

Cultural Loss in Tourism Text Translation: A Comparison Between ChatGPT and Google Translate

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First Received: 03 November 2024; Final Proof Received: 04 May 2025

Abstract

In the digital age, AI has become essential in translation, providing fast solutions for overcoming language barriers. This is particularly important for the accurate translation of cultural elements within tourism promotional texts, which is crucial for achieving effective destination marketing. This study examines the translation result of ChatGPT and Google Translate, advanced AI-powered translation tools, in translating a tourism promotional text from the Jadesta Ministry of Tourism and Creative Economy, Indonesia. In detail, the study aims to answer any cultural aspects that are lost in the translation resulting from ChatGPT and Google Translate and to explore to what extent translation results favor source language orientation (foreignization) or target language orientation (domestication). Using cultural categorization from Chen (2024) to address translation loss and the concept of translation techniques from Molina and Albir (2002), a qualitative approach was applied to compare the translations of cultural references from ChatGPT and Google Translate. The steps of the study involved selecting a suitable tourism promotional text that contained culturally significant terms. The text was then translated using both ChatGPT and Google Translate, and the translations were evaluated based on their ability to convey cultural meaning. Expert validation was sought to ensure accuracy, followed by a qualitative analysis of the types and instances of cultural loss in each translation, leading to insights about the limitations of both tools in translating cultural terms. The findings reveal significant translation loss in terms of historical background, aesthetic imagery, local customs, and religion. Both ChatGPT and Google Translate show a cultural loss in translating local customs. Local custom terms are deeply ingrained in the source culture and often lack direct equivalents in the target language, making them particularly vulnerable to cultural loss during translation. Then, both tools predominantly employ pure borrowing techniques to preserve their cultural source and literal translation to ensure accuracy at the linguistic level but often overlook cultural and contextual values. In addition, both tools demonstrate a preference for source language orientation (foreignization). However, ChatGPT performs better than Google Translate due to its lower percentage of foreignization compared to Google Translate.

Keywords: ChatGPT; cultural loss; Google Translate; translation

INTRODUCTION

The emergence of AI-powered translation tools, such as ChatGPT and Google Translate, offers significant potential in addressing the challenges associated with translating cultural terms in tourism promotional texts. These tools, driven by advanced natural language processing algorithms and large language models, are capable of analyzing contextual values and semantic relationships within a text, potentially providing accurate and culturally sensitive translations. Existing research has highlighted the potential of these tools in enhancing tourism experiences and facilitating

international communication (Wei & Lin, 2020; Mich & Garigliano, 2023). As AI technologies continue to evolve, translation results will become more accessible, meaningful, and refined, allowing translators to integrate AI applications into their tasks using decision-support systems (Marmoah et al., 2024). However, despite the growing reliance on machine translation tools like Google Translate in the tourism industry to connect with global audiences, these tools often struggle to capture the intended tone or cultural relevance of the original content. This can result in awkward or unconvincing translations, particularly in promotional materials meant to attract tourists. As AI and machine translation technologies become increasingly embedded in the tourism sector (Samala et al., 2020), the challenge of delivering accurate and persuasive messages across languages has never been more critical. Effective translation today is not only about converting words but also about communicating meaning in ways that resonate with diverse audiences (Xiang et al., 2019).

The efforts to promote tourist attractions can be presented as bilingual text, where the content is conveyed in two languages (Budiharjo, et al., 2022). One of the key challenges in translating tourism promotional texts lies in the accurate conveyance of cultural values and concepts (Lu et al., 2021). Cultural words are expressions that have no direct equivalents in the target language and often hold deeper societal, historical, or even spiritual significance (Newmark, 1988; Wei & Lin, 2020; Sulaiman, 2016). Thus, the intricate relationship between language and culture in the context of tourism promotion has been widely acknowledged, underscoring the need for translation approaches that can effectively bridge these.

