

## TRANSLATION PROCEDURES OF TOURISM TERMINOLOGY IN DIGITAL TOURISM EDUCATION

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### Abstract

Tourism terminology carries specific sociocultural and operational concepts, requiring precise translation procedures to prevent communication gaps in digital media. While previous studies focus heavily on printed tourism brochures or websites, research addressing translation procedures in digital audiovisual educational content remains scarce. This descriptive qualitative study analyzes the translation procedures applied to technical tourism terms from Indonesian into English in a YouTube instructional video on Guru Dane's channel. Data were sourced from the video transcript containing fifteen specialized tourism terms and analyzed based on Pinchuck's (1977) and Newmark's (1988) frameworks. The analysis reveals 18 operational applications of translation procedures: literal translation (8 applications; 44.4%), borrowing (4 applications; 22.2%), adaptation (4 applications; 22.2%), and modulation (2 applications; 11.1%). The findings highlight the strategic use of couplets combining two distinct procedures to bridge cultural registers. Literal translation dominates because translating foundational tourism terms in digital platforms prioritizes direct conceptual correspondence to deliver professionally acceptable technical messages. Theoretically, this study enriches register analysis in audiovisual translation. Practically, it provides a linguistic reference for educators and digital content creators in developing accurate bilingual learning materials.

Keywords: *Digital Tourism Education, Tourism Terms, Translation Procedures.*

### Abstrak

Istilah pariwisata memuat konsep sosiokultural dan operasional khusus, sehingga memerlukan prosedur penerjemahan yang tepat untuk menghindari kesenjangan komunikasi di media digital. Meskipun studi terdahulu banyak berfokus pada brosur cetak atau situs web pariwisata, penelitian yang membahas prosedur penerjemahan dalam konten pendidikan audiovisual digital masih terbatas. Penelitian kualitatif deskriptif ini menganalisis prosedur penerjemahan yang diterapkan pada istilah teknis pariwisata dari bahasa Indonesia ke dalam bahasa Inggris dalam video pembelajaran YouTube di saluran Guru Dane. Data bersumber dari transkrip video yang memuat lima belas istilah pariwisata khusus dan dianalisis menggunakan kerangka teori Pinchuck (1977) dan Newmark (1988). Hasil penelitian menunjukkan terdapat 18 aplikasi operasional prosedur penerjemahan: terjemahan harfiah (8 aplikasi; 44,4%), peminjaman (4 aplikasi; 22,2%), adaptasi (4 aplikasi; 22,2%), dan modulasi (2 aplikasi; 11,1%). Temuan menunjukkan penggunaan strategi kuplet yang menggabungkan dua prosedur berbeda untuk menjembatani register budaya. Terjemahan harfiah menjadi prosedur paling dominan karena penerjemahan istilah pariwisata dasar pada platform digital mengutamakan kesepadanan konseptual langsung guna menyampaikan pesan teknis yang berterima secara profesional. Secara teoritis, penelitian ini memperkaya analisis register dalam penerjemahan audiovisual. Secara praktis, studi ini memberikan referensi linguistik bagi pendidik dan pembuat konten digital dalam menyusun materi pembelajaran dwibahasa yang

akurat.

Kata Kunci: *Edukasi Pariwisata Digital, Istilah Pariwisata, Prosedur Penerjemahan.*

## INTRODUCTION

Current developments in digital technology have dramatically transformed the landscape of global education. Audiovisual platforms, particularly YouTube, have evolved from entertainment channels into crucial self directed learning tools that are highly accessible to modern vocational students (Baker, 2018; Burgess & Green, 2018). In vocational education and tourism studies, the availability of accurate, comprehensible digital learning materials has become a critical pedagogical need to foster students' global competencies. One piece of digital educational content widely accessed by vocational tourism students in Indonesia is an instructional video titled "Pengantar Pariwisata," presented by Hasan Basri on the official Guru Dane YouTube channel. This video covers various foundational concepts, technical definitions, and operational components of the tourism industry that are vital for strengthening students' academic and professional competencies. However, a major challenge arises when these localized educational materials must be integrated with global standards or presented to an international audience. Tourism terminology constitutes a highly specialized register that encompasses intricate social, cultural, and operational concepts (Dann, 1996). The process of transferring these technical terms from Indonesian into English involves a complex cognitive process of reconceptualizing meaning across linguistic and cultural boundaries; it is not merely a mechanical word for word substitution. Previous translation literature emphasizes that inaccuracies in translating operational terms in the tourism industry can lead to severe communication gaps, pedagogical errors, and conceptual misunderstandings that are highly detrimental to professional

vocational training.

