



**Hak Cipta :**

1. Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber :
  - a. Pengutipan hanya untuk kepentingan pendidikan, penelitian , penulisan karya ilmiah, penulisan laporan, penulisan kritik atau tinjauan suatu masalah.
  - b. Pengutipan tidak merugikan kepentingan yang wajar Politeknik Negeri Jakarta
2. Dilarang mengumumkan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin Politeknik Negeri Jakarta



**ANALYSIS OF ACCEPTABILITY ASPECT AND  
TRANSLATION TECHNIQUES OF ILLOCUTIONARY  
FORCE ON THE TRAVELOKA WEBSITE**

**BACHELOR  
THESIS**

Proposed as a Compulsory Prerequisite

For Bachelor's Degree in Applied Linguistics (S.Tr.Li)

**POLITEKNIK  
NEGERI  
JAKARTA**

Henny

2108412006

**STUDY PROGRAM OF ENGLISH FOR BUSINESS AND  
PROFESSIONAL COMMUNICATION**

**DEPARTMENT OF BUSINESS ADMINISTRATION**

**POLITEKNIK NEGERI JAKARTA**

**2025**



**Hak Cipta :**

1. Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber :

a. Pengutipan hanya untuk kepentingan pendidikan, penelitian, penulisan karya ilmiah, penulisan laporan, penulisan kritik atau tinjauan suatu masalah.

b. Pengutipan tidak merugikan kepentingan yang wajar Politeknik Negeri Jakarta

2. Dilarang mengumumkan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin Politeknik Negeri Jakarta

**PRONOUNCEMENT**

I, the undersigned:

Student Name : Henny

Student ID : 2108412006

Study Program : English for Business and Professional Communication  
(BISPRO)

Thesis Title : Analysis Of Acceptability Aspect And Translation Techniques  
Of Illocutionary Force On The Traveloka Website

Hereby declare that this thesis is my original work and is free from plagiarism or any form of imitation of others' works. All quotations and references from other sources have been appropriately cited following the applicable guidelines for academic writing.

If then this pronouncement proves false, I am willing to accept any academic punishment.

Depok, 1 July 2025

The declarant



Henny

2108412006



**Hak Cipta :**

1. Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber :

a. Pengutipan hanya untuk kepentingan pendidikan, penelitian, penulisan karya ilmiah, penulisan laporan, penulisan kritik atau tinjauan suatu masalah.

b. Pengutipan tidak merugikan kepentingan yang wajar Politeknik Negeri Jakarta

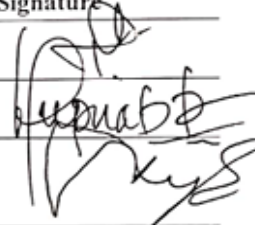
2. Dilarang mengemukakan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin Politeknik Negeri Jakarta

**LEGITIMATION**

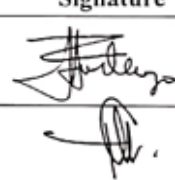
The following thesis is proposed by:

Student Name : Henny  
 Student ID : 2108412006  
 Study Program : English for Business and Professional Communication (BISPRO)  
 Thesis Title : Analysis Of Acceptability Aspect And Translation Techniques Of Illocutionary Force On The Traveloka Website

It has been examined by the Board of Thesis Examiners on 20 June 2025 and decided "PASSED"

Board of Thesis Examiners		Signature
Head of Examiner	: Taufik Eryadi Abdillah, S.S., M.Hum.	
Examiner 1	: Dr. Drs. Supriatnoko, M.Hum.	
Examiner 2	: Dr. Dra. Lenny Brida, Dipl. TESOL., M.Psi., M.Hum.	

Under the supervision of Board of Thesis Supervisors

Board of Thesis Supervisors		Signature
Supervisor 1	: Farizka Humolungo, S.Pd., M.Pd.	
Supervisor 2	: Taufik Eryadi Abdillah, S.S. M.Hum.	

Legalized by:  
 Head of Department  
 Business Administration

  
 Dr. Dra. Iis Mariani, M.Si.  
 NIP 196501311989032001

Depok, 25 June 2025

Acknowledged by:  
 Head of Study Program  
 English for Business and Professional Communication (BISPRO)

  
 Dr. Dra. Ina Sukaesih, Dipl.TESOL., M.M., M.Hum.  
 NIP 196104121987032004





**Hak Cipta :**

1. Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber :

a. Pengutipan hanya untuk kepentingan pendidikan, penelitian, penulisan karya ilmiah, penulisan laporan, penulisan kritik atau tinjauan suatu masalah.

b. Pengutipan tidak merugikan kepentingan yang wajar Politeknik Negeri Jakarta

2. Dilarang mengemukakan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin Politeknik Negeri Jakarta

## PREFACE

I, the researcher, would like to express my gratitude to Allah SWT for all the graces and blessings that have enabled me to complete this thesis on time. This research is conducted to obtain a Bachelor's Degree in Linguistics at Politeknik Negeri Jakarta. I realize this thesis would not have been completed without support and guidance from various parties. Therefore, I would like to say thank everyone whose names will be mentioned as follows:

- 1) Dr. Dra. Iis Mariam, M.Si. as the Head of Business Administration Department at Politeknik Negeri Jakarta
- 2) Dr. Dra. Ina Sukaesih, Dipl. TESOL., M.M, Hum., as the Head of the English for Business and Professional Communication study program;
- 3) Farizka Humolungo, S.Pd., M.Pd., as my thesis supervisor 1 who has provided me the time, energy, thoughts, guidance, and suggestions related to my topic since the beginning;
- 4) Taufik Eryadi Abdillah, S.S., M.Hum., as my thesis supervisor 2 who has provided me with guidance and suggestions related to my thesis in terms of technical writing;
- 5) Dr. Lenny Brida, Dipl. TESOL., M.Psi., M.Hum., as my translation quality rater 1 who has provided feedback and insightful suggestions during the discussions significantly contributed to the progress of this research;
- 6) Fanny Fuji Rakhmi, S.Hum. M.Hum., as my translation quality rater 2 who has provided feedback and suggestions for my research;
- 7) My beloved parents and family, who have provided support, guidance, and motivation until this thesis was completed.
- 8) All of my lecturers at Politeknik Negeri Jakarta for the courses;
- 9) All friends in BISPRO Class of 2021, specifically Annisa Zahra Auliany, Dhita Sukma Mahastri, Nisrina Firyal Prilandhia, Wina Saviera Fidela, and Shadana Hayata Nufiedia for your presence and support during my time studying at Politeknik Negeri Jakarta.



**Hak Cipta :**

1. Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber :

a. Pengutipan hanya untuk kepentingan pendidikan, penelitian, penulisan karya ilmiah, penulisan laporan, penulisan kritik atau tinjauan suatu masalah.

b. Pengutipan tidak merugikan kepentingan yang wajar Politeknik Negeri Jakarta

2. Dilarang mengemukakan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin Politeknik Negeri Jakarta

10) All dear friends at Camaraderie SITUP, specifically Sefiyah Muntazah, Dewi Nur Hikmah, and Annita Nova Chatarina for your support, enthusiasm, and motivation from the beginning of my college journey to the completion of this thesis.

11) The members of ENHYPEN—Yang Jungwon, Lee Heeseung, Park Jongseong, Sim Jaeyun, Park Sunghoon, Kim Sunoo, and Ni-ki—as well as ENGENE, whose music, content, and unwavering energy uplifted my spirits during difficult moments, allowing me to regain motivation and continue this research until this thesis was completed.

12) Last but not least, I would like to thank myself for the perseverance, patience, and strength that enabled me to complete this thesis successfully.

Finally, I hope this study will fill in the gaps, especially in the field of translation and will be beneficial to others.

West Jakarta, 05 June 2025

Henny

**POLITEKNIK  
NEGERI  
JAKARTA**





**Hak Cipta :**

1. Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber :
  - a. Pengutipan hanya untuk kepentingan pendidikan, penelitian, penulisan karya ilmiah, penulisan laporan, penulisan kritik atau tinjauan suatu masalah.
  - b. Pengutipan tidak merugikan kepentingan yang wajar Politeknik Negeri Jakarta
2. Dilarang mengemukakan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin Politeknik Negeri Jakarta

**ABSTRACT**

Henny. English for Business and Professional Communication Study Program.  
Analysis Of Acceptability Aspect And Translation Techniques Of Illocutionary Force On The Traveloka Website

This study aims to analyze the types of illocutionary force, translation techniques, and the acceptability aspect of translations on the Traveloka website. Based on Searle's theory (1979), five types of illocutionary force were identified from 92 data points: directive (49%), commissive (24%), assertive (11%), declarative (9%), expressive (5%), as well as combined forms of directive and declarative (1%) and assertive and directive (1%). The directive type was the most dominant, especially in Call-to-Action elements. From a total frequency of 215 translation techniques used, literal translation (40%) was the most frequently applied, followed by pure borrowing (20%) and reduction (13%). As many as 37% of the data used a combination of three translation techniques, while the least used was a combination of five techniques (2%). The acceptability assessment based on Nababan et al. (2012) showed that 43% of the translations were acceptable, 45% less acceptable, and 12% unacceptable, with an average score of 2.31 out of 3. These findings indicate that although most translations are understandable, many still lack naturalness and cultural appropriateness in the target language, which may affect user experience. This study concludes that balancing illocutionary intent and pragmatic acceptability is crucial in translating UX content for digital platforms.

Keywords: illocutionary force, translation techniques, acceptability, UX writing, Traveloka, pragmatics, digital communication.



**Hak Cipta :**

1. Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber :

a. Pengutipan hanya untuk kepentingan pendidikan, penelitian, penulisan karya ilmiah, penulisan laporan, penulisan kritik atau tinjauan suatu masalah.

b. Pengutipan tidak merugikan kepentingan yang wajar Politeknik Negeri Jakarta

2. Dilarang menggunakan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin Politeknik Negeri Jakarta

## ABSTRAK

Henny. *Program Studi Bahasa Inggris untuk Komunikasi Bisnis dan Profesional.*  
*Analysis Of Acceptability Aspect And Translation Techniques Of Illocutionary Force On The Traveloka Website*

*Penelitian ini bertujuan untuk menganalisis jenis-jenis illocutionary force, teknik penerjemahan, dan aspek keberterimaan terjemahan pada situs web Traveloka. Berdasarkan teori Searle (1979), ditemukan lima jenis illocutionary force dari 92 data, yaitu: direktif (49%), komisif (24%), asertif (11%), deklaratif (9%), dan ekspresif (5%), dan jenis kombinasi ilokusi directive and declarative (1%), serta assertive dan directive (1%). Jenis direktif sebagai yang paling dominan pada elemen Call-to-Action. Dari total frekuensi 215 teknik penerjemahan yang digunakan, teknik literal (40%) menjadi yang paling sering muncul, diikuti oleh meminjam murni (20%) dan reduksi (13%). Sebanyak 37% data menggunakan kombinasi tiga teknik penerjemahan dan paling sedikit menggunakan kombinasi lima teknik (2%). Penilaian aspek keberterimaan berdasarkan Nababan et al. (2012) menunjukkan bahwa 43% terjemahan tergolong dapat diterima, 45% kurang dapat diterima, dan 12% tidak dapat diterima, dengan nilai rata-rata 2,31 dari 3. Temuan ini menunjukkan bahwa meskipun sebagian besar terjemahan dapat dimengerti, banyak yang masih kurang alami dan kurang sesuai secara budaya dalam bahasa sasaran, yang dapat memengaruhi pengalaman pengguna. Studi ini menyimpulkan bahwa menyeimbangkan maksud ilokusi dan keberterimaan pragmatik sangat penting dalam penerjemahan konten UX pada platform digital.*

*Kata Kunci: illocutionary force, teknik penerjemahan, keberterimaan, penulisan UX, Traveloka, pragmatik, komunikasi digital.*





**Hak Cipta :**

1. Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber :

a. Pengutipan hanya untuk kepentingan pendidikan, penelitian , penulisan karya ilmiah, penulisan laporan, penulisan kritik atau tinjauan suatu masalah.