In this study, the emergence of advanced AI-powered translation tools, such as ChatGPT and Google Translate, presents both opportunities and challenges. The influence of technology in the tourism industry has been extensively explored in existing literature. Scholars have highlighted the transformative impact of AI and robotics, including their applications in language translation, virtual assistance, and personalized recommendations. Specifically, the potential of AI-powered translation tools to enhance the tourism experience has been recognized. Research has shown that the integration of AI-powered translation services, such as chatbots and language translators, can facilitate seamless communication and improve the overall experience for international visitors (Koo et al., 2021).

ChatGPT, an AI language model developed by OpenAI, is known for its impressive language generation capabilities and its ability to engage in natural, human-like conversations. ChatGPT is an advanced conversational AI model from OpenAI that has brought about a complete shift in the way people interact with tech. It has human-like abilities to comprehend text and generate from it, making it a flexible tool that can be adapted for every kind of natural language processing task like Question answering or short explanation finding along with content generation as well as cross-language communication. It can help with writing tasks like formulating emails, essays reports, or even the creative stuff e.g. stories and poems. Its ability to spit out almost perfectly coherent, well-structured text makes it a handy tool for students, writers, and workers looking to organize their thoughts or produce polished content. According to Mich and Garigliano (2023), ChatGPT's performance can surpass traditional machine translation systems in certain tasks, such as translating idiomatic expressions and capturing the tone and style of the original text. Another important ChatGPT feature is translating text between different languages and serving as a functional use case to communicate in a multicultural environment. Perfect for when you're cracking on with something a bit more semantic in ChatGPT and brings the bridge gap between you while working on translations interpersonal.

Google Translate, on the other hand, is a multilingual neural machine translation service to translate text, websites, or audio files from one language to another. It can translate text, documents, and web pages in more than 100 languages while also supporting real-time conversations. After you launch the app, it will show an overlaid translation of any text — written as well as spoken very nearly in real-time. While it may not match the contextual understanding of ChatGPT, Google Translate has the advantage of being a well-established and widely accessible translation tool (Wei & Lin, 2020; Hariri, 2023).

AI-powered tools are increasingly relevant in tourism. Studies by Aliyah et al. (2023) and Carvalho and Sheppard (2021) highlight the potential of AI-driven translation tools and ChatGPT, respectively, in addressing language barriers and enhancing tourist experiences. Tuo et al. (2021)

further emphasize the broader benefits of AI in tourism, including improved efficiency, data-driven insights, and enhanced competitiveness. Not to mention, Pukiene, et al. (2024) researched the patterns and significance of language mistakes found in the English translations of tourism messages across various European countries, along with an assessment of whether humans or rapidly advancing AI-driven tools are better at detecting and interpreting these mistakes. Pukiene's research (2024) offered language learners and language professionals a great opportunity to refine their own translation skills. Nevertheless, the existing literature does not provide a comprehensive understanding of how well AI-powered translation tools, especially ChatGPT and Google Translate, perform in translating cultural terms within tourism promotional texts. However, the ability of these AI translation tools to effectively handle cultural terms and subtleties within tourism promotional texts remains an under-explored area.

The accurate translation of cultural elements is essential for successful destination marketing and ensuring smooth experiences for international visitors. On the other hand, failure to adequately convey cultural values can result in translation losses, where the deeper societal, historical, or even spiritual significance of certain expressions is not effectively communicated (Gan et al., 2021). This can lead to misunderstandings, diminish the authenticity of the tourism experience, and hinder the ability to promote a destination's unique cultural identity. Therefore, it is essential also to employ proper translation techniques that can effectively preserve the rich cultural context within tourism promotional materials.

The culture-bound elements in tourism promotional texts make the translation process particularly challenging, underscoring the need for careful linguistic and cultural consideration. Exploring how AI-based tools, such as ChatGPT and Google Translate, manage these challenges is both theoretically important and practically relevant for real-world tourism communication. This study fills the gap in the existing literature by conducting a comparative analysis of how these AI tools translate cultural terms within a tourism promotional text. By evaluating the translation losses, examining their translation techniques, and assessing their tendencies toward source language orientation (foreignization) or target language orientation (domestication), this research aims to address the following questions: (1) "What cultural aspects are lost in the translations resulting from ChatGPT and Google Translate?" and (2) "To what extent do the translation results exhibit a tendency toward source language orientation (foreignization) or target language orientation (domestication)?"