Despite the critical role of digital media, a significant research gap persists in the existing literature on translation studies. Extensive empirical research over the past decade has disproportionately focused tourism translation analysis on traditional print promotional media or institutional web portals. For instance, recent empirical studies have concentrated heavily on analyzing translation techniques in printed travel brochures, museum guidebooks, or official governmental destination websites. In contrast, concrete scholarship focused on the evaluation and empirical analysis of translation procedures for tourism terminology within open-access audiovisual educational content remains remarkably scarce. While contemporary scholars in audiovisual translation (AVT) have extensively explored subtitling, dubbing, and voice-over techniques for cinematographic films or entertainment media, the unique intersection between technical tourism registers and digital pedagogical materials on platforms like YouTube has been largely overlooked. If the quality of translations in these digital learning media is not scientifically evaluated, academic misinformation could arise, hindering the effectiveness of knowledge acquisition among modern learners.

Therefore, this study is deliberately designed to address this empirical gap and offer a distinct scholarly novelty in translation studies. Unlike prior research that genericizes translation procedures or confines them within static, printed corporate texts, this research advances the field of audiovisual translation by providing an in depth linguistic evaluation of 15 specialized tourism terms within a dynamic, digital learning environment based on the integrated

frameworks of Pinchuck (1977) and Newmark (1988). The primary focus of this paper is to systematically identify, classify, and evaluate the operational application of translation procedures used in Guru Dane's instructional videos. By shifting the analytical focus to digital tourism education, this study does not merely describe lexical shifts, but unpacks the underlying pedagogical and professional reasons behind terminology choices in digital learning resources. Ultimately, the results of this study offer crucial theoretical implications for register analysis in audiovisual translation and serve as an actionable practical guide for educators and digital content creators to develop standardized, high quality bilingual tourism learning materials.

## **METODE**

This study employs a descriptive qualitative approach. According to Creswell and Creswell (2018), qualitative research is an approach to exploring and understanding the meanings that individuals or groups ascribe to social or human issues, in which the researcher acts as the primary instrument for data collection. In this study, a descriptive qualitative design was applied to systematically identify, classify, and analyze the types of translation procedures used in translating specialized tourism terms from Indonesian into English based on textual and contextual analysis. Data and Data Sources, The data in this study consist of 15 specialized tourism terms along with their English translations. The data source is a transcript of an educational video titled "Pengantar Pariwisata," presented by Hasan Basri and broadcast on the official Guru Dane YouTube channel. The selection of these 15 tourism terms was conducted deliberately using a purposive sampling technique based on strict inclusion criteria. The criteria for data selection include: The term must be a technical and operational register formally recognized within the global tourism and

hospitality industry based on the United Nations World Tourism Organization standards (UNWTO, 2010), The term must appear within the context of Guru Dane's instructional video as core material defining or illustrating tourism components for vocational students, The term must have an official English translation equivalent applied within the audiovisual material.

The sample size of 15 terms was determined because it reached data saturation, where further analysis of the video transcripts from the channel yielded no new variations or types of translation procedures beyond the tested frameworks of Pinchuck (1977) and Newmark (1988). Technique of Data Collection, Data for this study were collected through a digital documentation framework involving several integrated steps. The process began with carefully watching and listening to the video titled "Pengantar Pariwisata" on the Guru Dane YouTube channel to ensure a thorough understanding of the spoken context. Afterward, the researchers transcribed the spoken expressions and sentences from the audiovisual material into written Indonesian text as source language data. Finally, the researchers selected and marked exactly 15 specific data items containing specialized tourism terms along with their official English equivalents as target language data for analysis. Data Analysis Techniques and Trustworthiness, After collecting the 15 data items, the textual material was evaluated using qualitative analysis techniques based on Pinchuck's (1977) and Newmark's (1988) frameworks. Data analysis was conducted by first classifying the 15 tourism terms into their respective translation procedures (translation, transliteration, borrowing, literal translation, transposition, modulation, and adaptation). Once classified, the researchers described the operational context of each term based on the video transcripts to uncover the underlying reasons behind the

choice of these strategies. To determine the most prominent translation method, the frequency and simple percentage of each procedure were calculated.