b. Pengutipan tidak merugikan kepentingan yang wajar Politeknik Negeri Jakarta

2. Dilarang mengumumkan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin Politeknik Negeri Jakarta

## TABLE OF CONTENTS

COVER.....	i
PRONOUNCEMENT.....	ii
LEGITIMATION.....	iii
PREFACE .....	iv
CONSENT OF THESIS PUBLICATION FOR ACADEMIC INTERESTS .....	vi
ABSTRACT.....	vii
<i>ABSTRAK</i> .....	viii
TABLE OF CONTENTS .....	ix
LIST OF TABLES .....	x
LIST OF FIGURES .....	xi
CHAPTER I INTRODUCTION.....	1
1.1 Background of the Study.....	1
1.2 Research Questions .....	7
1.3 Objectives of the Study .....	7
1.5 Significances of the Study.....	8
1.5.1 Theoretical .....	8
1.5.2 Practical.....	9
CHAPTER II LITERATURE REVIEW .....	10
2.1 Theoretical Review.....	10
2.1.1 Translation Theory .....	10
2.1.2 Translation Technique .....	10
2.1.3 Definition of Illocutionary Force .....	16
2.1.4 Types of Illocutionary Force .....	16
2.3 Pragmatic Aspects in Translation .....	19





**Hak Cipta :**

1. Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber :

a. Pengutipan hanya untuk kepentingan pendidikan, penelitian , penulisan karya ilmiah, penulisan laporan, penulisan kritik atau tinjauan suatu masalah.

b. Pengutipan tidak merugikan kepentingan yang wajar Politeknik Negeri Jakarta

2. Dilarang mengumumkan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin Politeknik Negeri Jakarta

2.4 Illocutionary Force in Digital Communication and UX Writing.....	20
2.5 Translation of Quality Assessment .....	21
2.6 Traveloka Website .....	25
2.7 Review of Relevant Studies .....	26
2.8 Theoretical Framework .....	27
CHAPTER III RESEARCH METHOD .....	29
3.1 Research Design.....	29
3.2 Data and Source of Data.....	29
3.3 Sampling Technique .....	30
3.4 Data Collection Technique .....	30
1. Content Analysis .....	30
2. Focus Group Discussion .....	31
3.5 Data Validity .....	31
3.5.1 Data Source Triangulation .....	31
3.5.2 Methods of Triangulation.....	32
3.6 Data Analysis.....	32
1. Domain Analysis.....	32
2. Taxonomic Analysis.....	33
4. Cultural Themes Analysis.....	38
CHAPTER IV RESULT AND DISCUSSION .....	39
4.1 Result.....	39
4.1.1 Types of Illocutionary Force on Traveloka Website.....	39
4.1.2 Types of Translation Techniques used in the Meaning Reconstruction of Traveloka Website .....	43
4.1.3 The Combination of Translation Techniques Used in Traveloka Website.....	46
4.1.4 The Recapitulation of Acceptability Aspect of Traveloka Website .....	50
4.2 Discussion .....	52



**Hak Cipta :**

1. Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber :

a. Pengutipan hanya untuk kepentingan pendidikan, penelitian , penulisan karya ilmiah, penulisan laporan, penulisan kritik atau tinjauan suatu masalah.

b. Pengutipan tidak merugikan kepentingan yang wajar Politeknik Negeri Jakarta

2. Dilarang mengemukakan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin Politeknik Negeri Jakarta

4.2.1 Discussion of Types of Illocutionary Force on Traveloka Website .....	52
4.2.2 Discussion of Types of Translation Techniques used in the Meaning Reconstruction of Traveloka Website .....	53
4.2.3 Discussion of The Combination of Translation Techniques Used in Traveloka Website .....	55
4.2.4 Discussion of The Recapitulation of Acceptability Aspect of Traveloka Website.....	57
CHAPTER V CONCLUSION AND SUGGESTION .....	10
BIBLIOGRAPHY.....	12
CURRICULUM VITAE .....	72
APPENDIX .....	73

**POLITEKNIK  
NEGERI  
JAKARTA**





**Hak Cipta :**

1. Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber :

a. Pengutipan hanya untuk kepentingan pendidikan, penelitian , penulisan karya ilmiah, penulisan laporan, penulisan kritik atau tinjauan suatu masalah.  
b. Pengutipan tidak merugikan kepentingan yang wajar Politeknik Negeri Jakarta

2. Dilarang mengemukakan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin Politeknik Negeri Jakarta

**LIST OF TABLES**

Table 2.1 The Rating Scale of Accuracy .....	21
Table 2.2 The Rating Scale of Acceptability .....	22
Table 2.3 The Rating Scale of Readability .....	23
Table 3.1 Worksheet of Domain Analysis .....	32
Table 3.2 Worksheet of Taxonomic Analysis .....	34
Table 3.3 Worksheet of Componential Analysis .....	36
Table 4.1 Types of Illocutionary Force on Traveloka Website .....	39
Table 4.2 Types of Translation Techniques .....	43
Table 4.3 The Combination of Translation Techniques .....	46
Table 4.4 The Recapitulation of Acceptability Aspect .....	50

**POLITEKNIK  
NEGERI  
JAKARTA**



**Hak Cipta :**

1. Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber :
  - a. Pengutipan hanya untuk kepentingan pendidikan, penelitian , penulisan karya ilmiah, penulisan laporan, penulisan kritik atau tinjauan suatu masalah.
  - b. Pengutipan tidak merugikan kepentingan yang wajar Politeknik Negeri Jakarta
2. Dilarang mengumumkan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin Politeknik Negeri Jakarta

## LIST OF FIGURES

Figure 1.1 Data on Frequently Visited Travel Sites by databoks.....	4
Figure 2.1 Traveloka's Logo_.....	25







**Hak Cipta :**

1. Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber :

a. Pengutipan hanya untuk kepentingan pendidikan, penelitian , penulisan karya ilmiah, penulisan laporan, penulisan kritik atau tinjauan suatu masalah.  
b. Pengutipan tidak merugikan kepentingan yang wajar Politeknik Negeri Jakarta

2. Dilarang mengumumkan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin Politeknik Negeri Jakarta

## CHAPTER I

### INTRODUCTION

#### 1.1 Background of the Study

In line with the advancement of technology and information in this 5.0 era, people have become easier to access various services online, including in the tourism industry. Rapidly developing technology has driven consumer behaviour, where they now tend to book tickets independently through travel websites, reducing dependence on traditional travel agents (Lestari & Purnamasari, 2022 in Indrajaya et, al., 2025). This innovation is included in smart tourism as an ongoing step to provide services and help travelers plan trips in detail (Widjaja, 2016). Travel websites are currently an effective solution for domestic and foreign tourists to explore destinations and accommodations in various parts of the world. The quick access to information is one of the advancements in the tourism industry that will have a positive impact in the future (Kautsar, 2019).

Several technology companies engaged in travel services have also provided services in the form of official websites equipped with Indonesian and English translations, also available languages from several Asian countries. These companies include Traveloka, Tiket.com, and Nusatrip. This translation feature is very helpful for foreign tourists who do not understand Indonesian. With the availability of information in English, foreign tourists can access travel ticket booking services, accommodation, and promos offered more easily. As these travel services are widely used by the public and have reached several countries in Asia, the role of website translators is highly necessary. Translators also act as mediators between two different languages and cultures (Siregar, 2024). Travel websites act as a cross-cultural communication bridge that connects travelers with service providers. In addition, good translation also contributes to increasing traveler satisfaction and expanding the market reach for travel service providers (Basiya & Rozak, 2012).



**Hak Cipta :**

1. Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber :

a. Pengutipan hanya untuk kepentingan pendidikan, penelitian , penulisan karya ilmiah, penulisan laporan, penulisan kritik atau tinjauan suatu masalah.

b. Pengutipan tidak merugikan kepentingan yang wajar Politeknik Negeri Jakarta

2. Dilarang mengemukakan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin Politeknik Negeri Jakarta

In this context, translation is related to social and cultural aspects because language is part of a social system that reflects the identity, values, and way of thinking of the people who use the language. Therefore, translation must pay attention to pragmatic elements to preserve the meaning and function of the language. According to Hatim and Mason (1997), translation is an activity that is closely related to the social and cultural context, as the translator not only translates words, but also the social meaning and communicative intent from the source text to the target text. In the pragmatic approach, meaning lies not only in the words or sentence structure, but also in the intention of the speaker or writer and how the message is interpreted by the reader in a particular context (Leech, 1983). In a digital environment, especially on a travel platform such as Traveloka, the selection of language that is appropriate to the user's context is very important in order to convey information that can be clearly understood without reducing the essence of meaning to increase user comfort and can also affect their perception of the professionalism and credibility of the service.

In the translation of travel websites, the use of language not only serves to convey factual information, but also carries the power of illocutionary acts that play a role in influencing users' actions. Sentences on Traveloka's website such as "*Pesan sekarang!*", "*Temukan hotel terbaik*", or "*Jangan lupa gunakan Traveloka Points-mu!*" are not just ordinary statements but contain communicative intent in the form of persuasive invitations, instructions, or offers. Therefore, in translating this kind of digital website, the translator should be able to translate not only the textual meaning, but also the pragmatic meaning related to the communicative intention of the source language. In line with Hatim and Mason (1997), translation involves transferring the social meaning and communicative intention into the target language, thus the user still perceives the original intention of the message in a different cultural context. The directive and persuasive sentences on Traveloka's website must be translated with attention to their illocutionary functions to ensure that the call-to-action message still feels natural and encourages users to act, without losing its polite, professional or credible feel. If the translator does not apply this approach in translation, it may cause distortion of meaning, decrease





**Hak Cipta :**

1. Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber :
  - a. Pengutipan hanya untuk kepentingan pendidikan, penelitian , penulisan karya ilmiah, penulisan laporan, penulisan kritik atau tinjauan suatu masalah.
  - b. Pengutipan tidak merugikan kepentingan yang wajar Politeknik Negeri Jakarta
2. Dilarang mengumumkan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin Politeknik Negeri Jakarta

the effectiveness of communication, and decrease the user's comfort in using the digital service.

In addition, in the process of website translation, translators should also understand the concept of User Experience (UX). According to Norman & Nielsen (1998), UX covers all aspects of user interaction with a company, service, or product, including ease of use, efficiency, and satisfaction felt during use. In a digital context, UX is the overall experience that users feel when interacting with a digital system or product. In translation, translation quality concerns the acceptability aspect, which is the extent to which a translation can be naturally accepted by users in the target language, especially for users from different languages and cultural backgrounds. Acceptability is closely related to pragmatics and illocutionary force, as a message must not only be semantically understandable, but must also be accepted and interpreted naturally by users according to their cultural and social contexts. Therefore, the efficiency of translation in a digital context such as Traveloka is largely determined by the translator's ability to balance the communicative intent and the level of acceptability, in order to deliver a message that is not only clear, but also feels natural, effective, and builds user comfort when interacting with the platform.

In this study, Traveloka was chosen as the object of research because it is the largest travel platform in Indonesia that offers various tourism products and services. Here is a figure of the user traffic data of the most visited travel service providers.

#### Hak Cipta :

1. Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber :

a. Pengutipan hanya untuk kepentingan pendidikan, penelitian , penulisan karya ilmiah, penulisan laporan, penulisan kritik atau tinjauan suatu masalah.

b. Pengutipan tidak merugikan kepentingan yang wajar Politeknik Negeri Jakarta

2. Dilarang mengumumkan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin Politeknik Negeri Jakarta



Figure 1.1 Data on Frequently Visited Travel Sites by databoks

Based on Figure 1.1 from databoks, which is part of Katadata Media Network, Traveloka is recorded as the most-used travel website by travelers, with a total of 7.2 million users as of March 2022. Moreover, Traveloka has now operated in several Asian countries such as Malaysia, Thailand, Vietnam, Philippines, and Singapore. It offers customer service in local languages for 24 hours every day. In addition, the company that provides travel and lifestyle services has also provided 40 payment methods, downloaded more than 139 million times, and has more than 49 million active users every month. The high popularity of Traveloka makes it relevant to be the object of research, especially in the context of translation related to investigating the translation quality of the acceptability aspect of illocutionary force. This is because the role of illocutionary force in digital communication based on travel websites greatly influences user action. To support this research, data collection was conducted on the Traveloka website during the period from March to June 2025.