To systematically analyze the cultural terms involved, this study adopts a model proposed by Newmark (1988). Newmark's categorization of cultural words provides a valuable theoretical framework for understanding the complexities involved in translating culturally rich content. Newmark's taxonomy identifies several types of cultural words, including ecological, material, social, political, and religious terms, each with their unique challenges in translation (Sampaio et al., 2020; Koo et al., 2021; Wei & Lin, 2020). Newmark divided cultural items into five categories. They are 1) Ecology (Geographical and environmental concepts), 2) Material Culture (Food; clothes; house; transport), 3) Social Culture (Work and leisure), and 4) Gestures and Habits, 5) Organizations (Political, administrative, artistic, and religious items).

The translation of cultural terms in tourism promotional texts is a complex and multifaceted challenge. Cultural words are expressions that lack direct equivalents in the target language and often carry deeper societal, historical, or even spiritual significance (Newmark, 1988; Wei & Lin, 2020). Failure to accurately convey these cultural values can result in a loss of meaning and authenticity, potentially undermining the effectiveness of tourism promotion efforts. In the context of tourism promotion, the accurate translation of cultural terms is crucial for preserving the unique essence and appeal of a destination (Cai, 2022). For example, the translation of the Japanese term "*ryokan*" (a traditional Japanese inn) into a generic "hotel" could result in the loss of the cultural heritage and experiential value associated with staying in a *ryokan*, a traditional Japanese inn. Then, another example of a cultural term is from the translation of the Indonesian term "*buto ijo*" into "ogre" (Adika, 2017). Both of them are told as monsters who eat human beings, but "*buto ijo*" more specifically is a green monster. There are some interpretations from local wisdom regarding the green color of "*buto ijo*".

The researchers got one more example from the translation of Google Translate and ChatGPT. Both tools translate "*lumbung padi*" to "*rice barn*". The term "*lumbung padi*" is available in the text that the researchers discussed. The translation of "*lumbung padi*" as rice barn misses some important cultural and contextual aspects specific to Indonesian culture, particularly around the stages and terminology of rice. In Indonesia, rice goes through various stages: "*padi*" (unharvested rice plants), "*gabah*" (harvested, but unhusked rice), "*beras*" (milled but uncooked rice grains), and "*nasi*" (rice, cooked). When Indonesians refer to a "*lumbung padi*", they're talking about a storage facility specifically for "*padi*" or "*gabah*". Thus, translating it merely as "*rice barn*" fails to capture the specific agricultural practices and cultural significance embedded in the original term.

Even though this model is quite useful as a starting point, Newmark's categorization (1988) of cultural references is considered to lack adequately addressing all the issues of cultural transfer in translation. His categorization does not capture the deeper essence of cultural organization because it does not differentiate between substantive and proximate culture. For instance, the social culture subcategory has been mentioned and it is a wide area including a number of cultural constructs that can simply lessen the focus on the problem arising from different subcategories of it. Besides, the categorization does not address the dynamics of culture, the productivity of cultural items over time, as well as the factor of the relation between cultural items resulting from globalization and intercultural interaction. Therefore, it is necessary to carry out a more detailed analysis of the key approach and differentiate the cultural references to be translated. This requires another approach that would encompass not only the tangible aspects described by Newmark (1988) that culture is made of but also the immaterial cultures, including values, beliefs, and attitudes.

To be able to classify a wide array of cultural products that appear in postmodern societies nowadays, the researchers also employed translation techniques proposed by Molina and Albir (2002) to reveal the influence of its translation tendency. The translation tendency or some experts say ideology can be broadly categorized into two overarching philosophical perspectives: the source-oriented approach and the target-oriented approach (Nwike et al., 2021). The source-oriented approach prioritizes fidelity to the original text, striving to preserve the grammatical structure, vocabulary, and cultural values of the source language. This approach aims to faithfully represent the source material, even if it may result in translations that feel less natural or idiomatic in the target language. In contrast, the target-oriented approach prioritizes the needs and expectations of the target audience, seeking to make the translated text as accessible and comprehensible as possible. This approach may involve adapting cultural references, simplifying language, and generally prioritizing clarity and readability over strict adherence to the source text (Martawijaya et al., 2021). Communicative translation and semantic translation exemplify this target-oriented perspective, as they aim to balance cultural meaning and grammatical accuracy to ensure the translated text is easily understood by the target audience. These two tendencies represent the fundamental philosophical differences in translation results, with the source-oriented focusing on preserving the original text and the target-oriented emphasizing adaptation for the target audience (Romaniuk & Zapotichna, 2020).