To ensure the credibility, reliability, and trustworthiness of the qualitative findings, this study implemented an inter-rater agreement procedure and peer debriefing. First, the codification and identification of translation procedures for the 15 data items were performed independently by the researchers to minimize subjective bias. Second, the classification results were cross-checked and reviewed through a peer discussion forum among the authors to resolve any interpretative differences, particularly regarding complex data categorized under couplet strategies. Through this convergence of analytical reasoning, the reliability of the translation procedures presented in this article is scientifically grounded.

## RESULT AND DISCUSSION

Based on the linguistic evaluation and filtering of the audiovisual learning material on the Guru Dane YouTube channel, a total of 15 technical tourism terms were identified. The analysis reveals 18 operational applications of translation procedures, as several terms utilize a combination of multiple strategies simultaneously (*couplets*). The statistical calculation demonstrates that literal translation is the most dominant procedure utilized in the video, appearing 8 times and accounting for 44.4% of the total applications. This is followed by borrowing and adaptation, which both appear 4 times, each contributing 22.2% to the total distribution. Meanwhile, the modulation procedure is applied twice, making up 11.1% of the overall analysis. On the other hand, other translation procedures within Pinchuck's (1977) framework namely transposition, translation, and transliteration were not found (0.0%) among the examined technical terms.

The dominant usage of literal translation (44.4%) indicates that the educational content creator or translator on the Guru Dane channel highly prioritizes direct conceptual correspondence to deliver clear and unbiased technical terms for modern learners. To provide an explicit and detailed look into the collected pedagogical materials, the qualitative analysis of each data item is described as follows:

### DATA 1

SL (Indonesian): “Nah, jadi aksesibilitas ini bisa berupa nanti penunjuk arah, kemudian terminal, ada bandar udara, pelabuhan, dan lain-lain.”

TL (English): “So, this accessibility can later be in the form of signposts, terminals, airports, ports, and so on.”

Translation Procedure: Literal Translation

Applied Translation Analysis: In this study, the qualitative analysis focuses strictly on the specific tourism term “aksesibilitas” which is rendered into the target text as “accessibility”. This lexical pairing applies the literal translation procedure. The investigator identifies this strategy because there is a direct, one to one conceptual, grammatical, and morphological correspondence between the Source Language (SL) and Target Language (TL). The term is transferred smoothly with zero structural adjustments or semantic shifts, preserving the exact infrastructure register. Contextual Explanation: This sentence does not provide a theoretical definition, but rather shows practical examples of transport infrastructure in the tourism sector. The speaker mentions physical elements like signposts, terminals, airports, and ports that directly help and make it easier for tourists to travel to their destinations.

### DATA 2

SL (Indonesian): “Biasanya atau lazimnya akomodasi ini bisa ditemukan di daerah-daerah pariwisata.”

TL (English): “Usually or typically, this

accommodation can be found in tourism areas.”

Translation Procedure: Borrowing

Applied Translation Analysis: In this study, the data analysis focuses specifically on the technical hospitality term “akomodasi” which is translated as “accommodation”. The investigator classifies this under the borrowing procedure. The original English tourism register is adopted and integrated into the Indonesian speech. The translator applies this strategy with minor orthographic adjustments to adapt the foreign term into the local Indonesian spelling and phonetic rules while keeping the professional lodging concept intact. Contextual Explanation: This context describes the geographical pattern or common locations where lodging facilities are situated. It highlights that commercial accommodations (such as hotels or homestays for travelers) naturally cluster and are easily found around specific tourism zones.

DATA 3

SL (Indonesian): “Bagi teman-teman, jadi pelanggan aktif ini merupakan istilah yang asing.”

TL (English): “For friends, this active customer might be an unfamiliar term.”

Translation Procedure: Literal Translation

Applied Translation Analysis: In this study, the investigation focuses on the commercial tourism phrase “pelanggan aktif” which is paired with “active customer”. This phrasing utilizes the literal translation procedure. The investigator marks this strategy because the word-for-word semantic meaning transfers directly after undergoing standard grammatical noun-phrase alignment. The core business register is preserved without any conceptual distortion or modification of perspective. Contextual Explanation: In this sentence, the speaker interacts with the audience when introducing a new business concept. The phrase indicates

an assumption that the term “active customer” (consumers who consistently and routinely buy products) may still sound new or unfamiliar to the general public.