Sentences containing illocutionary force on Traveloka's website are found in various features such as Call-to-Action (CTA) buttons, navigation menus, notifications, pop-up ads on the main screen, and promotional messages. These sentences guide users in making decisions, whether booking tickets, accommodation, or taking advantage of promotional offers. These sentences not only ease user navigation but also increase efficiency in the process of finding and booking the services offered. As an integral part of the user experience,





**Hak Cipta :**

1. Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber :

a. Pengutipan hanya untuk kepentingan pendidikan, penelitian , penulisan karya ilmiah, penulisan laporan, penulisan kritik atau tinjauan suatu masalah.

b. Pengutipan tidak merugikan kepentingan yang wajar Politeknik Negeri Jakarta

2. Dilarang mengumumkan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin Politeknik Negeri Jakarta

illocutionary force is important in maintaining the communication function of the messages delivered to users. This is reinforced by the theory of Searle (1979) which divides illocutionary force into several types, namely Assertive, Directive, Commissive, Expressive, and Declarative. This theory discusses how words not only convey information but also perform actions.

Furthermore, based on the researcher's observation, there are some illocutionary force sentences in the Traveloka website that have less than optimal translation quality, such as inappropriate, unnatural, or uncommon terms in the target language which can cause ambiguity for the target reader. In the context of translation, illocutionary force needs to be analyzed carefully, especially from the acceptability aspect, because it is a key factor to ensure that users can quickly and accurately understand the intended message. As the acceptability aspect shows the level of ease for readers to understand the text, the translators need to choose the right words or terminologies that are appropriate and understandable (Sofie, 2023). Therefore, examining the acceptability aspect of illocutionary force in Traveloka is crucial to understanding its impact on user interaction and engagement with the platform.

In the case of illocutionary force, there are translations in which the acceptability aspect still uses uncommon terms in the target language. The following is an example.

SL (Source Language)	TL (Target Language)
<i>Pesan tiket bus lebaran 2025 via Traveloka!</i>	Book your 2025 lebaran bus tickets through Traveloka!

The sentence above contains a directive illocutionary act that aims to encourage users to take action, which is to book a ticket. In the source language, the



**Hak Cipta :**

1. Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber :

a. Pengutipan hanya untuk kepentingan pendidikan, penelitian , penulisan karya ilmiah, penulisan laporan, penulisan kritik atau tinjauan suatu masalah.

b. Pengutipan tidak merugikan kepentingan yang wajar Politeknik Negeri Jakarta

2. Dilarang mengumumkan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin Politeknik Negeri Jakarta

illocutionary force is conveyed directly through the verb “Book”, which has an explicit invitation or command. When translated into English as “Book your 2025 lebaran bus tickets through Traveloka!”, in terms of sentence structure, the directive illocutionary power is still maintained through the basic verb “Book”.

However, when examining the aspect of acceptability, there is a problem with the use of the word “*lebaran*” which is culturally very distinctive to Indonesia and not commonly recognized by international users. In English, terms such as “Eid travel” or “Eid holiday bus tickets” can be more easily understood by a wider audience.

An example of illocutionary force from the Traveloka website that still has discrepancies in the target language is as follows:

SL (Source Language)	TL (Target Language)
<i>Booking e-tiket Anda hanya dalam 5 menit!</i>	Complete your booking in 5 minutes or less!

The sentence “*Booking e-tiket Anda hanya dalam 5 menit!*” in the source language contains a directive illocutionary act, which is an order or encouragement for users to immediately book an e-ticket within a certain time limit. The illocutionary in the source language is conveyed directly through a sentence structure that encourages action (persuasive command). In the target language, the sentence “Complete your booking in 5 minutes or less!” also conveys similar illocution, such as inviting or instructing users to complete the transaction. However, the difference arises in the aspect of acceptability which is related to the accuracy of meaning and perception of the target user.

The addition of the phrase “or less” in the target language gives the nuance that the process can be faster than 5 minutes, which is not explicitly stated in the source text. This can lead to different expectations for users, which in turn can affect user trust and experience if in reality the process is not as fast as implied.





**Hak Cipta :**

1. Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber :
  - a. Pengutipan hanya untuk kepentingan pendidikan, penelitian , penulisan karya ilmiah, penulisan laporan, penulisan kritik atau tinjauan suatu masalah.
  - b. Pengutipan tidak merugikan kepentingan yang wajar Politeknik Negeri Jakarta
2. Dilarang mengumumkan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin Politeknik Negeri Jakarta

Some relevant studies that focus on the translation of illocutionary force have been conducted domestically and abroad. Research from Setyaji (2014) discusses how speech acts are translated in the Titanic film script and analyzes how the meaning in the original speech is maintained or changed after translation. Xing-zhong (2015) examines that there are two meanings of illocutionary force for translation studies which are discussed in a case study of translating directions in the Chinese version of Shakespeare's drama. The results show that there is a shift of illocutionary force in the translation process due to cultural differences and translation strategies. Mardiyana (2017) examines the illocutionary acts in the short story. The results show that representative and expressive acts are most dominant in the text, and show the suitability of communication functions in the narrative of the story. Furthermore, Amirah (2021), Rahmawati (2023), and Rumecko (2024) studied illocutionary force focusing on movie subtitles.

Based on previous research, studies that discuss illocutionary force that focus on the acceptability aspect and translation technique with pragmatic analysis on travel websites are still limited. Hence, this research deserves to be researched and studied more deeply.

### 1.2 Research Questions

According to the foregoing background, the research questions will be as follows:

1. What types of illocutionary force are found on the Traveloka website?
2. What translation techniques are used on the Traveloka website?
3. How is the acceptability aspect of illocutionary force on the Traveloka website?

### 1.3 Objectives of the Study

According to the foregoing research questions, the objectives will be as follows:

1. To identify the types of illocutionary force found on the Traveloka website.
2. To analyze the translation techniques applied to the illocutionary force on the Traveloka website.



**Hak Cipta :**

1. Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber :
  - a. Pengutipan hanya untuk kepentingan pendidikan, penelitian , penulisan karya ilmiah, penulisan laporan, penulisan kritik atau tinjauan suatu masalah.
  - b. Pengutipan tidak merugikan kepentingan yang wajar Politeknik Negeri Jakarta
2. Dilarang mengemukakan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin Politeknik Negeri Jakarta

3. To assess the translation quality from the acceptability aspect of the illocutionary force on the Traveloka website.

#### 4.1 Limitations of the Study

As stated in the previous background, this research has several limitations to make analysis more focused. The object of research only includes illocutionary force on the Traveloka website including in mobile apps in Indonesian and its English translation. The analysis only focuses on the acceptability aspects of translation quality assessment using Nababan et al. (2012) and Molina & Albir (2002) to analyze the translation technique from each sample of illocutionary force. The researcher also uses the theory of Searle (1979) to classify types of illocutionary force, namely Assertive, Directives, Commissive, Expressive, and Declarative. Data sources were obtained from Traveloka's homepage, Call-to-Action (CTA), pop-up ads, notifications, and navigation menus. In addition, this research also reviews pragmatic factors in the translation of illocutionary force based on context, speech intention, and its impact on readers or users. With this limitation, the research is expected to provide a more focused analysis of the quality of the acceptability aspect translation of illocutionary force on the Traveloka website.

#### 1.5 Significances of the Study

Based on this research, there is significance in terms of theoretical and practical. The significance will be as follows:

##### 1.5.1 Theoretical

###### a. Contribution to the Study of Pragmatics

This research contributes to the study of pragmatics, particularly in the application of speech acts theory in the context of digital translation. The main focus on illocutionary force shows how the communicative intent of a sentence must be maintained in translation so that the message in the target language remains effective, appropriate to the socio-cultural context, and does not experience a shift in meaning.





**Hak Cipta :**

1. Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber :
  - a. Pengutipan hanya untuk kepentingan pendidikan, penelitian , penulisan karya ilmiah, penulisan laporan, penulisan kritik atau tinjauan suatu masalah.
  - b. Pengutipan tidak merugikan kepentingan yang wajar Politeknik Negeri Jakarta
2. Dilarang mengumumkan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin Politeknik Negeri Jakarta

### 1.5.2 Practical

#### a. Improving Multilingual UX in E-Commerce

This research contributes to improving multilingual User Experience (UX) in travel e-commerce platforms, particularly in the travel industry. By understanding the translation quality of illocutionary force in Traveloka, this research helps to create an interface that is more intuitive and easily understood by users from different language backgrounds.

#### b. Insights into Translation Strategies

This research provides insights into the translation strategies of illocutionary force for digital platforms. The analysis of acceptability aspect helps translators to create clearer, more persuasive, and contextually appropriate translations.

**POLITEKNIK  
NEGERI  
JAKARTA**



**Hak Cipta :**

1. Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber :

a. Pengutipan hanya untuk kepentingan pendidikan, penelitian , penulisan karya ilmiah, penulisan laporan, penulisan kritik atau tinjauan suatu masalah.  
b. Pengutipan tidak merugikan kepentingan yang wajar Politeknik Negeri Jakarta

2. Dilarang mengumumkan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin Politeknik Negeri Jakarta

## CHAPTER V

### CONCLUSION AND SUGGESTION

#### 5.1 Conclusion

Based on the results and discussion in Chapter 4, this study concludes the following statements:

1. The research shows that the most dominant type of illocutionary force on the Traveloka website is directive. This type of speech act, as classified by Searle (1979), is used to persuade users to perform specific actions such as making a reservation or entering a promo code. Additionally, other types of illocutionary force were identified, including commissive, assertive, expressive, and declarative, with some examples of combinations such as assertive and directive, as well as directive and declarative. This indicates that Traveloka's digital content strongly emphasizes action-oriented communication in line with UX writing principles.
2. Various translation techniques were identified in this study using Molina & Albir's (2002) theory, with literal translation being the most frequently used. Other techniques such as pure borrowing, reduction, and modification were also applied. In many cases, translators use a combination of two to three techniques in a single sentence to accommodate layered meaning and illocutionary intent, ensuring accuracy and functional relevance in the target language.
3. The acceptability level of translation results on the Traveloka website scored 2.31. This indicates that while many translations are acceptable and functional, some translations are found to be less acceptable due to the use of unnatural phrases or rigid sentence structures that do not align with the target language norms, particularly in the context of digital promotion. This highlights the importance of translators not only conveying meaning but also ensuring that





**Hak Cipta :**

1. Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber :
  - a. Pengutipan hanya untuk kepentingan pendidikan, penelitian , penulisan karya ilmiah, penulisan laporan, penulisan kritik atau tinjauan suatu masalah.
  - b. Pengutipan tidak merugikan kepentingan yang wajar Politeknik Negeri Jakarta
2. Dilarang mengumumkan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin Politeknik Negeri Jakarta

the message flows naturally and persuasively within the cultural and linguistic context of the target audience.

## 5.2 Suggestion

Based on the above conclusions, this study provides the following suggestions:

1. A translator of UX Writing must have a deep understanding of several aspects of translation, especially acceptability, which refers to the naturalness, generality, norms, and culture of the target language, especially in the context of promotion and UX. Based on the findings above in Table 4.4, the translation results are still not natural and sound stiff for promotional language. Therefore, translators need to pay attention to the aspect of acceptability when translating content.
2. It is important for translators of UX Writing to apply translation techniques flexibly and strategically, combining approaches such as amplification, modification, or reduction techniques as needed. This helps ensure that complex illocutionary functions are preserved and effectively translated into the target language.
3. Translator of UX Writing should also develop a deeper understanding of UX writing principles, especially in the context of digital platforms. Knowing how to compose concise, action-oriented, and emotionally engaging content will greatly enhance the acceptance and impact of translated promotional content.