METHOD

This study was carried out qualitatively (Gay et al., 2012; Nunan, 2010) using content analysis. This method is employed to analyze the content of the text objectively and systematically (Titscher et al., 2000). The researchers collected data by identifying a suitable data source, in this case, a tourism promotional text from the website of the Jadena Ministry of Tourism and Creative Economy in Indonesia (https://jadena.kemenparekraf.go.id/desa/rumah_tuo_rantau_panjang). This text was selected due to its richness of culturally significant terms and expressions relevant to the region of Rumah Tuo Rantau Panjang. In the next step, the researchers were involved in compiling culturally relevant terms from the selected text, which was translated using both ChatGPT and Google Translate. This process aimed to ensure an unbiased comparison between the two translation tools.

The resulting translations were evaluated based on their ability to convey the intended meaning and nuance of the cultural terms, guided by the categorization of cultural loss proposed by Chen et al. (2024). This included evaluating the translations' ability to preserve cultural connotations, aesthetic images, rhetorical devices, local customs, and religious elements. To validate

and verify the accuracy of the translations, the study utilized reference sources such as scholarly articles and relevant research, as well as sought the expertise of a cultural expert from the same region as the discussed text. Expert validation is needed to reduce any bias since the expert has an outstanding understanding of Indonesian, English, and local culture discussed in this paper. The local culture is specifically from Merangin Jambi culture. This multi-layered approach provided a deeper understanding of the cultural values and ensured the reliability of the findings. Then, the researcher analyzed qualitatively the types and instances of cultural losses in each translation, incorporating the insights and feedback from the cultural expert. Next, the researchers discussed the translation techniques used in the translation. In the final step, the tendency of two translation results (foreignization or domestication) is also discussed. This in-depth analysis contributed to a limitation of ChatGPT and Google Translate in translating culturally significant terms within tourism promotional texts.

ANALYSIS

Cultural Aspects

In this study, the researchers identified various types of cultural terms from the translated text and categorized them using categorization from Chen et al. (2024). The table below compares the occurrence of cultural terms across different categories when using ChatGPT and Google Translate for translation.

Table 1. Comparison of Cultural Aspects: Chat GPT and Google Translate

Cultural Aspects	ChatGPT Translation	Google Translate
Local Customs	38 (63.33%)	36 (60.00%)
Historical Background	13 (21.67%)	14 (23.33%)
Aesthetic Images	7 (11.67%)	8 (13.33%)
Religion	2 (3.33%)	2 (3.33%)
Rhetorical Devices	0	0

From the cultural-term aspects above, the total number of cultural terms analyzed in this study is 60, encompassing various cultural terms in both ChatGPT and Google Translate translations. The table focuses on: local customs, historical background, aesthetic images, religion, and rhetorical devices. For local customs, ChatGPT shows a slightly higher rate (63.33%) compared to Google Translate (60.00%). Both tools struggle similarly with historical background, with Google Translate showing slightly more terms at 23.33% compared to ChatGPT's 21.67%. In terms of aesthetic images, Google Translate exhibits a marginally higher (13.33%) compared to ChatGPT (11.67%). There is no difference in the cultural aspects for religious references; both translation tools have 3.33% as a minimum value. However, there were no rhetorical devices in the translations. Understanding how all terms are translated would answer the first research question.

Local Customs

Local customs refer to the characteristics of culture that explain everyday activities, ceremonial practices, social positions, and behavior. These terms are deeply ingrained in the source culture and often lack direct equivalents in the target language, making them particularly vulnerable to cultural loss during translation. For example, from "*Ninik Mamak*".