DATA 4

SL (Indonesian): “Jadi biaya masuk ke lokasi tertentu.”

TL (English): “So, it is an admission fee to a specific location”

Translation Procedure: Literal Translation

Applied Translation Analysis: In this study, the analysis isolates the specific financial tourism register “biaya masuk” which is rendered as “admission fee”. Following Pinchuck's (1977) framework, this pairing represents a literal translation procedure. The investigator holds this operational term because it represents a fixed, direct interlingual synonym within the global travel and hospitality industry, conveying the economic regulation accurately without requiring structural modulation. Contextual Explanation: This short phrase from the transcript serves as a clarification of synonyms for a tourism tariff. The main point emphasizes that the term refers directly to the mandatory amount of money paid by visitors as an official entrance fee or ticket to access a particular tourist destination.

DATA 5

SL (Indonesia): “Istilah rapat umum pemegang saham tahunan, jadi mungkin adik-adik pernah dengar ya... jadi istilah ini muncul manakala kita berbicara tentang ekonomi atau perniagaan.”

TL (English): “The term annual general meeting, so perhaps you have heard of it, maybe watched or read about it, so annual general meeting is a term that appears when we talk about economics or business.”

Translation Procedure: Adaptation

Applied Translation Analysis: In this study, the qualitative analysis focuses on the complex Indonesian corporate register “rapat umum” pemegang saham tahunan which is rendered as “annual general meeting”. Under

Pinchuck's (1977) framework, this pairing represents an adaptation procedure. The investigator marks this strategy because the highly localized Indonesian legal-corporate phrase is substituted with its standardized operational equivalent in the global commercial industry to ensure the professional business concept is immediately recognized by international readers. Contextual Explanation: This context introduces a specific corporate and financial term to an academic or student audience, explaining that the concept of a yearly formal meeting of a company's shareholders is commonly found within the economic and commercial sectors.

#### DATA 6

SL (Indonesian): “Ada versi Amerikanya betul mengatakan “apartemen”, lalu mungkin versi Britishnya orang mengatakan *flat*.”

TL (English): “There is an American version which correctly says apartment, then perhaps for the British version people say flat.”

Translation Procedure: Couplet (Borrowing and Literal Translation)

Applied Translation Analysis: In this study, the comparative analysis of Data 06 reveals a couplet translation procedure based on Newmark's (1988) framework, combining two strategic operations to handle the dialectal housing registers. First, the localized term “apartemen” applies the borrowing procedure, as it is derived from the English word “apartment” with minor orthographic adjustments. Second, the British register “flat” utilizes literal translation, as it is retained directly word-for-word to maintain the speaker's original conversational comparison between American and British English variants intact. Contextual Explanation: The speaker explains the linguistic differences and lexical variations between American English and British English for the same lodging or housing concept.

#### DATA 7

SL (Indonesian): “Atraksi alam... segala sesuatu atau potensi wisata yang berkenaan dengan alam kita istilahkan dengan atraksi alam atau wisata alam.”

TL (English): “Natural attraction... everything or tourist potential relating to nature is termed as a natural attraction or ecotourism.”

Translation Procedure: Couplet (Literal Translation and Adaptation)

Applied Translation Analysis: In this study, the investigation reveals that Data 07 applies a couplet translation procedure as conceptualized by Newmark (1988) because two distinct procedures are required to translate the tourism terms within a single data context. First, the term “atraksi alam” utilizes literal translation as it transfers directly into “natural attraction” based on a one-to-one structural alignment. Second, the term “wisata alam” utilizes adaptation, where the localized phrase is replaced with the standardized international tourism terminology, which is “ecotourism”, to ensure global readability. Contextual Explanation: This sentence provides a conceptual definition of tourism resources that originate from environmental and natural features.

#### DATA 8

SL (Indonesian): “Wisata kuliner memungkinkan wisatawan menikmati makanan tradisional lokal.”

TL (English): “Culinary tourism allows tourists to experience local traditional food.”

Translation Procedure: Literal Translation

Applied Translation Analysis: In this study, the qualitative analysis isolates the specific niche tourism term “wisata kuliner” which is translated into “culinary tourism”. The investigator identifies this strategy as a literal translation procedure. The phrasal component maps directly word-for-word from the Indonesian professional register into the standard English tourism concept without

requiring perspective modulation or cultural transposition, keeping the core food travel message intact. Contextual Explanation: This sentence explains a type of tourism activity that focuses on experiencing traditional food from a particular region, allowing tourists to explore local culture through traditional cuisine.

