

CHAPTER I

INTRODUCTION

1.1. Background of the Study

Siak is one of regency from twelve regencies and cities in Riau province which known with its tourism sector. The reason is because Siak has a great history of the Malay Sultanate called the Siak Sri Indrapura. This makes Siak has special attraction and can develop its natural tourism, historical tourism, cultural tourism, recreational tourism, also several local and international events for tourist.

In fact, Siak have international events as their main events. The first is Tour de Siak, Tour de Siak is an annual bicycle racing event hold in Siak Regency, which is participated by national and international racers from 11 countries such as Japan, Iran, and Malaysia. The second is Serindit Boat Race, it is an international boat race, which is participated by Brunei Darussalam and Malaysia. The third is Siak Bermadah, it is an international culture parade. All of these events are managed by Siak Government, especially Siak Tourism Office.

Siak Tourism Office is an office which responsible for tourism in Siak Regency. This office is located on Sri Kembayat Street, Sungai Mempura, Mempura sub-district, Siak Regency. This office responsible are providing the public services in the tourism sector ,promoting Siak tourism, and developing Siak tourism attractions.

Siak tourism office created its own official tourism website named "Pesona Siak" to fulfill its responsibilities. Pesona Siak is a web based public information service about tourism in Siak Regency. It can be accessed through the www.pesonasiak.id. Pesona Siak together with an app with the same name were officially launched on April 18th, 2018 by Siak Regent Drs. H. Alfredri, M.Sc. Pesona Siak contains information features about tourist destinations, transportation, accommodation, culinary, souvenirs, houses of worship and so on related to information of tourism guides in Siak Regency, Riau Province to local tourist and international tourist.

This website contains fairly complete information, but international tourist will be getting difficulties because it is only display in Indonesia language. The reasons are Indonesia language is not international language. So, the tourists will have difficulties when trying to understand the contents, reading the text, translating the text or finding a particular information in that website. The difficulties make tourists have to leave this website and open a translation tools like Google translate or a dictionary, spending their time switching between this website to the translator tools.

From the problem above, this website should be available in another language. Therefore, this study was intended to translate this website into English in order to help Siak Tourism Office Website give more information to tourists especially international tourist.

1.2. Formulation of the Problem

Based on the background above, the problem was formulated into “ How are the processes in translating the Siak Tourism Office Website”.

1.3. Limitation of the Problem

The limitation of the problem was translating the contents of Siak Tourism Office Website “Pesona Siak”.

1.4. Purpose of the Study

The purpose of this study was to translate the contents of Siak Office Website from Indonesian to English.

1.5. Significance of the Study

1.5.1. Significance for International Tourist

The translation of the website was expected to help international tourists who do not able speaking Indonesian for exploring and finding information related to tourism in Siak regency.

1.5.2. Significance for the Society

The translation of the website was expected to help society especially local people in Siak to give explanations to tourists with English version of this website.

1.5.3. Significance for the Government

The translation of the website was expected to be an option to promote the tourism attractions in Siak and to develop the website.