The ChatGPT Translation of "*Ninik Mamak*" is "*Elders*". This translation generalizes the term *Ninik Mamak*, stripping it of its specific cultural connotations. In Minangkabau culture, *Ninik Mamak* are not just any elders; they are traditional leaders with social and political authority. The word *elders* does not convey this leadership role or the importance of their authority in local governance and customs. The Google Translate translation of "*Ninik Makak*" is "*Ninik Mamak and clerics*". While Google Translate retains the original term, it still doesn't provide enough explanation. For readers unfamiliar with Indonesian customs, *Ninik Mamak* would remain a vague or confusing concept, leaving the cultural significance unexplained.

Both tools oversimplify cultural elements, failing to deliver the depth of traditional practices like the role of *Ninik Mamak*. This creates a lack of cultural resonance, where the target audience doesn't grasp the full social importance of these figures. By omitting the intricate role those local

customs have in the source culture, the translation risks alienating readers. Without giving proper context or explanation, the significance of certain cultural terms is lost, leaving the reader with an incomplete understanding of the source material.

Historical Background

Historical background terms are tied to events, places, or figures significant to the source culture's history. These terms often carry more weight than their surface meaning and are important for understanding the heritage of the culture. When translated without context, much of their cultural and historical significance is lost. For example, from "*Rumah Tuo*". Simply translating the name without providing any context or explanation resulted in cultural loss related to historical background (Chen et al., 2024). This loss is evident in the translation of historical names, which often fail to capture the historical and cultural significance of these historical names.

ChatGPT translates "*Rumah Tuo*" as "*Old House*", which is accurate but lacks historical richness. "*Rumah Tuo*" refers to a traditional Minangkabau house that has cultural, historical, and architectural significance. Reducing it to "old house" erases its deep connections to the region's heritage and architectural traditions.

Google Translate keeps "*Rumah Tuo*" in its original form, but like ChatGPT, it doesn't explain the cultural or historical significance of these houses, leaving readers unaware of their place in Indonesian history and culture. Without proper context, historically significant terms like "*Rumah Tuo*" are reduced to ordinary objects or places, stripping away their importance in cultural memory. This can lead to misunderstanding or a complete lack of appreciation for the source culture's history.

The other historical background which is lost is "*Batin Tribe*" and "*Koto Kingdom*". Rahim (2017) wrote that the Batin tribe was originally concentrated in the Minangkabau highlands and around Kerinci to the downstream areas (east) occupying areas in Sarolangun, Bangko, and Bungo. Therefore, the inner tribe is a migrant from there. The text about the traditional house of the Batin tribe would be more meaningful if an explanation about the Batin tribe in the target text was given.

Loss of cultural connotations in the historical background also occurred in "*Kerajaan Koto*" which was translated into "*Koto Kingdom*". Again, the international audience might find it difficult to comprehend this word. As Rahim (2017) wrote the origins of the Rantau Panjang population come from the Koto Rayo area, which is a hamlet located downstream of Batang Tabir. The Koto Rayo area is thought to have once been a kingdom because there were found remains in the form of ancient graves, and mounds of bricks which are thought to be the ruins of temple buildings which are thought to be of the same era as the bricks found in Muaro Jambi.

Aesthetic Images

Aesthetic images refer to visual or symbolic elements that carry cultural meaning. These might include traditional architecture, clothing, or objects that are deeply embedded in the visual culture of the source language. When translated without understanding the symbolic context, these elements lose their deeper meaning. For example, "*Kepala kerbau*"

ChatGPT Translates "*Kepala kerbau*" to "*Buffalo head*". This is a literal translation that misses the symbolic meaning. In Indonesian culture, especially in traditional ceremonies, a buffalo head can symbolize power, wealth, or spiritual significance. By simply translating it as "*Buffalo head*", ChatGPT might fail to convey the deep-rooted symbolic value this object holds.

Google Translate translates to "*Buffalo head*". Like ChatGPT, Google Translate also uses a literal translation, missing the chance to explain and inform the symbolic importance of the buffalo head in various cultural contexts, where it might represent prosperity, power, or fertility in traditional ceremonies.