#### DATA 9

SL (Indonesian): "Aceh telah menjadi destinasi favorit untuk wisata alam."

TL (English): "Aceh has become a favorite destination for nature tourism."

Translation Procedure: Couplet (Borrowing and Literal Translation)

Applied Translation Analysis: In this study, the findings display a couplet translation procedure based on Newmark's (1988) framework, combining two strategic operations to handle multiple tourism terms. First, the core travel term "destinasi" represents the borrowing procedure, as it is integrated directly from the English word "destination" with minor orthographic adjustments. Second, the environmental tourism phrase "wisata alam" utilizes literal translation, where the lexical components match perfectly and transfer lurus into "nature tourism" without semantic alteration. Contextual Explanation: This sentence explains the popularity of Aceh as a tourism location known for its natural attractions and environmental-based tourism activities.

#### DATA 10

SL (Indonesian): "Semua pemangku kepentingan harus bekerja sama untuk meningkatkan pengembangan pariwisata."

TL (English): "All stakeholders should work together to improve tourism development."

Translation Procedure: Adaptation

Applied Translation Analysis: In this study, the primary translation strategy utilized for the institutional tourism register is Adaptation. The investigator highlights the localized Indonesian phrase "kepentingan" which is translated into its globally accepted

operational equivalent, "stakeholders". According to Pinchuck (1977), adaptation is necessary when a culture specific or technical term must be adjusted to standard target language industry expressions so that the final text remains highly communicative for international readers.

Contextual Explanation: This sentence explains the importance of cooperation among various parties involved in tourism management and development, such as governments, local communities, and investors.

#### DATA 11

SL (Indonesian): "Industri perhotelan memainkan peran penting dalam pertumbuhan pariwisata."

TL (English): "The hospitality industry plays an important role in tourism growth."

Translation Procedure: Modulation

Applied Translation Analysis: In this study, the data analysis isolates the operational tourism phrase "industri perhotelan" which is rendered into the target text as "hospitality industry". The investigator classifies this specific pairing under the modulation procedure. This strategy is marked due to a mandatory shift in the cognitive point of view and semantic scope; the localized Indonesian term focusing strictly on hotels (*perhotelan*) is broadened into the global target register (*hospitality*) to encapsulate a wider service sector, including guest relations and accommodation management. Contextual Explanation: This sentence explains the contribution of the hospitality sector to tourism development, emphasizing that sustainable tourism growth strongly depends on the quality of services provided to international visitors.

#### DATA 12

SL (Indonesian): "Nah apa sih yang dimaksud dengan pemesanan di awal? Pemesanan di awal ini biasanya kita mengacu ke pemesanan."

TL (English): "Now, what is meant by advance booking? This advance booking

usually refers to a reservation.”

Translation Procedure: Literal Translation

Applied Translation Analysis: In this study, the qualitative analysis highlights the operational booking register “pemesanan di awal” which transfers seamlessly into English as “advance booking”. The investigator identifies this pairing as a literal translation procedure. The phrasal components are mapped directly word-for-word between the two languages since both registers share an identical logical syntax, requiring zero structural transposition or modulation to remain perfectly communicative. Contextual Explanation: The speaker uses a rhetorical question to grab the audience's attention, confirming that the mechanism of making early reservations is crucial before the actual arrival date.

DATA 13

SL (Indonesian): “Agrowisata merupakan kegiatan wisata yang memanfaatkan area pertanian sebagai daya tarik utama bagi pengunjung.”

TL (English): “Agrotourism is a tourism activity that utilizes agricultural areas as the main attraction for visitors.”

Translation Procedure: Literal Translation

Applied Translation Analysis: In this study, the descriptive investigation isolates the specialized niche tourism term “agrowisata” which is paired with “agrotourism”. Following Pinchuck's (1977) framework, this pairing represents a literal translation procedure. The core lexical roots map directly from the Indonesian professional register into the standard English industry term without changing the core semantic value, as both languages share an identical conceptual structure for this green-tourism term. Contextual Explanation: This sentence defines the concept of agrotourism as a tourism activity centered on agricultural resources, landscapes, and plantations as educational and recreational attractions.

