. *Pemandian* in Indonesian is a term that deals with a place to take a bath collectively, but it is translated into a *bathing place* in TT. *Bathing place* is a generic term for bathing in which it has no specific place to determine. It means that modulation occurs in terms of lexical modulation as a reversal of terms, ([Vinay & Darbelnet, 1995, p. 251](#)). Besides, the noun in ST also shows the pattern of the incongruence of participants since the noun *Pemandian* is derived from the verb “*mandi*” in ST. In the term of congruency, the modulation also appears in translating some technicality of tourism texts. Therefore, modulation is very important in determining the point of view between ST and TT to influence readers in interpreting the TT. In translating tourism promotion media is transferring meaning challenges realized with an attitudinal adjective to indicate persuasive texture, ([Halliday & Matthiessen, 2004](#); [M. Zain Sulaiman & Wilson, 2019 p. 22](#)). Lexis realized with congruent or incongruent is very important to determine the difference of the system language. Therefore, those are perspective of SFL that should be considered dealing with the modulation in translation. Accordingly, translating tourism media promotion in Madura should consider modulation occurred to avoid meaning distortion particularly dealing with how the texts have persuasive effects in TT.

Modulation of Process in Transitivity System

Modulation of process in translating media tourist influences the experiential meaning potential in ST represented with transitivity system in TT. The process involves being, happening, sensing, doing, having, or saying; in which each of them has a construction as a particular experience, ([Halliday & Matthiessen, 2004, p. 140](#)). Consequently, the process in the transitivity system should be transferred well as it represents ideational meaning, particularly experiential meaning. The process in the transitivity system is potentially modulated due to different concepts in ST and TT.

Here is the following example of the translating of a process in the transitivity system of tourism media promotion.

Example (5)

ST:	Pulau	ini	mempunyai	daya tarik berupa pantai dan gua yang sangat indah
	Carrier		Attributive Relational Process	Attribute
TT:	It	also	offers	Some beautiful place like beach and cave
			Verbal Process	Verbiage

Source: Data Analysis

The [example \(5\)](#) above describes the modulation of the process in translating transitivity. This modulation does not only shift of grammatical and meaning as well, but this modulation also influences by its structure, ([Vinay & Darbelnet, 1995, p. 249](#)). Therefore, shifting of the process marks the experiential meaning as the representation of the process in the system of transitivity. This can be described as that in ST, the process in the transitivity is realized with an attributive relational process indicating the process of being. Process of being is about what things are, they like, and or what they possess, ([Lock, 1996](#)), or process of extension of meaning or intensity of a relationship ([Wiratno, 2018, p.96](#)). Accordingly, the relational process in ST “*mempunyai*” is the process of being that describes the intention of the author about “*Pulau ini*” and “*daya tarik ...*”. However, the process is modulated in translating the process of transitivity in tourism media. In TT, the verb “*mempunyai*” is translated into “*offers*”. This is a kind of changing of Mood of thinking in the modulation of translation, ([Vinay & Darbelnet, 1995, p. 247](#)). This also indicates that “*offers*” is not a relation process but tends to verbal process. The modulation of a process in the transitivity is not merely shifting of point of view but also its effect on the grammatical metaphor. This occurs because the participant in TT is “*It*” having verbal process type “*offers*”. In regards to the modulation, this triggers that modulation of transitive leads to a grammatical metaphor, since verbal process “*offers*” is conducted by “*It*” instead of human who can offers something. Therefore, in translating tourism media, modulation of process in transitivity suggests on how the TT should be constructed in order to influence the readers as visitors who are willing to visit the place promoted. This is proved with the technique in translating tourism promotion media, from merely informative “*mempunyai*” in ST into persuasive “*offers*”. Therefore, modulation of the process in translating tourism media also contributes to gain meaning equivalent and effects tourism purposes.

CONCLUSION

To sum up, translating the transitivity system in tourism texts of promotion media is essential to identify tourism messages particularly experiential meaning adequately in TT. This regards to that promoting and convicting as elements of

tourism should be transmitted well in TT. The problem of transposition and modulation in translating transitivity is one of the translation issues in gaining the equivalent of tourism effects. Moreover, constructing tourism texts should consider the transitivity system of tourism language containing the value of informative and also persuasive to influence the readers (tourists) as the target of tourism promotion in Madura. Accordingly, the transitivity system possibly influences how the writer constructed experiential meaning to have an equivalent in TT. Furthermore, based on the finding and discussion, it permits that the transitivity system has a relation with the equivalent of the experiential meaning of tourism texts. This also confirms that the system of transitivity structure in ST and TT is constructed differently for readers either in meaning and grammatically. This is presented by the use of transposition and also modulation in translating the transitivity system. Translating transitivity in tourism promotion media construes the level of adequate translation. The transitivity system, accordingly, has the benefit to apply for tourism translation to identify the system of experiential meaning as the representation of the intention of writers to have an equivalent message between the ST and TT. The existence of participants and processes in the transitivity system should be translated well to gain a degree of equality of tourism perception and also to avoid the differences of point of view among readers of the tourism promoted. Transposition and modulation as a technique of translation can designate the equivalent of participant and process in the transitivity system of tourism texts in Madura that is probably different from other tourism texts.

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