When aesthetic images are translated without explanation, they lose the symbolic meanings tied to them in the source culture. The reader is left with a literal image but no understanding of what it represents culturally, leading to a superficial translation. This is especially problematic in works that rely heavily on visual symbolism, such as descriptions of traditional rituals or architecture.

Religion

Translating religious rituals, ceremonies and items need careful attention to avoid the loss of cultural connotations in religion that can alter the significance of these practices. Religious terms may have wide cultural or spiritual significance and their translation needs a delicate balance between faithfulness to the source and intelligibility in the target language. When religious context is lost, it can diminish the reader's understanding of the cultural importance of certain practices or terms. For example, "*Masjid*".

ChatGPT translates "*Masjid*" as "*Mosque*", which is correct but lacks the broader cultural and social context of what a mosque represents in many Muslim communities. Mosques are not just places of worship; they often serve as centers for community activities, education, and social gatherings.

Similarly, Google Translate uses "*Mosque*", missing the opportunity to explain that in Indonesian society, mosques can be central to community life beyond their religious function. While the technical translation is correct, the lack of explanation about the mosque's role in the community leads to a loss of cultural depth. The reader may understand that it is a place of worship but might not grasp its broader societal significance.

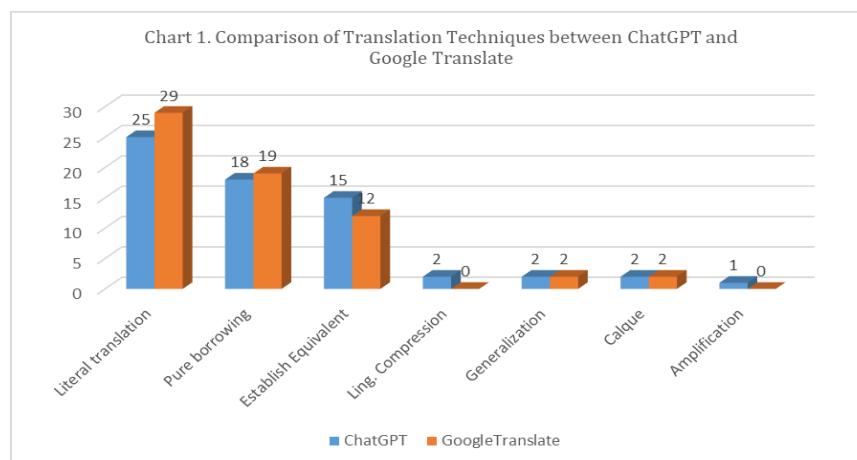
By focusing on the literal meaning without the cultural and community context, religious terms are reduced to their surface-level functions, stripping away their importance in daily life and social cohesion in the source culture.

Then, the other example is from "*ulama*", ChatGPT translates "*ulama*" to "*clerics*", on the other hand, Google Translate uses "*religious leaders*" for its translation. For discussing "*ulama*", we should know deeply about the Indonesian background. As we know, Indonesia is a religious country and recognizes six religions. The term for Muslim scholars is "*ulama*". Meanwhile, "*clerics*" in Western society are used for all religious leaders. For further clarity, the following two images are given. Using clerics to represent "*ulama*" is less precise.

From the discussion of all examples in the cultural aspect session, the first research question is addressed, revealing that cultural loss occurs in four aspects: Historical Background, Aesthetic Images, and Religion. A detailed analysis of the translation techniques applied by ChatGPT and Google Translate will be presented in the following section.

Translation Techniques and Their Tendency

The second research question requires a discussion of the translation techniques most commonly employed. Following this analysis, the tendency of the translation results—whether oriented toward foreignization or domestication—will become apparent.



This chart has a comparative overview of the translation techniques flown by ChatGPT and Google Translate across five categories: Literal Translation, Pure Borrowing, Establish Equivalent, Compression, Generalization, and Calque. In terms of Literal Translation, Google Translate uses more, with 29 occurrences compared to ChatGPT's 25. Both tools show a similar trend in Pure

Borrowing, with ChatGPT at 18 and Google Translate at 19. For Establish Equivalent, ChatGPT outperforms Google Translate, achieving 15 compared to 12. The remaining categories, namely Linguistic Compression, Generalization, and Calque, are minimal for both tools with each scoring 2 in each technique, although Google Translate has a slightly higher count in Linguistic Compression. The last one, there is 1 amplification technique employed by ChatGPT.