DATA 14

SL (Indonesian): “Nah, jenis akomodasi lainnya yang kita bayar itu lebih awal dari jadwal yang ditentukan, contohnya adalah amenities.”

TL (English): “Now, other types of accommodation that we pay for earlier than the scheduled time, for example, are amenities.”

Translation Procedure: Borrowing

Applied Translation Analysis: In this study, the text analysis focuses on the technical hospitality term “amenitas” which is rendered into the target language as “amenities”. The investigator identifies this strategy as a borrowing procedure. The original English hospitality register is adopted into the Indonesian speech with minor morphological and phonetic modifications to fit local Indonesian orthographic rules while fully preserving the operational facility concept. Contextual Explanation: In this part of the sentence, the speaker introduces the concept of amenities, which refers to the extra facilities, comforts, or services (such as Wi-Fi or pools) provided to guests to enhance their stay.

DATA 15

SL (Indonesian): “Jadi kepadatan lalu lintas udara itu adalah kondisi penerbangan yang memang sangat sibuk.”

TL(English): “So, air congestion is a flight condition that is indeed very busy.”

Translation Procedure: Couplet (Modulation and Adaptation)

Applied Translation Analysis: In this study, the findings reveal that Data 15 demonstrates a couplet translation procedure as conceptualized by Newmark (1988) to handle a complex aviation-tourism term. First, modulation is applied as the literal phrase “air density/traffic” undergoes a perspective shift into “air congestion”. Second, adaptation is synchronized to match the standardized international transportation register. This structural and semantic



combination ensures that the technical concept of high-density flight schedules sounds natural and professionally accurate for global industry readers. Contextual Explanation: This sentence from the transcript explains a specific issue in air transportation within the tourism industry, where high-volume passenger numbers overload airport capacity during peak holiday seasons.

Tabel 1. *Translation Procedures Frequency and Percentage*

| No           | Translation                       |                          |                            |
|--------------|-----------------------------------|--------------------------|----------------------------|
|              | Procedure<br>(Pinchuck,<br>1977)  | Frequency<br>(Frekuensi) | Percentage<br>(Persentase) |
| 1            | Literal<br>Translation            | 8                        | 44.4%                      |
| 2            | Borrowing                         | 4                        | 22.2%                      |
| 3            | Adaptation                        | 4                        | 22.2%                      |
| 4            | Modulation                        | 2                        | 11.1%                      |
| 5            | Transpositin                      | 0                        | 0.0%                       |
| 6            | Translation                       | 0                        | 0.0%                       |
| 7            | Transliteration                   | 0                        | 0.0%                       |
| <b>Total</b> |                                   |                          |                            |
|              | <b>Procedural<br/>Application</b> | <b>18</b>                | <b>100%</b>                |

As outlined in Table 1, the statistical breakdown reveals that among the 18 procedural applications found across the 15 tourism terms, literal translation is the most dominant procedure used in the video, accounting for 8 occurrences (44.4%). Although this finding is presented through a frequency distribution, this study remains strictly grounded in a descriptive qualitative approach. The numerical data are utilized solely as a complementary structural tool to systematically categorize the distribution of the framework. The core analysis relies on interpreting the situational context,

professional registers, and underlying reasons behind each terminology transfer.

Critical Analysis and Implications: Linguistic Justification for Adaptation and Modulation Procedures, Based on a deep linguistic evaluation, the translation decisions involving adaptation and modulation procedures in this instructional video demonstrate a conscious effort to bridge conceptual gaps within a highly specialized register. In Data 5 (rendering *rapat umum pemegang saham tahunan* into *annual general meeting*) and Data 10 (translating *kepentingan* into *stakeholders*), the application of the adaptation procedure is linguistically justified because the source terms are deeply bound to the local Indonesian legal and corporate systems. If translated literally, these terms would lose their pragmatic and functional value for international readers. Substituting them with standardized, globally accepted industry equivalents (*annual general meeting* and *stakeholders*) ensures that target language learners grasp the operational functions immediately without facing unnecessary cognitive overload. Meanwhile, the use of modulation in Data 11 (translating *industri perhotelan* into *hospitality industry*) represents a crucial cognitive shift in perspective, moving from a narrow semantic scope (specifically focusing on physical hotel accommodations) to a broader, more holistic service sector. The linguistic justification for this strategy is rooted in the conceptual differences between the two languages; in English, the *hospitality industry* encompasses a much wider ecosystem of services than a literal translation like *hotel industry* would suggest. This modulation successfully maintains the naturalness of the professional register within the target language.

Comparison with Previous Studies (Theoretical Analysis), The dominance of the *literal translation* procedure (44.4%) in this study reveals a compelling pattern when

confronted with previous tourism translation literature. Numerous empirical studies over the past decade on traditional print promotional media (such as travel brochures, city guides, and pamphlets) have consistently reported that *adaptation* or *transposition* tend to dominate in order to achieve a persuasive effect and maintain cultural aesthetics for potential tourists. However, in the context of digital audiovisual educational materials examined in this study, the situation is completely reversed, creating a distinct scholarly paradox (Agorni, 2022; Sulaiman & Syihabuddin, 2025). The alignment of this finding can instead be traced back to empirical studies focusing on scientific and technical text translation, where *literal translation* is strictly prioritized to preserve a rigid conceptual accuracy and prevent academic misinformation. This contrast establishes an important theoretical premise: the pragmatic function of a text (pedagogical vs. promotional) is far more influential in dictating the choice of translation procedures than the nature of the register itself (tourism). Furthermore, the strategic emergence of *couplets* (combining two distinct procedures) in Data 6, 7, and 15 confirms Newmark's (1988) theoretical perspective that dynamic audiovisual texts demand high flexibility, requiring translators to safeguard technical accuracy while simultaneously making necessary cultural adjustments.

Implications for Translation Studies and Language Education, The empirical findings of this research carry significant practical and theoretical implications for both translation studies and language education. In the realm of translation studies, this research extends the scope of Audiovisual Translation (AVT) which has long been disproportionately dominated by entertainment texts like cinematographic films or television series by proving that AVT within open access pedagogical content exhibits its own distinct register

characteristics that highly prioritize direct equivalence (Gambier & Ramos Pinto, 2024; Chaume & Martínez Sierra, 2024). For language education and the development of bilingual tourism curricula, these findings provide an actionable empirical reference for educators, language lecturers, and digital content creators. This analysis indicates that when teaching English for Specific Purposes (ESP) in the tourism sector, the integration of digital audiovisual materials must be carefully supported by accurate translation procedures. The standardization of tourism terms via open digital platforms like YouTube should not be done arbitrarily; instead, complex strategies like couplets and adaptations must be explicitly taught to vocational students. This ensures that learners do not merely memorize vocabulary word for word, but profoundly understand how an operational tourism term functions acceptably within the international professional environment.

## CONCLUSION

Based on the analysis of 15 tourism terms taken from the YouTube videos “Pengantar Pariwisata” (Part 1 and Part 2) on the Guru Dane channel, it can be concluded that translating tourism terminology from Indonesian into English requires not only direct lexical transfer but also contextual and professional adjustment. This study found that four specific translation procedures proposed by Pinchuck (1977) were actively applied, with literal translation emerging as the most dominant procedure (44.4%) due to shared grammatical structures and logical meanings in foundational tourism expressions. Additionally, borrowing was utilized for internationally recognized hospitality terms, while Newmark's (1988) couplet strategies were applied to handle more complex terms, making the final translations sound communicative, natural, and professionally acceptable for global audiences. Theoretically, this study carries

significant implications by enriching register analysis within audiovisual translation (AVT), proving that open-access digital pedagogical materials possess distinct textual functions that prioritize direct conceptual correspondence over purely promotional adjustments. Practically, the study provides a valuable reference for language educators, lecturers, and digital content creators in designing and standardizing accurate, high quality bilingual learning materials for modern vocational students.

However, this research acknowledges specific boundaries in its data selection. While the two part instructional video series on the channel contains an extensive and abundant corporate tourism registry, this study deliberately selected a focused sample of fifteen core tourism terms to ensure an exhaustive, microlinguistic qualitative evaluation. Consequently, while highly detailed, these sampled findings may not capture every single terminological variation present throughout the entire video series. To expand this line of inquiry, future studies are highly recommended to utilize larger datasets by fully extracting all available terms across multiple video series and exploring different audiovisual platforms beyond YouTube, such as TikTok, educational podcasts, or dedicated massive open online courses (MOOCs). Furthermore, future researchers should consider employing alternative translation frameworks such as Vinay and Darbelnet's translation procedures, Toury's descriptive translation studies (DTS), or skopos theory to unpack deeper functional and ideological dimensions of terminology transfer in digital environments.

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