**Hak Cipta :**

1. Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber :

a. Pengutipan hanya untuk kepentingan pendidikan, penelitian , penulisan karya ilmiah, penulisan laporan, penulisan kritik atau tinjauan suatu masalah.

b. Pengutipan tidak merugikan kepentingan yang wajar Politeknik Negeri Jakarta

2. Dilarang mengumumkan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin Politeknik Negeri Jakarta

## BIBLIOGRAPHY

- Adibah, A. (2021). *Analisis kualitas terjemahan tindak tutur ekspresif yang merepresentasikan kesedihan dalam novel Annisa*. D4 thesis, Politeknik Negeri Jakarta.
- Amirah, R. (2021). *Analisis kualitas terjemahan tindak tutur yang mengandung kata tabu dalam drama televisi Sex Education*. D4 Thesis. Politeknik Negeri Jakarta.
- Aulia, R. (2020) *ANALISIS PENGARUH KUALITAS WEBSITE TRAVELOKA.COM TERHADAP KEPUASAN DAN LOYALITAS PENGGUNA MENGGUNAKAN METODE WEBQUAL 4.0 DAN E-S-QUAL*. Universitas Islam Negeri Syarif Hidayatullah Jakarta.
- Baker, M., & Saldanha, G. (2019). *Routledge Encyclopedia of Translation Studies*. Routledge.
- Basiya & Rozak, A. H. (2012). KUALITAS DAYATARIK WISATA, KEPUASAN DAN NIAT KUNJUNGAN KEMBALI WISATAWAN MANCANEGARA DI JAWA TENGAH. *Jurnal Dinamika Kepariwisata*.
- Brown, P., & Levinson, S. C. (1987). *Politeness: Some Universals in Language Usage*. Cambridge: University Press.
- Cahyanisa, W. (2021). *Analisis kualitas terjemahan tindak tutur ekspresif dalam subtitle film Little Women*. D4 Thesis. Politeknik Negeri Jakarta.
- Catford, J. C. (1965). *A Linguistic Theory of Translator*. London: Oxford University Press.
- Mardiana, C. (2017) *The Translation Technique of Illocutionary Act in Seribu Kunang-Kunang di Manhattan (An Indonesia-English Short Story by Umar Kayam)*. Universitas Islam Negeri Syarif Hidayatullah Jakarta.





**Hak Cipta :**

1. Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber :

a. Pengutipan hanya untuk kepentingan pendidikan, penelitian , penulisan karya ilmiah, penulisan laporan, penulisan kritik atau tinjauan suatu masalah.

b. Pengutipan tidak merugikan kepentingan yang wajar Politeknik Negeri Jakarta

2. Dilarang mengemukakan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin Politeknik Negeri Jakarta

- Eriani, Nur'ain. (2023). *The Translation Techniques And Quality For The Category Shifts Within Business Terms On The IDX Website*. D4 thesis, Politeknik Negeri Jakarta.
- Hatim, B. & Mason, I. (1997). *The Translator as Communicator*. London: Routledge.
- Indrajaya, M. A., et al. (2025). *Perilaku konsumen digital dalam industri pariwisata*. Jakarta: Penerbit Ilmiah Nusantara.
- Jimenez-Crespo. (2013) *Translation and Web Localization*. Routledge.
- Kautsar, S. (2019). PERANCANGAN APLIKASI E-TRAVEL BERBASIS WEB. *SEMINAR TEKNOLOGI MAJALENGKA (STIMA)*, 4(1), 13-17.
- Leech, G. N. (1983). *Principles of Pragmatics*. London: Longman.
- Martiyani, N., Nababan, M.R., & Djatmika. (2019). The Shift of Illocutionary Force As The Impact Of The Translation Technique Used. *International Journal of Linguistics, Literature, and Translation (IJLLT)*, 2(7), 163-169. <https://doi.org/10.32996/ijllt.2019.2.7.21>
- Mauludy , M. Y. (2021). *Analisis kualitas terjemahan tindak tutur ekspresif pada novel klasik Pride and Prejudice karya Jane Austen*. D4 Thesis. Politeknik Negeri Jakarta.
- Molina, L., & Albir, A. H. (2002). Translation Techniques Revisited: A Dynamic and Functionalist Approach. *Meta: Translators' Journal*, 498-512.
- Nababan, R., dkk. (2012). Pengembangan Model Penilaian Kualitas Penerjemahan. *Kajian Linguistik dan Sastra*, 24(1).
- Newmark, P. (1998). *A text of translation*. Hertfordshire: Prentice Hall.
- Nielsen, J. (2019). *User Experience and Web Usability in Digital Communication*. MIT Press.



**Hak Cipta :**

1. Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber :

a. Pengutipan hanya untuk kepentingan pendidikan, penelitian , penulisan karya ilmiah, penulisan laporan, penulisan kritik atau tinjauan suatu masalah.

b. Pengutipan tidak merugikan kepentingan yang wajar Politeknik Negeri Jakarta

2. Dilarang mengumumkan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin Politeknik Negeri Jakarta

Norman, D., & Nielsen, J. (1998). *The Definition of User Experience (UX)*.

Nielsen Norman Group. <https://www.nngroup.com/articles/definition-user-experience/> (Accessed April 5, 2025)

Novianti, A., & Soerjowardhana, A. (2020). Translation techniques of illocutionary acts in Jack Canfield and Mark Victor Hansen novel's *Chicken Soup for the Mother of Preschooler's Soul*. *Jurnal Ilmiah Bahasa dan Sastra*, 16(1), 23–28.

Prakoso, L. (2010). *The Analysis of Translation Techniques and Quality of Translation of The Website "Friendster.com"*. Surakarta: Universitas Sebelas Maret.

Purnama, S. G. (2015). *Panduan Focus Group Discussion (FGD) dan Penerapannya*. Hal 1–15.

Qudsiyah, A. (2021). *Analisis teknik penerjemahan dan kualitas terjemahan tindak ilokusi dalam film The Pursuit of Happyness*. D4 thesis, Politeknik Negeri Jakarta.

Rahmawati, S. A. (2023). *Translation technique and its readability of directive speech acts in the live-action film "Aladdin" 2019*. D4 Thesis. Politeknik Negeri Jakarta.

Rumekso, D. T. M. (2024). *Analysis of translation techniques and accuracy of representative speech acts in Going Seventeen: Bad Clue variety web series subtitle*. D4 Thesis. Politeknik Negeri Jakarta.

Santosa, R. (2021). *Dasar-Dasar Metode Penelitian Kualitatif Kebahasaan*. Surakarta: UNS PRESS.

Searle, R.J. (1979). *Expression and Meaning: Studies in the Theory of Speech Acts*. Cambridge: Cambridge University Press.  
<https://doi.org/10.1017/CBO9780511609213>





**Hak Cipta :**

1. Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber :

a. Pengutipan hanya untuk kepentingan pendidikan, penelitian , penulisan karya ilmiah, penulisan laporan, penulisan kritik atau tinjauan suatu masalah.

b. Pengutipan tidak merugikan kepentingan yang wajar Politeknik Negeri Jakarta

2. Dilarang mengumumkan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin Politeknik Negeri Jakarta

- Setyaji, A. (2014). How speech acts work in translation: An analysis on speech acts in translating a script of *Titanic* film. *UNS Journal of Language Studies*, 3(1), 14–18.
- Siregar, R. d. (2024, Juli). SEJARAH SINGKAT DAN PERAN PENERJEMAHAN DALAM PENYEBARAN ILMU. *Jurnal Deputy*, 286.
- Sofie. (2023, January 1). ANALISIS KUALITAS TERJEMAHAN PADA LAMAN WEB KBRI BEIJING. *Jurnal Pendidikan Bahasa dan Sastra*, 22 (1).
- Spradley. (1980). *Participant Observation*. Orlando: Harcourt Brace Jovanovich College Publishers.
- Sugiyono. (2015). *Metode Penelitian Kualitatif dan R&D*. Bandung: ALFABETA.
- Tambunan, S. D. (2020). The illocutionary acts and the translation techniques in *Sherlock Holmes* movie series. *Journal of Language and Literature*, 8(2), 182–185. <https://doi.org/10.35760/jll.2020.v8i2.3236>
- Tarigan, A. A. (2022, Maret 3). Peran Copywriting Media Sosial Dalam Meningkatkan Minat Konsumen Terhadap Produk West Burger. *Jurnal Ilmiah Mahasiswa Ilmu Sosial dan Politik*, 2 (3).
- Widjaja, A. E. (2016). Meningkatkan Potensi Pariwisata Danau Toba Melalui Konsep Smart Tourism: Aplikasi dan Tantangannya.
- Xing-zhong, X. (2015). Illocutionary force and translation: A case study of Chinese renditions of *The Merry Wives of Windsor*. *Sino-US English Teaching*, 12(5), 359–368. <https://doi.org/10.17265/1539-8072/2015.05.006>
- Yule, G. (1996). *Pragmatics*. New York, Oxford University Press.



**Hak Cipta :**

1. Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber :
  - a. Pengutipan hanya untuk kepentingan pendidikan, penelitian , penulisan karya ilmiah, penulisan laporan, penulisan kritik atau tinjauan suatu masalah.
  - b. Pengutipan tidak merugikan kepentingan yang wajar Politeknik Negeri Jakarta
2. Dilarang mengumumkan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin Politeknik Negeri Jakarta

## CURRICULUM VITAE



Henny

Palmerah, West Jakarta

[henny4758@gmail.com](mailto:henny4758@gmail.com)

Henny, a student in the English for Business and Professional Communication program within the Business Administration Department at Politeknik Negeri Jakarta. With the publication of this thesis, she successfully completed her studies and earned a Bachelor's Degree in Applied Linguistics (S.Tr.Li). During her first year, Henny participated as a team leader in the Student Creativity Program. Henny also participated in the International Seminar as a moderator. She actively engaged in committee activities within the Event Publication and Documentation Division. During her final year, Henny interned at PT Liputan Enam Dot Com as a Content Writer and Reporter, writing news articles, specifically in copywriting, conducting coverage, and translating news articles. Henny also contributed as a content writer for Merdeka.com and FIMELA, creating lifestyle news content, tips, and tricks beneficial to readers.



# Appendix 1 – Data Analysis

No.	Source Language (BSu)	Target Language (BSa)	Types of Illocutionary Force (Searle, 1979)						Translation Technique (Molina & Albir, 2002)	Translation Quality of Acceptability Aspect			Remarks
			Assertive	Directive	Commissive	Expressive	Declarative	Assertive and Directive		1	2	3	
1.	<i>Kupon Pengguna Baru Berlaku untuk Transaksi Pertama di Traveloka App</i>	Register to Use Your Coupon Valid for First Transaction on Traveloka App		✓					Literal translation, Pure Borrowing, Naturalized Borrowing, and Reduction		2		There is a reduction in the subject of the sentence and the type of sentence changes from affirmative to imperative.
2.	<i>Jangan sampai pulang dari Indonesia tanpa merasakan pengalaman ini.</i>	Never leave Indonesia without these experiences		✓					Literal Translation, Reduction and Pure Borrowing			3	Although the word “ <i>tanpa merasakan</i> ” is omitted in BSu, the translation does not lose its meaning in

© Hak Cipta milik Politeknik Negeri Jakarta

## Hak Cipta :

- Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber :
  - Pengutipan hanya untuk kepentingan pendidikan, penelitian , penulisan karya ilmiah, penulisan laporan, penulisan kritik atau tinjauan suatu masalah.
  - Pengutipan tidak merugikan kepentingan yang wajar Politeknik Negeri Jakarta
- Dilarang mengumumkan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin Politeknik Negeri Jakarta



													BSa and is commonly used in tourism promotions.
3.	<i>Traveloka Xperience akan membuat Anda mendapatkan pengalaman liburan berkesan dan tak terlupakan.</i>	Experience a memorable and enjoyable vacation with Traveloka Xperience.	✓						Pure Borrowing, Reduction, Literal Translation, and Discursive Creation	2		There is a change in sentence structure from BSu, from an affirmative sentence to an imperative sentence in BSa. This is quite natural and common in the context of English-language promotion or marketing. The style of language is suitable for advertisements, brochures, or tourism service websites.	
4.	<i>Sebelum berangkat liburan, Anda sudah bisa memesan aktivitas seru yang ingin dilakukan di destinasi liburan tujuan.</i>	Before embarking on your holiday, book many choices of exciting activities you wish to experience at your destination.	✓						Literal translation, Naturalized Borrowing, Reduction and Amplification.	1		The affirmative sentence becomes an imperative sentence. The word “Anda” is omitted in BSa. The sentence in BSa is uncommon and sounds rather stiff or unnatural in commonly used English.	