Molina and Albir (2002) stated that literal translation is used to translate a word or an expression word for word. A literal translation will only translate the words. But in terms of meaning, the message delivered may not be conveyed. Let us look at the example below!

SL: *Rumah tersebut terletak di ujung kampung dan konon menjadi rumah paling tua dari deretan rumah panggung lainnya.*

TLGT: The house is located at the end of the village and is said to be the oldest house of the other **stilt houses**.

Google Translate uses "*Stilt House*". It accurately describes the object but fails to convey its cultural and environmental importance. Literal translation ensures that the meaning of each word is conveyed correctly, but it often results in flat, lifeless translations that do not capture the full cultural meaning of the source text (Chen, 2022). This technique is particularly problematic for terms with cultural or symbolic significance.

Readers may understand the literal meaning of terms like "*stilt house*", but without additional context, they miss out on the cultural rationale behind why such houses exist. The choice of "*rumah panggung*" concept was not without reason and careful consideration. This concept aims to ensure that the occupants of the house are safe from wild animals and flooding, as well as serving as a livestock pen. This is adapted to the natural conditions of Sumatra Indonesia, which used to be filled with forests and rivers. The cultural meaning of the stilt house is missing. Especially western audiences, they have a different concept of houses on stilts. The next translation technique is borrowing. In this study, the researchers only found pure borrowing, not naturalized borrowing. This pure borrowing technique is used when terms or phrases from the source language are borrowed directly (Molina & Albir, 2002). While this technique ensures accuracy at the linguistic level, it often overlooks cultural and contextual values.

SL: *Bahkan terkadang masyarakat akan menyambut kedatangan wisatawan dengan tarian selamat datang yang disebut Tari Semayo*

TLGPT: Sometimes, the community welcomes tourists with a traditional dance called Tari **Semayo**.

TLGT: Sometimes the community will even welcome tourists with a welcome dance called the **Semayo** Dance.

ChatGPT and Google Translate keep using "*Semayo*". It is a kind of pure borrowing technique. Both tools preserve the original cultural term, which is important for maintaining the text's authenticity. However, it does not provide any additional context about what *Semayo* represents—its role in ceremonial events or its cultural significance. This could leave the reader unaware of why this dance is important.

This kind of translation keeps cultural terms intact, which is beneficial for retaining the authenticity of the source text (Nwike et al., 2021). However, without further explanation, this technique can leave readers unfamiliar with the culture feeling confused or disconnected. Terms like *Tari Semayo* are preserved, but without a clear explanation of their significance, the target audience may not fully understand their cultural context. This can lead to a lack of engagement with the translated text.

The translation fails to express the value behind Semayo dance. Sari (2019) interviewed people in Rantau Panjang and got an explanation about Semayo Dance. She concluded that the word Semayo comes from the name of the Muaro Semayo River which means "covenant". The agreement in question is an agreement made by residents from Koto Rayo to leave their residence and look for a new place to live. The next example is about the use of Amplification and Establish Equivalent.

SL: *Berkunjung ke Rumah Tuo Rantau Panjang ini wisatawan akan dimanjakan dengan aneka kuliner khas masyarakat setempat.*

TLGPT: Visiting Rantau Panjang Old House, tourists will be treated to various **local culinary delights**.

TLGT: Visiting Rumah Tuo Rantau Panjang, tourists will be spoiled with a variety of **culinary specialties** from the local community.

"Local culinary delights" is a translation that adds the element of "delights" to the original phrase "kuliner khas." In Indonesian, the term "kuliner khas" typically refers to types of food or dishes that are characteristic of a particular region. However, this translation adds the word "delights," which delivers a more emotional or appetizing feeling. This addition is a form of amplification technique because it introduces information that is not present in the source language.

"Culinary specialties" is a more direct translation and closely aligns with the literal meaning of "kuliner khas." