

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Tourism is a recreational activity undertaken by individuals or groups with the aim of experiencing enjoyment in different places from their daily environment, not to earn money. Tourism involves visiting tourist destinations, exploring tourist attractions, and learning about art, history, and traditions in various locations. Indonesia is a country that offers many attractive and diverse tourist destinations. It showcases the beauty of nature, history, and captivating culture. Examples include Bandung, Surabaya, and other provinces, including North Sumatra.

North Sumatra is a province that consists of many regencies: such as Deli Serdang, Asahan, Asahan, Labuhan Batu, Medan, Toba, Nias, Sidempuan, and Simalungun. All of these regencies have engagement tourist attractions, especially in Simalungun.

Simalungun has diverse tourism potential, including natural attractions such as Lake Toba, which is the largest lake in Indonesia and an attraction for tourists. In addition, there is also the spectacular *Sipiso-piso* Waterfall, *Pemandian Alam Bah Damanik*, and the green and spacious *Butong Sidamanik* Tea Garden . In addition to natural attractions, there are also historical places such as *Rumah Bolon of Pematang Purba* To promote tourism in the region, the Simalungun Regency Office of Culture, Tourism, and Creative Economy has developed a mobile application called Simalungun Tourism.

Simalungun Tourism is an application in Simalungun that provides information on tourism attraction, hotels, and restaurants in Simalungun. Apart from that, this application also provides events that have been conducted, as well as various news regarding activities carried out by the tourism office. This app was designed to provide visitors with comprehensive information on various tourist destinations, hotels, restaurants, cultural practices, and local customs. However, the main problem was that this application was still available in Indonesian, making it difficult to reach a wider audience, especially International tourists who do not

understand Indonesian. So, it is difficult for international tourists to access and understand the information. As a result, efforts to promote Simalungun tourism at the global level are ineffective.

The proposal entitled **“Translating Simalungun Tourism Mobile Application into English ”** is aimed at solving the existing problem.

1.2 Formulation of the Problem

Based on the background of the problem above, the problem was formulated by the writer as follows: "How are the processes of translating simalungun tourism mobile application into English ".

1.3 Limitations of the Problem

Simalungun Tourism Mobile Application has several menus, there were tourist menu, hotels, restaurants, festivals, news, and other elements. However, some menu only displays images and minimal information. To focus translation, this study was limited to translating relevant menus and figures, the tourist attractions menu was limited to 15 attractions, the news menu only includes 6 of the latest news, and the hotel menu only includes five hotels. Meanwhile, the festival menu was all translated because there were only five festivals.

1.4 Purpose of the Study

Based on the formulation above, the purpose of this study was to make translation of simalungun tourism mobile application into English .

1.5 Significance of the Study

1.5.1 Significances for the Readers

This study is expected to assist international tourist who are not proficient in Indonesian by making it easier for them to explore and access information about tourism in Simalungun Regency.

1.5.2 Significances for the Government

This study is used by the government as a media to promote tourism in Simalungun and to develop the application.