## © Hak Cipta milik Politeknik Negeri Jakarta



### Hak Cipta :

- Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber :
  - Pengutipan hanya untuk kepentingan pendidikan, penelitian, penulisan karya ilmiah, penulisan laporan, penulisan kritik atau tinjauan suatu masalah.
  - Pengutipan tidak merugikan kepentingan yang wajar Politeknik Negeri Jakarta
- Dilarang mengumumkan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin Politeknik Negeri Jakarta



													especially in the context of tourism promotion
5.	<i>Segera susun itinerary untuk liburan ke destinasi Impian.</i>	Plan your dream holiday itinerary.		✓						Literal Translation, Reduction, and Pure Borrowing		3	The sentences in BSa sound natural, concise, and common in the context of tourism promotion or vacation planning.
6.	<i>Manfaatkan berbagai promo Traveloka untuk perjalanan liburan yang hemat budget!</i>	Enjoy many benefits from Traveloka promos for a budget-friendly trip!		✓						Literal Translation, Transposition, Pure Borrowing, Modulation		2	There is a transposition from the word to the phrase “ <i>Manfaatkan</i> ” into “Enjoy many benefits” (Take advantage of Enjoy many benefits). The sentence in BSa is understandable, but sounds a little unnatural in commonly used promotional English.
7.	<i>Mau liburan bersama keluarga, teman, atau sendiri dijamin serba seru dan hemat.</i>	Whether you're traveling with family, friends, or solo, rest assured it will be both enjoyable and budget-friendly.	✓							Modulation, Transposition, Amplification, and Literal Translation		2	There is a change from an imperative sentence in BSu to an affirmative sentence in BSa. The BSa translation is quite natural and common, especially

© Hak Cipta milik Politeknik Negeri Jakarta



#### Hak Cipta :

- Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber :
  - Pengutipan hanya untuk kepentingan pendidikan, penelitian, penulisan karya ilmiah, penulisan laporan, penulisan kritik atau tinjauan suatu masalah.
  - Pengutipan tidak merugikan kepentingan yang wajar Politeknik Negeri Jakarta
- Dilarang mengumumkan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin Politeknik Negeri Jakarta

													in the context of promotions or tourism content.
8.	<i>Ciptakan momen liburan tak terlupakan dengan diskon Xperience!</i>	Craft unforgettable holiday memories with Traveloka promos!		✓						Literal Translation, Amplification and Pure Borrowing		3	The translation results in BSa sound natural, catchy, and are very suitable for tourism promotion purposes
9.	<i>Tak perlu khawatir saat menyusun itinerary karena Traveloka memfasilitasi segala kebutuhan liburan dengan menyediakan pilihan promo dan diskon untuk produk Xperience.</i>	Planning your itinerary becomes stress-free with Traveloka, as it caters to all your holiday essentials with a variety of promos and discounts on Xperience products.						✓		Modulation, Transposition, Literal Translation, Pure Borrowing, and Amplification	1		The sentences in BSa use a combination of directive and assertive language. Although direct, there is a sense of assertiveness and politeness in the words “essentials” and “stress-free.” The sentences in BSa are understandable, but they sound somewhat formal, long, and inflexible for the context of promotion or copywriting in modern English. Phrases such as “caters to all your holiday essentials” and the long

## © Hak Cipta milik Politeknik Negeri Jakarta



### Hak Cipta :

- Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber :
  - Pengutipan hanya untuk kepentingan pendidikan, penelitian , penulisan karya ilmiah, penulisan laporan, penulisan kritik atau tinjauan suatu masalah.
  - Pengutipan tidak merugikan kepentingan yang wajar Politeknik Negeri Jakarta
- Dilarang mengumumkan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin Politeknik Negeri Jakarta



													structure make it feel stiff and overly informative.
10.	Jangan lupa untuk masukkan kode promo Traveloka demi mendapatkan diskon playground menarik!	Don't forget to apply the promo code for enticing playground discounts!	✓						Literal Translation, Calque, Pure Borrowing and Reduction	2		The sentences in BSu and BSa remain unchanged, retaining their imperative form. The translation is clear enough, but it could be made more natural and appealing in the context of general English-language promotion.	
11.	Temukan salon dengan perawatan rambut favorit seperti hairmask, balayage, hingga smoothing untuk mendapatkan tampilan baru yang lebih glowing.	Discover <b>salons promos</b> your favorite hair treatments, such as hair masks, balayage, and smoothing, for a refreshed and radiant look.	✓						Pure Borrowing, Reduction and Literal Translation	1		There is no change in the sentences in BSu and BSa, which remain in the imperative form. The translation is still understandable, but sounds unnatural and somewhat awkward in structure. The phrase “salon promotions” should be preceded by a preposition such as “Discover salon promotions for” or	

## © Hak Cipta milik Politeknik Negeri Jakarta



### Hak Cipta :

- Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber :
  - Pengutipan hanya untuk kepentingan pendidikan, penelitian, penulisan karya ilmiah, penulisan laporan, penulisan kritik atau tinjauan suatu masalah.
  - Pengutipan tidak merugikan kepentingan yang wajar Politeknik Negeri Jakarta
- Dilarang mengumumkan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin Politeknik Negeri Jakarta





14.	<i>Rencanakan perjalanan terbaik dengan pesan tiket kereta api resmi di Traveloka!</i>	Plan the best trip by booking official train tickets at Traveloka!		✓						Literal Translation and Pure Borrowing	2		The translation is already quite common and natural, but it could be made more fluid and persuasive for promotional purposes.
15.	<i>Pesan tiket bus dan travel via Traveloka untuk kebutuhan liburan atau perjalanan Anda lainnya!</i>	Book your bus and travel tickets via Traveloka for your vacation or any other travel needs!		✓						Literal Translation, Amplification and Pure Borrowing	2		There is no change in the type of sentence in either BSu or BSa; it remains in the imperative form. The translation is clear and understandable, but it could be made more natural, fluid, and promotional.
16.	<i>Kami menyediakan layanan Customer Service 24 jam.</i>	We provide 24-hour Customer Service.			✓					Literal Translation and Pure Borrowing	2		The translation is grammatically correct and clear, but could be made a little more natural and professional. The indicator of commission is seen in the phrase "24 hour customer service."
17.	<i>Kami akan selalu siap membantu.</i>	We'll be there, always.				✓				Modulation, Reduction,	2		The translation sounds poetic and emotional, but

## © Hak Cipta milik Politeknik Negeri Jakarta



### Hak Cipta :

- Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber :
  - Pengutipan hanya untuk kepentingan pendidikan, penelitian , penulisan karya ilmiah, penulisan laporan, penulisan kritik atau tinjauan suatu masalah.
  - Pengutipan tidak merugikan kepentingan yang wajar Politeknik Negeri Jakarta
- Dilarang mengumumkan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin Politeknik Negeri Jakarta

										Discursive Creation			it does not fully convey the meaning of “We will always be ready to help,” which is more practical and provides a sense of immediate support. The sentence is expressive.
18.	<i>Traveloka menyediakan berbagai pilihan harga tiket bus dan travel yang sangat bersaing, berkat komitmennya untuk menawarkan Jaminan Harga Termurah.</i>	Traveloka offers a wide range of competitively priced bus and travel tickets, backed by its commitment to providing the Best Price Guarantee.			✓					Literal Translation, Pure Borrowing, and Establish Equivalence		3	The translation is already very good, natural, and professional. However, there is a little room for improvement in terms of style to make it more fluid and promotional, especially if it is used for marketing materials or websites.
19.	<i>Traveloka memungkinkan Anda untuk melakukan perjalanan dengan hemat melalui berbagai pilihan tarif yang fleksibel dan terjangkau.</i>	Traveloka allows you to travel cost-effectively through flexible and affordable fare options.	✓							Literal Translation, Reduction and Pure Borrowing		2	The word “ <i>tarif</i> ” has been omitted from the BSa. The translation is grammatically correct and sufficiently formal. However, the phrase “travel cost-effectively” sounds somewhat stiff

## © Hak Cipta milik Politeknik Negeri Jakarta



### Hak Cipta :

1. Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber :
  - a. Pengutipan hanya untuk kepentingan pendidikan, penelitian, penulisan karya ilmiah, penulisan laporan, penulisan kritik atau tinjauan suatu masalah.
  - b. Pengutipan tidak merugikan kepentingan yang wajar Politeknik Negeri Jakarta
2. Dilarang mengumumkan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin Politeknik Negeri Jakarta



													and is not commonly used in modern promotional language.
20.	<i>Kami menawarkan Jaminan Tiket Resmi dengan menyediakan kendaraan pengganti atau, jika diperlukan, mengembalikan dana secara penuh.</i>	We offer an Official Ticket Guarantee by providing replacement vehicles or, if necessary, issuing a full refund.			✓					Literal Translation and Calque		3	The translation is clear and accurate, but it could be made a little more natural and convincing for the context of customer service or promotion. The sentence is prescriptive because it contains the word “guarantee” in both B <sub>Su</sub> and B <sub>Sa</sub> .
21.	<i>Traveloka berkomitmen untuk memastikan bahwa pengalaman pembayaran lancar dan aman</i>	Traveloka is committed to ensuring a smooth and secure payment experience.			✓					Literal Translation and Pure Borrowing		3	The translation is very good, natural, and common. The sentences in B <sub>Sa</sub> are suitable for use in a promotional context. The Traveloka brand name is retained.
22.	<i>Jangan lewatkan kesempatan untuk mendapatkan harga tiket bus dan tiket travel yang sangat terjangkau</i>	Don't miss out on the opportunity to secure highly affordable bus and shuttle tickets through Traveloka's special promotions.			✓					Literal Translation, Amplification and Pure Borrowing		2	The translation is grammatically correct and sufficiently formal, but it could be made more fluid and promotion-friendly,

## © Hak Cipta milik Politeknik Negeri Jakarta



### Hak Cipta :

1. Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber :

- Pengutipan hanya untuk kepentingan pendidikan, penelitian, penulisan karya ilmiah, penulisan laporan, penulisan kritik atau tinjauan suatu masalah.
- Pengutipan tidak merugikan kepentingan yang wajar Politeknik Negeri Jakarta

2. Dilarang mengumumkan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin Politeknik Negeri Jakarta

	<i>melalui <a href="#">promo</a> <a href="#">spesial</a> dari Traveloka.</i>													and the word “shuttle” could be added in the BSa.
23.	<i>Anda mendapatkan Jaminan Resmi 100% yang memastikan e-tiket Anda akan diterima tanpa masalah oleh operator bus.</i>	You receive a 100% Official Guarantee, ensuring that your e-ticket will be accepted by the bus operator without any issues.		✓						Literal Translation, Calque, and Pure Borrowing		3	The translation is accurate in terms of meaning, but it could be made more natural and in line with the style of promotional language in English.	
24.	<i>Pesan tiket pesawat sekarang</i>	Book your flight now		✓						Literal Translation and Reduction		3	The BSu sentence is translated literally, but the word “Ticket” is omitted in BSa. Both the BSu and BSa sentences are directive. In addition, the translation “Book your flight now” is correct, natural, and commonly used in promotional or persuasive contexts. The word “flight” already represents ticket booking in BSa.	

## © Hak Cipta milik Politeknik Negeri Jakarta



### Hak Cipta :

- Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber :
  - Pengutipan hanya untuk kepentingan pendidikan, penelitian , penulisan karya ilmiah, penulisan laporan, penulisan kritik atau tinjauan suatu masalah.
  - Pengutipan tidak merugikan kepentingan yang wajar Politeknik Negeri Jakarta
- Dilarang mengumumkan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin Politeknik Negeri Jakarta



25.	<i>Dapatkan diskon hingga 50% untuk hotel pilihanmu</i>	Get up to 50% off on your selected hotels	✓						Literal Translation, Reduction and Transposition	2	The translation is clear and correct, but it could be made a little more natural in the context of English-language promotion. Both sentences remain directive in nature, and the word “ <i>diskon</i> ” has been omitted from BSa.
26.	<i>Traveloka menyediakan inventori hotel dan berbagai jenis penginapan yang sangat lengkap, mulai dari hotel di dalam negeri maupun luar negeri.</i>	Traveloka provides a very complete inventory of hotels and various types of accommodation, ranging from domestic and overseas hotels.	✓						Literal Translation, Naturalized and Pure Borrowing	3	The translation is natural and efficient, and in line with the promotional style of English.
27.	<i>Promo berlaku hingga 31 Desember 2025</i>	Promo valid until December 31, 2025				✓			Literal Translation, Transposition, Naturalized and Pure Borrowing.	3	The translation is clear and correct, and both sentences are declarative because they announce the promo dates. The words “Promo” and “ <i>Desember</i> ” are translated

## © Hak Cipta milik Politeknik Negeri Jakarta



### Hak Cipta :

- Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber :
  - Pengutipan hanya untuk kepentingan pendidikan, penelitian , penulisan karya ilmiah, penulisan laporan, penulisan kritik atau tinjauan suatu masalah.
  - Pengutipan tidak merugikan kepentingan yang wajar Politeknik Negeri Jakarta
- Dilarang mengumumkan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin Politeknik Negeri Jakarta

													using borrowed from BSu.
28.	<i>Temukan destinasi impianmu bersama kami</i>	Discover your dream destination with us		✓						Modulation and Literal Translation		3	The translation is common, natural, and widely used in the context of travel promotion. The word “Temukan” in BSu is modulated to “Discover,” changing the perspective to be more natural and less rigid.
29.	<i>Pesan tiket bus lebaran 2025 via Traveloka!</i>	Book your 2025 lebaran bus tickets through Traveloka!		✓						Literal translation, Calque, Pure Borrowing		2	The translation is clear in meaning and understandable, but there are a few things to consider to make it more natural and appropriate for an international audience. The word “Lebaran” in BSa is not familiar to most users.
30.	<i>Promo ini tidak dapat digabungkan dengan lainnya</i>	This promo cannot be combined with other offers					✓			Literal Translation, Amplification		2	Both BSu and BSa sentences are declarative because they announce the use of promotions to

## © Hak Cipta milik Politeknik Negeri Jakarta



### Hak Cipta :

- Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber :
  - Pengutipan hanya untuk kepentingan pendidikan, penelitian , penulisan karya ilmiah, penulisan laporan, penulisan kritik atau tinjauan suatu masalah.
  - Pengutipan tidak merugikan kepentingan yang wajar Politeknik Negeri Jakarta
- Dilarang mengumumkan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin Politeknik Negeri Jakarta



													readers. BSa is translated word for word, which is natural and commonly used in promotional contexts. The word “offers” has been added to BSa, but the message is still conveyed.
31.	<i>Pesan sekarang dan hemat lebih banyak!</i>	Book now and save more!	✓							Literal Translation		3	The translation is very natural, concise, and commonly used in promotional and persuasive contexts in English.
32.	<i>Teknologi SSL dari RapidSSL dengan Sertifikat yang terotentikasi menjamin privasi dan keamanan transaksi online Anda.</i>	Security and privacy of your online transaction are protected by RapidSSL authorized technology.	✓							Naturalized Borrowing, Pure Borrowing, Reduction, Transposition, and Modulation	1		The meaning is clear enough, but there are a few points to make it more natural, common, and professional in promotional English. There are still some words in BSu that are missing and have not been translated.

## © Hak Cipta milik Politeknik Negeri Jakarta



### Hak Cipta :

- Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber :
  - Pengutipan hanya untuk kepentingan pendidikan, penelitian , penulisan karya ilmiah, penulisan laporan, penulisan kritik atau tinjauan suatu masalah.
  - Pengutipan tidak merugikan kepentingan yang wajar Politeknik Negeri Jakarta
- Dilarang mengumumkan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin Politeknik Negeri Jakarta

33.	<i>Ayo, rencanakan liburanmu sekarang juga!</i>	Let's plan your vacation right now!		✓						Literal Translation		3	It is natural, common, and understandable, in line with the style of promotional language.
34.	<i>Selamat menikmati perjalanan Anda</i>	Have a pleasant journey			✓					Creative Discursive and Reduction		3	There are two words missing from the BSu, namely “ <i>Selamat</i> ” and “ <i>Anda</i> .” However, in the context of promotion, the translation is very common, natural, and polite in English. This expression is commonly used to say Enjoy your trip.
35.	<i>Promo hanya berlaku untuk pemesanan melalui aplikasi</i>	Promo valid only for bookings via the app				✓				Literal Translation and Reduction	2		Translations are common and natural in the context of promotion. The sentences are short, clear, and easy to understand. However, they are too literal and rigid in tourism promotion.
36.	<i>Yuk, segera pesan tiket KAI online via</i>	So, book your KAI tickets online via Traveloka now			✓					Literal Translation,	2		The sentences BSu and BSa are expressive

## © Hak Cipta milik Politeknik Negeri Jakarta



### Hak Cipta :

1. Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber :

- Pengutipan hanya untuk kepentingan pendidikan, penelitian , penulisan karya ilmiah, penulisan laporan, penulisan kritik atau tinjauan suatu masalah.
- Pengutipan tidak merugikan kepentingan yang wajar Politeknik Negeri Jakarta

2. Dilarang mengumumkan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin Politeknik Negeri Jakarta



	<i>Traveloka, dan jangan lupa menikmati aneka promo tiket kereta api Traveloka ya!</i>	and don't forget to enjoy the various promotions available!							Pure Borrowing, and Amplification			because they are very persuasive with the words "Yuk" and "So." The translation is clear and communicative, but it sounds unnatural. The sentence "the various promotions available" sounds a bit stiff; it could be made more concise and interesting, such as "Book your KAI train tickets online through Traveloka and take advantage of a variety of exclusive promos!"
37.	<i>Nikmati pengalaman menginap yang tak terlupakan</i>	Enjoy an unforgettable stay experience	✓						Literal Translation		3	The translation results are natural in English and suitable for the context of travel and accommodation.
38.	<i>Kami berjanji memberikan layanan terbaik</i>	We promise to provide the best service		✓					Literal Translation and Amplification		3	The translation is common, natural, and appropriate for formal and semi-formal contexts,

## © Hak Cipta milik Politeknik Negeri Jakarta



### Hak Cipta :

1. Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber :

- Pengutipan hanya untuk kepentingan pendidikan, penelitian, penulisan karya ilmiah, penulisan laporan, penulisan kritik atau tinjauan suatu masalah.
- Pengutipan tidak merugikan kepentingan yang wajar Politeknik Negeri Jakarta

2. Dilarang mengumumkan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin Politeknik Negeri Jakarta

													such as in service promotions or company statements. Both sentences are commissive because they express a guarantee or promise of service.
39.	<i>Terima kasih atas kepercayaan Anda</i>	Thank you for your trust			✓					Literal Translation		3	The sentence in BSa is translated word for word and is very common, natural, and polite in English. This expression is often used to show appreciation to customers or users.
40.	<i>Promo berlaku hingga 31 Januari 2026</i>	Promo valid until January 31, 2026				✓				Literal Translation and Naturalized Borrowing		3	The translation is clear and correct, and both sentences are declarative because they announce the promo dates. The words “Promo” and “ <i>Januari</i> ” are translated using borrowed from BSu.

## © Hak Cipta milik Politeknik Negeri Jakarta



### Hak Cipta :

- Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber :
  - Pengutipan hanya untuk kepentingan pendidikan, penelitian, penulisan karya ilmiah, penulisan laporan, penulisan kritik atau tinjauan suatu masalah.
  - Pengutipan tidak merugikan kepentingan yang wajar Politeknik Negeri Jakarta
- Dilarang mengumumkan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin Politeknik Negeri Jakarta



41.	<i>Temukan hotel terbaik di kota tujuanmu</i>	Find the best hotels in your destination city	✓							Literal Translation		3	The sentences in BSa are translated word for word and are common, natural, and clear in English, suitable for promotional or travel application contexts. Both sentences from BSu to BSa are directive in nature.
42.	<i>Kami menjamin kenyamanan selama perjalanan Anda</i>	We guarantee your comfort throughout the journey		✓						Literal Translation		3	Terjemahan sudah lazim, natural, dan tepat dalam bahasa Inggris, terutama untuk konteks layanan perjalanan atau transportasi.
43.	<i>Selamat berlibur bersama Traveloka</i>	Happy holidays with Traveloka			✓					Literal Translation and Pure Borrowing		3	The sentence from BSu to BSa is translated literally, the meaning is conveyed well, and both sentences are commissive because they express emotion, such as “ <i>Selama</i> ,” which is translated as “Happy.”

## © Hak Cipta milik Politeknik Negeri Jakarta



### Hak Cipta :

- Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber :
  - Pengutipan hanya untuk kepentingan pendidikan, penelitian, penulisan karya ilmiah, penulisan laporan, penulisan kritik atau tinjauan suatu masalah.
  - Pengutipan tidak merugikan kepentingan yang wajar Politeknik Negeri Jakarta
- Dilarang mengumumkan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin Politeknik Negeri Jakarta

44.	<i>Traveloka menghadirkan solusi booking online tiket pesawat lebih cepat dan mudah bernama TravelokaQuick</i>	Traveloka presents a faster and easier online flight ticket booking solution called TravelokaQuick.					✓					2	The translation is fairly accurate and clear, but there is still room to make it more natural and engaging in line with the marketing context. Promotional translations that start with the product name “TravelokaQuick” immediately make the sentence more focused and memorable. For example, “Traveloka presents TravelokaQuick, a quick and easy online flight ticket booking solution.”
45.	<i>Jangan tunda lagi, pesan sekarang juga!</i>	Don't delay any longer, book now!		✓								2	The translation is fairly common, but too literal in the context of promotion.
46.	<i>Kami berkomitmen untuk kenyamanan Anda</i>	We are committed to your comfort			✓							3	The sentence in BSA is translated word for word and is very common and natural in English. This phrase is often used in

## © Hak Cipta milik Politeknik Negeri Jakarta



### Hak Cipta :

- Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber :
  - Pengutipan hanya untuk kepentingan pendidikan, penelitian, penulisan karya ilmiah, penulisan laporan, penulisan kritik atau tinjauan suatu masalah.
  - Pengutipan tidak merugikan kepentingan yang wajar Politeknik Negeri Jakarta
- Dilarang mengumumkan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin Politeknik Negeri Jakarta



													various service contexts to emphasize attention to customer comfort.
47.	Dengan Traveloka, kini Anda bisa memesan transportasi dari bandara jauh-jauh hari.	With Traveloka, now you can book your transport from the airport in advance.	✓							Literal Translation and Pure Borrowing	2		Some of the text in BSu is translated word for word and is still too rigid in a promotional context. The sentences are clear and easy to understand, but they are not very common.
48.	Pesan sekarang dan nikmati perjalanan santai setelah beberapa jam di udara.	Enjoy a relaxing ride after your flight.		✓						Reduction and Literal Translation.	2		The phrase “Pesan sekarang” has been removed from the BSa, and the translation is sufficiently natural and common in the context of travel.
49.	Segera pesan taksi bandara atau mobil bandara hanya di Traveloka.	Book your airport transport at Traveloka.		✓						Reduction, Generalization, Pure Borrowing, and Literal Translation	2		The words “taksi bandara atau mobil bandara” have been omitted from the BSa and generalized to “airport transport,” resulting in a fairly common and natural translation.

## © Hak Cipta milik Politeknik Negeri Jakarta



### Hak Cipta :

- Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber :
  - Pengutipan hanya untuk kepentingan pendidikan, penelitian, penulisan karya ilmiah, penulisan laporan, penulisan kritik atau tinjauan suatu masalah.
  - Pengutipan tidak merugikan kepentingan yang wajar Politeknik Negeri Jakarta
- Dilarang mengumumkan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin Politeknik Negeri Jakarta

50.	<i>Penerbangan Anda tertunda? Pengemudi akan menunggu.</i>	Your flight gets delayed? No problem, your driver will wait.			✓					Amplification, Literal Translation and Calque		3	This translation is natural and commonly used, especially in the context of transportation services that adjust to flight delays. The addition of the phrase "No problem" makes the sentence feel more friendly and reassuring, even though it is not in the original sentence but adds persuasive value.
51.	<i>Layanan Antar Jemput Bandara dari Traveloka juga menjanjikan keuntungan lebih kepada penggunaanya.</i>	Airport Shuttle service also provides additional benefits to users.			✓					Reduction and Literal Translation		2	The translation in the BSa is already clear and easy to understand; however, it feels somewhat stiff and formal, lacking the natural flow typically found in promotional language. The phrase "also provides additional benefits" is somewhat redundant, as "also" and "additional" convey similar meanings.

© Hak Cipta milik Politeknik Negeri Jakarta



#### Hak Cipta :

1. Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber :

- Pengutipan hanya untuk kepentingan pendidikan, penelitian, penulisan karya ilmiah, penulisan laporan, penulisan kritik atau tinjauan suatu masalah.
- Pengutipan tidak merugikan kepentingan yang wajar Politeknik Negeri Jakarta

2. Dilarang mengumumkan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin Politeknik Negeri Jakarta



52.	<i>Traveloka juga memberi jaminan bagi penumpang yang menggunakan jenis kendaraan mobil.</i>	Traveloka also guarantees that if you're using a car service.			✓				Reduction, Literal Translation and Pure Borrowing	1		The translation in the BSa is incomplete and lacks clarity. The BSu states that Traveloka provides a guarantee for passengers using a car service, but the translation only conveys "Traveloka also guarantees that if you're using a car service," without specifying what is being guaranteed.
53.	<i>Jika penerbangan Anda mengalami keterlambatan (delay), pengemudi siap menunggu.</i>	Your driver will wait if your flight is delayed.			✓				Transposition, Reduction, and Literal Translation	2		This translation is fairly common and natural in English, especially in the context of flight-related transportation services. There is a structural change from the BSu to the BSa sentence, but it does not alter the meaning.
54.	<i>Traveloka juga menjamin harga yang</i>	Traveloka guarantees that the price listed in the app is the final price.			✓				Pure Borrowing, Calque, Literal		3	This translation is already common, natural, and clear in English. The BSa

© Hak Cipta milik Politeknik Negeri Jakarta



#### Hak Cipta :

1. Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber :

- Pengutipan hanya untuk kepentingan pendidikan, penelitian, penulisan karya ilmiah, penulisan laporan, penulisan kritik atau tinjauan suatu masalah.
- Pengutipan tidak merugikan kepentingan yang wajar Politeknik Negeri Jakarta

2. Dilarang mengumumkan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin Politeknik Negeri Jakarta

	<i>tertulis di aplikasi adalah harga final.</i>									Translation, and Reduction			sentence is concise, straight to the point, and easy to understand—well-suited for promotional or business communication contexts.
55.	<i>Penumpang tak perlu mengeluarkan uang lagi untuk membayar tol dan parkir.</i>	No extra charges for tolls or parking!		✓						Linguistic Compression, Discursive Creative and Literal Translation		3	The use of the direct negative sentence “No extra charges” in BSa is very effective in attracting attention. The translation is very common and natural, but the word “ <i>Penumpang</i> ” is omitted in BSa. The sentence is declarative because it states an announcement or information that passengers no longer need to pay tolls and parking fees.
56.	<i>Nikmatilah perjalanan yang nyaman bersama Antar Jemput Bandara Traveloka.</i>	Enjoy a comfortable journey with Traveloka Airport Shuttle.		✓						Literal Translation and Pure Borrowing		3	The translation is common, natural, and easy to understand in the context of promoting

## © Hak Cipta milik Politeknik Negeri Jakarta



### Hak Cipta :

- Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber :
  - Pengutipan hanya untuk kepentingan pendidikan, penelitian, penulisan karya ilmiah, penulisan laporan, penulisan kritik atau tinjauan suatu masalah.
  - Pengutipan tidak merugikan kepentingan yang wajar Politeknik Negeri Jakarta
- Dilarang mengumumkan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin Politeknik Negeri Jakarta



													airport transportation services. The sentences are short, direct, and use language commonly used in marketing. The translation in BSa is a phrase that is often used and is very appropriate for this context.
57.	<i>Traveloka dulu, pulang pergi bandara jaminan praktis kemudian!</i>	Traveloka first, practical airport round trips guaranteed!		✓					Literal Translation, Modulation, and Discursive Creation		2		The translation results in BSa still feel a bit stiff and unnatural in English, mainly due to the overly literal and direct word order and choice of words.
58.	<i>Anda bisa memastikan penjemputan kapan saja, sesuai dengan jadwal penerbangan Anda.</i>	You can also choose the pick-up point that works best for you.		✓					Reduction			3	The translation in BSa is common and natural, although there are still some words that have been omitted, but this does not change the meaning in BSa.
59.	<i>Dengan menggunakan kereta bandara, Anda</i>	Using the airport train means you can enjoy a	✓						Literal Translation,		2		The translation is fairly common and natural in

## © Hak Cipta milik Politeknik Negeri Jakarta



### Hak Cipta :

1. Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber :

- Pengutipan hanya untuk kepentingan pendidikan, penelitian, penulisan karya ilmiah, penulisan laporan, penulisan kritik atau tinjauan suatu masalah.
- Pengutipan tidak merugikan kepentingan yang wajar Politeknik Negeri Jakarta

2. Dilarang mengumumkan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin Politeknik Negeri Jakarta

	bisa menikmati perjalanan yang nyaman dan cepat menuju tujuan Anda.	comfortable and quick ride to your destination.								Transposition and Reduction			English, but it is too literal, especially for the context of transportation promotion.
60.	Kami selalu berusaha memberikan yang terbaik untuk pelanggan kami.	We always strive to offer the best for our customers.		✓						Literal Translation		3	BSa is translated literally and is commonly, naturally, and widely used in the context of customer service or business promotion. Both sentences are commissive in nature because they express a promise or guarantee of service.
61.	Armada kami dilengkapi dengan AC, audio, TV, dan port charger, sehingga Anda dapat menikmati kenyamanan dan hiburan selama perjalanan.	Our fleet is equipped with air conditioning, audio systems, TVs, and charging ports, so you can enjoy comfort and entertainment during your ride.	✓							Amplification, Literal Translation, and Pure Borrowing		3	The BSa translation is common and natural in the context of travel. Additional information has been added to the word “audio” and translated as “audio system” in BSa. Both sentences are assertive because they provide explanations and are

## © Hak Cipta milik Politeknik Negeri Jakarta



### Hak Cipta :

- Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber :
  - Pengutipan hanya untuk kepentingan pendidikan, penelitian, penulisan karya ilmiah, penulisan laporan, penulisan kritik atau tinjauan suatu masalah.
  - Pengutipan tidak merugikan kepentingan yang wajar Politeknik Negeri Jakarta
- Dilarang mengumumkan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin Politeknik Negeri Jakarta



													polite and convincing to users.
62.	<i>Keamanan Anda adalah prioritas kami.</i>	Your safety is our top priority.			✓					Literal Translation		3	BSa is translated word for word, the meaning is conveyed well, it is common and natural.
63.	<i>Fokuslah pada pengalaman perjalanan Anda tanpa perlu khawatir!</i>	Focus on enjoying your journey without any worries!			✓					Literal Translation		3	The BSa translation is common and sounds natural in English, especially in the context of promoting transportation or travel services. Phrases such as “focus on enjoying your journey” and “without any worries” are often used in marketing materials because they convey a sense of calm and comfort.
64.	<i>Kami berkomitmen untuk memastikan setiap perjalanan Anda berjalan lancar.</i>	We're committed to making sure every journey goes smoothly.			✓					Literal Translation, Reduction and Naturalized Borrowing		3	The word “Anda” has been omitted in the BSa, but the meaning is still conveyed well. The translation is common,

© Hak Cipta milik Politeknik Negeri Jakarta



#### Hak Cipta :

1. Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber :
  - a. Pengutipan hanya untuk kepentingan pendidikan, penelitian , penulisan karya ilmiah, penulisan laporan, penulisan kritik atau tinjauan suatu masalah.
  - b. Pengutipan tidak merugikan kepentingan yang wajar Politeknik Negeri Jakarta
2. Dilarang mengumumkan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin Politeknik Negeri Jakarta

														natural, and widely used in digital contexts.
65.	<i>Pesan jauh hari dan hindari antrean bus atau taksi bandara.</i>	Book in advance to avoid queue at the airport.	✓							Reduction and Literal Translation		2		The words “ <i>bus atau taxi</i> ” have been omitted from the BSa, and some of the text has been translated word for word. However, the translation is not entirely natural or common.
66.	<i>Booking rental mobil kapan aja tanpa perlu membayar penuh secara langsung.</i>	Book and secure car rental at any time without having to pay full immediately.	✓							Naturalized Borrowing, Literal Translation, and Amplification		2		The translation is quite common and natural, but the structure and style of the English promotion are still lacking. For example, the phrase “secure car rental” → although it can be used, it is a bit formal, uncommon, and stiff.
67.	<i>Traveloka kini telah menjadi aplikasi sewa mobil yang terpercaya.</i>	Traveloka now offers Without Driver Car Rental service.	✓							Reduction, Pure Borrowing, and Literal Translation		1		The phrase “Without Driver Car Rental” sounds awkward in English. This expression is rarely used directly by native speakers. The

## © Hak Cipta milik Politeknik Negeri Jakarta



### Hak Cipta :

1. Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber :
  - a. Pengutipan hanya untuk kepentingan pendidikan, penelitian, penulisan karya ilmiah, penulisan laporan, penulisan kritik atau tinjauan suatu masalah.
  - b. Pengutipan tidak merugikan kepentingan yang wajar Politeknik Negeri Jakarta
2. Dilarang mengumumkan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin Politeknik Negeri Jakarta



													original meaning of “trusted car rental app” is not conveyed. The translation conveys the type of service rather than trust in the app. The translation is uncommon and unnatural.
68.	Temukan berbagai pilihan mobil terbaik, lengkap dengan tarif mobil yang dibutuhkan.	Find a wide selection of the best cars, complete with the price list.	✓						Generalization, Reduction and Literal Translation		2		The translation is sufficiently common and natural. The use of the term “Price List” is very common and suitable for the promotional context. The word “required” has been omitted in the BSA, but the meaning is still conveyed.
69.	Cek harga sewa mobil harian untuk segala keperluan anda.	Check daily car rental prices for all your needs.	✓						Literal Translation and Calque		2		The translation is easy to understand, fairly common and natural in a promotional context, but too rigid and literal. A more suitable choice of wording would be,

