

Degree of Creativity in Machine Translation

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ABSTRACT

Modern trends in tourism have an impact on the requirements for translation, both in terms of translating tourism texts and meeting the needs of the reading community. Creativity in translation becomes a challenge since translation of tourism text not only focuses on transferring the meaning but also the function of the text. The article focuses on the analysis of translation creativity applied in tourism texts using translation machines. The priority of the translation aspect in rendering the acceptability, fluency, novelty, and flexibility scope of the text decides translation creativity. It means that to translate a tourism text, a translator goes to great lengths to transfer the message of the text. The focus on translation creativity enables us to outline the set of basic translation strategies that are relevant in practice. Meanwhile, the degree of creativity results show that the translation in the Solo Calendar of Events appears to be a non-creative one.

KEYWORDS: Creativity; Tourism Text; Translation; Translation Machine

INTRODUCTION

Translation as an activity of transferring messages requires knowledge, for example, cultural knowledge, the subject, and language (Malamatidou, 2017). In the translation process, the translator must also produce a translation that follows the objective of the translation. The success in conveying the translation objective, which is reflected in the resulting translation product, also determines success in translation. According to NewMark (1981), translation is replacing written messages and statements in another language. This means that to get a quality translation, a translation must convey the message intended by the author of the source language.

The public is increasingly using translation machines due to the growth of translation software (Merino, 2006). Many people sometimes translate the source text directly without undergoing an editing process. This causes machine translators to produce many translation errors. Besides, errors in machine translation results provide insight for the public regarding the quality of machine translation. Therefore, this raises concerns about whether the translation results contain the same message as the source text. Moreover, machine translation also lacks creativity because machine translators tend to translate the text literally (Arenas & Toral, 2022) without being able to identify the text's function (Zhang, 2023). Therefore, the translation quality by translation machines is interesting to discuss.

Tourism text is a type of text used to provide information to tourists. Tourism texts are also used to persuade tourists to visit specific tourist attractions in a particular location. Thus, the success of a tourism text can be measured by the extent to which it influences tourism. Tourism texts not only provide information, but they are also a persuasive tool to persuade employees. It is due to the fact that if the text only provides information, the text is less capable of being a persuasive tool for tourists. Tourism texts must also be able to present information that is interesting to tourists, which depends on the quality of the translated text. In other words, the quality of the source language text greatly determines the quality of the translation product. This is because the translation machine cannot accurately identify the function of the text, resulting in a lack of creative translation. It is because creative translation is not only a transfer of language but also a discourse analysis. (Kadwa

& Alshenqeeti, 2020). Therefore, analysis is related to translation creativity through the translation machine, which enables the translation of something interesting to analyze more deeply.

METHODOLOGY

This research employed qualitative methods, as it aims to explain the phenomena related to translation creativity produced by machine translators. It means that this research only focuses on analysis related to the translation creativity of machine translators. This research used a data source in the form of the 2016 Solo Calendar of Events tourism text. The data used all the sentences in the text. The data collection method involved content analysis, supplemented by direct observation of the 2016 Solo Calendar of Events tourism text. The researcher employed note-taking techniques to collect all data in the form of sentences, phrases, and words from the data source.

Furthermore, the research procedures carried out included (1) note-taking of all Indonesian sentences in the text. (2) Translate all sentences in Indonesian into English using Google Translate. (3) analyzing the results of the Google Translate translation to determine the category of achievement of translation creativity based on the aspects of acceptability (the translation meets the requirements of the brief), flexibility (the use of creative shifts as opposed to a reproduction, a literal rendering of the source text), novelty (how unique a translation is in comparison to others) and fluency (the number of translation solutions provided for one problem by one translator). (4) determine the degree of translation creativity using translation creativity parameters (Bayer-Hohenwarter & Kußmaul, 2020), and (5) draw conclusions..

RESULTS AND DISCUSSION

3.1. Translation creativity

The sub-chapter explains the creativity of translations produced by Google Translate. Google Translate translation data is analyzed using translation creativity parameters. Measuring translation creativity is based on translation achievements in the aspects of acceptability, flexibility, novelty, and fluency. Further explanation can be observed as follows.

(1) Translation fulfills the translation creativity

Source	:	Saksikan Pagelaran seni pertunjukan tari, music, teater dari dalam dan
Text (ST)		luar negeri di panggung outdoor yang megah
Target Text	:	Watch performances of dance, music, theater performances from
(TT)		within and outside the country on the magnificent outdoor stage.

In example (1) above, it can be observed that the translation produced by Google Translate meets the translation acceptability criteria. This is because the translation in the target text is already in accordance with the grammatical rules in the target text. A literal translation from the source language text to the target language can already adjust the grammar. It means that the Google Translate translation does not contain grammatical errors.

Moreover, the translated text from Google Translate also fulfills the elements of translation creativity from the novelty aspect. This is because the translation is in accordance with the translation brief. This means that the translation can fulfill the function of translating tourism texts, namely, texts that are persuasive to tourists. In other words, the translated text must be able to attract tourists to join the tourism agenda or visit the tourism destination. Tourism texts must contain persuasive power, which can be demonstrated by the use of verbs in the form of invitations to tourists. This means that the text not only contains information but also an invitation. The translation above does not contain the Flexibility aspect. This can be observed in the absence of translation

modulation from the source text to the target language because the translation above is a literal translation of the source text. The translation also does not fulfill the Fluency aspect, which is indicated by the failure of the translation to fulfill the elements of text reproduction. This means that the translation retains the original structure of the source text.

(2) Translation does not fulfill the translation creativity

Source Text (ST) : Event lomba burung tingkat Nasional

Target Text (TT) : National bird competition event

In example (2), the translation produced by Google Translate meets the criteria for an acceptable translation because the translation in the target text meets the grammatical rules in the target text. The application of literal translation techniques can adapt to the grammatical rules of the target language. It means that the Google Translate translation does not contain grammatical errors. However, the translation above does not achieve the aspects of novelty, flexibility, and fluency.

In terms of novelty, the translation is less able to fulfill the translation brief. This means that the translation has not fulfilled its function as a persuasive text for tourists. The translation also lacks the flexibility aspect because there is no translation modulation from the source text to the target language. In other words, the translation above is a literal translation of the source text. The translation also does not fulfill the fluency aspect, which is indicated by the failure of the translation to fulfill the elements of text reproduction.

3.2 Degree of Translation Creativity

The sub-chapter explains the degree of translation creativity produced by Google Translate. The degree of translation produced is categorized into three types, namely creative translations which refer to fulfill the achievement of creativity elements. Less creative translations belong to two types of translations that have one or two aspects of creativity that are not achieved. Uncreative translation if there are three or four elements of creativity or more that are not achieved. Further explanation is as follows.

Table 1. Degree of translation creativity

Category of translation creativity	Number	Percentage
Creative	0	0%
Less Creative	52	85.24%
Uncreative	9	14.76%
Total	61	100%

Based on the table above, it can be seen that the category of translations creative degree belongs to less creative and uncreative categories. The table shows that 85.24% of Google Translate translations are considered less creative. Meanwhile, only 14.76% are included in uncreative translation. In other words, no translation meets the four criteria of creative translation. This is because the translation results from machine translators tend to be literal. (Mohamed, 2016)so they can explore the use of another expression (Li, 2018) that indicated as creative translation.

Machine translation only translates text without being able to identify the type of text or the terms of a specific culture that require translation creativity.(Mattioli, 2018). Translation using machine translation also loses context. The translation of the machine can

not be identified as the type. (Brookman & Robinson, 2016) and it is not a creative process(Keenan, 2015).

CONCLUSION

The translation creativity of Google Translate in the Solo Calendar of Events 2016 is considered less creative. This can be seen from the results of translations that do not meet translation standards, which do not comply with the parameters of translation creativity. The creativity of tourism text translation is determined by the success of the translation in maintaining the message and persuasive function of the text. In this context, the translation must convey persuasive power to tourists, making them interested in visiting the tourist attractions and the tourist agenda promoted by tourism managers.

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