## © Hak Cipta milik Politeknik Negeri Jakarta



### Hak Cipta :

- Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber :
  - Pengutipan hanya untuk kepentingan pendidikan, penelitian, penulisan karya ilmiah, penulisan laporan, penulisan kritik atau tinjauan suatu masalah.
  - Pengutipan tidak merugikan kepentingan yang wajar Politeknik Negeri Jakarta
- Dilarang mengumumkan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin Politeknik Negeri Jakarta





													is different. The phrase “pickup time” is correct and commonly used.
72.	<i>Bila Anda memsani rental mobil kurang dari 12 jam sebelum waktu jemput, sopir akan menghubungi Anda segera setelah pesanan dikonfirmasi.</i>	For same day rental, driver will contact you as soon as your booking is confirmed.							Reduction, Literal Translation, and Adaptation		2		The phrase “kurang dari 12 jam” was adapted to “same day” because it is more common in a business context. However, some words were omitted in the BSa, such as “Bila Anda” (if you), which was not translated into the BSa. The translation is quite natural and commonly used.
73.	<i>Cek Syarat &amp; Ketentuan untuk informasi selengkapnya.</i>	Check the Terms & Conditions to learn more							Literal Translation			3	Translation is common and natural in the context of digital communication and promotion. The sentences are short, clear, and easy to understand. “Terms & Conditions” is a standard term commonly used in

## © Hak Cipta milik Politeknik Negeri Jakarta



### Hak Cipta :

- Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber :
  - Pengutipan hanya untuk kepentingan pendidikan, penelitian, penulisan karya ilmiah, penulisan laporan, penulisan kritik atau tinjauan suatu masalah.
  - Pengutipan tidak merugikan kepentingan yang wajar Politeknik Negeri Jakarta
- Dilarang mengumumkan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin Politeknik Negeri Jakarta

													English. “To learn more” is also common and appropriate for inviting users to view the details.
74.	<i>Mohon diketahui bahwa supplier akan menghubungi penyewa untuk meminta informasi tersebut.</i>	Please be advised that suppliers will contact you for the above requirements.					✓		Pure Borrowing, Modulation, and Literal Translation		2		The translation is sufficiently common and formal, suitable for formal communication or customer service contexts. The phrase “Please be advised” is a standard polite and formal expression in English.
75.	<i>Cari Promo untuk Liburan Kamu</i>	Browse Promos for Your Getaway	✓						Adaptation, Pure Borrowing, and Modulation			3	This translation is natural and easy to understand, especially in a marketing context. The word “Browse” is suitable for encouraging people to search for or view promotions online. The word “Promos” is commonly used as the plural form of “promotion” in everyday

## © Hak Cipta milik Politeknik Negeri Jakarta



### Hak Cipta :

- Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber :
  - Pengutipan hanya untuk kepentingan pendidikan, penelitian, penulisan karya ilmiah, penulisan laporan, penulisan kritik atau tinjauan suatu masalah.
  - Pengutipan tidak merugikan kepentingan yang wajar Politeknik Negeri Jakarta
- Dilarang mengumumkan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin Politeknik Negeri Jakarta



													English, although the formal form is actually “promotions.” The word ‘Getaway’ replaces the word “liburan” with a relaxed and enjoyable feel, commonly used in a travel context.
76.	<i>Ketik promo yang kamu mau</i>	Type a promo that you want	✓						Literal Translation and Pure Borrowing			3	The translation is common, natural, and widely used. The sentence is translated word for word, and the word “Promo” is retained.
77.	<i>Di mana pun Anda berada, kami dapat terhubung hanya dengan satu kali klik!</i>	Wherever you are in the world, we are just a click away!		✓					Amplification, Transposition, and Naturalized Borrowing		2		The translation is very common and natural in English. The phrase “just a click away” is commonly used to convey ease of digital access, but there is redundancy in the words ‘wherever’ and “in the world.”
78.	<i>Daftarkan alamat email Anda sekarang dan jadi</i>	Subscribe to our newsletter now and be the first to		✓					Adaptation, Pure Borrowing,			3	The translation is very common and idiomatic in

© Hak Cipta milik Politeknik Negeri Jakarta



#### Hak Cipta :

1. Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber :

- Pengutipan hanya untuk kepentingan pendidikan, penelitian, penulisan karya ilmiah, penulisan laporan, penulisan kritik atau tinjauan suatu masalah.
- Pengutipan tidak merugikan kepentingan yang wajar Politeknik Negeri Jakarta

2. Dilarang mengumumkan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin Politeknik Negeri Jakarta

	<i>yang pertama tahu tentang promo terbaru Traveloka!</i>	know about Traveloka's latest promos!								and Literal Translation			the context of digital marketing. The word choice "Subscribe" in BSa is very appropriate. The phrase "be the first to know" is commonly used in email marketing or online promotions.
79.	<i>Masukkan email Anda di sini</i>	Enter your email address		✓						Literal Translation and Reduction		3	BSa is translated literally, the meaning is conveyed well, and the translation is common and natural.
80.	<i>Seluruh pesanan Anda akan muncul di sini</i>	Anything you booked shows up here	✓							Modulation and Literal Translation		3	Translation is already quite common and standard in promotional style.
81.	<i>Temukan inspirasi perjalanan, dengan caramu!</i>	Find travel inspirations, your way!		✓						Literal Translation	2		The translation is fairly common and communicative, but it could be improved to sound more natural.
82.	<i>Berkemas dan jelajahi destinasi di bawah ini, sekarang!</i>	Pack up and explore these destinations, now!		✓						Literal Translation	2		The sentences in BSa are quite common and communicative. Some of the text is translated word

© Hak Cipta milik Politeknik Negeri Jakarta



#### Hak Cipta :

1. Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber :
  - a. Pengutipan hanya untuk kepentingan pendidikan, penelitian, penulisan karya ilmiah, penulisan laporan, penulisan kritik atau tinjauan suatu masalah.
  - b. Pengutipan tidak merugikan kepentingan yang wajar Politeknik Negeri Jakarta
2. Dilarang mengumumkan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin Politeknik Negeri Jakarta



													for word, and the meaning is conveyed well.
83.	<i>Destinasi yang Wajib Anda Jelajahi</i>	Must-explore Destinations	✓							Literal Translation, Pure Borrowing, and Reduction	1		<p>The phrase “Must-explore” sounds less idiomatic. In English, more common expressions are:</p> <ul style="list-style-type: none"> <li>• “Must-visit destinations”</li> <li>• “Top destinations to explore”</li> <li>• “Destinations you shouldn't miss”</li> </ul> <p>“Must-explore Destinations” is understandable, but not common in English-language tourism promotions.</p>
84.	<i>Dapatkan semua info penting dan kode kupon spesial hanya di Let's Go! with Traveloka guidebook</i>	Get all the important information and special coupon codes only in Let's Go! with Traveloka guidebook	✓							Literal Translation, Calque, and Pure Borrowing		3	<p>The translation is accurate and consistent with the source language. Some words have been translated literally, and</p>

© Hak Cipta milik Politeknik Negeri Jakarta



#### Hak Cipta :

1. Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber :
  - a. Pengutipan hanya untuk kepentingan pendidikan, penelitian , penulisan karya ilmiah, penulisan laporan, penulisan kritik atau tinjauan suatu masalah.
  - b. Pengutipan tidak merugikan kepentingan yang wajar Politeknik Negeri Jakarta
2. Dilarang mengumumkan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin Politeknik Negeri Jakarta

													brand names and features have been retained.
85.	<i>Proses pemesanan mudah, aman dan lancar — dijamin!</i>	Easy, secure and smooth booking process — guaranteed.		✓						Literal Translation		3	The translation “Easy, secure, and smooth booking process — guaranteed” is generally quite common and understandable in a promotional context.
86.	<i>Pastikan informasi yang Anda masukkan sudah benar sebelum melanjutkan ke pembayaran.</i>	Recheck to ensure they are correct before continuing to payment.		✓						Modulation, Literal Translation, and Reduction	1		The translation is not entirely common. The word “Recheck” does mean “periksa ulang,” but it is rarely used as a single command in the context of UI/UX or digital instructions. The phrase “they are correct” is quite common, but it is not specific enough because it does not directly mention the subject (“your information”). “Continuing to payment” is acceptable, but a more

© Hak Cipta milik Politeknik Negeri Jakarta



#### Hak Cipta :

- Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber :
  - Pengutipan hanya untuk kepentingan pendidikan, penelitian, penulisan karya ilmiah, penulisan laporan, penulisan kritik atau tinjauan suatu masalah.
  - Pengutipan tidak merugikan kepentingan yang wajar Politeknik Negeri Jakarta
- Dilarang mengumumkan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin Politeknik Negeri Jakarta



													common phrase in the context of promotion is “proceeding to payment.”
87.	<i>Nikmati koneksi internet super cepat di gengaman Anda!</i>	Enjoy high-speed Internet connection at your fingertips!		✓					Literal Translation, Pure Borrowing, and Establish Equivalent		2		The translation is fairly common and easy to understand, but it could be improved to sound more natural in English.
88.	<i>Mau liburan seru? Download panduan lengkapnya sekarang!</i>	Planning an exciting vacation? Download the complete guide now!		✓					Adaptation, Pure Borrowing, and Literal Translation			3	The translation is common, natural, and appropriate for the promotional context. BSa “Planning an exciting vacation?”: This phrase is commonly used in the context of marketing or tourism promotion. The tone of the question is interesting and encourages the audience to take action. Both BSu and BSa sentences are directive.
89.	<i>Booking e-tiket Anda hanya dalam 5 menit!</i>	Complete your booking in 5 minutes or less!		✓					Literal Translation,		2		The translation is quite common. However,

## © Hak Cipta milik Politeknik Negeri Jakarta



### Hak Cipta :

- Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber :
  - Pengutipan hanya untuk kepentingan pendidikan, penelitian , penulisan karya ilmiah, penulisan laporan, penulisan kritik atau tinjauan suatu masalah.
  - Pengutipan tidak merugikan kepentingan yang wajar Politeknik Negeri Jakarta
- Dilarang mengumumkan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin Politeknik Negeri Jakarta

									Amplification, Pure & Naturalized Borrowing			adding the word “less” to BSa is not entirely accurate as it may raise users' expectations.
90.	<i>Butuh Inspirasi? Cari tiket ke mana saja!</i>	Need Inspiration? Search for flights to anywhere	✓						Literal Translation and Reduction	2		The translation is common and natural, but still too literal in the context of promotion.
91.	<i>Apa pun rencana jalan- jalan kamu, temukan penawaran terbaiknya di sini</i>	Whatever your travel plans are, find all the best deals here	✓						Literal Translation		3	The translation in BSa, “Whatever your travel plans are,” is natural and common, although in English, promotions are often shortened to “Whatever your travel plans” without “are” for a more concise and catchy impression. “Find all the best deals here” is clear and appropriate, but the word ‘all’ can sometimes be omitted to make it simpler: “Find the best deals here.”

© Hak Cipta milik Politeknik Negeri Jakarta



#### Hak Cipta :

- Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber :
  - Pengutipan hanya untuk kepentingan pendidikan, penelitian , penulisan karya ilmiah, penulisan laporan, penulisan kritik atau tinjauan suatu masalah.
  - Pengutipan tidak merugikan kepentingan yang wajar Politeknik Negeri Jakarta
- Dilarang mengumumkan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin Politeknik Negeri Jakarta



92.	Jangan lewatkan juga ada 2x Flash Sale setiap harinya jam 10.00-13.00 WIB dan 20.00-22.00 WIB.	Don't miss out on our 2 daily Flash Sales, from 10 AM to 1 PM and 8 PM to 10 PM WIB!								✓	Literal Translation and Pure Borrowing		2		The translation is quite common and natural, but too literal. For WIB translations, consider writing the time without WIB or briefly explaining the time zone, depending on the target market.
TOTAL			10	45	22	5	8	1	1			11	40	41	

© Hak Cipta milik Politeknik Negeri Jakarta



#### Hak Cipta :

- Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber :
  - Pengutipan hanya untuk kepentingan pendidikan, penelitian, penulisan karya ilmiah, penulisan laporan, penulisan kritik atau tinjauan suatu masalah.
  - Pengutipan tidak merugikan kepentingan yang wajar Politeknik Negeri Jakarta
- Dilarang mengumumkan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin Politeknik Negeri Jakarta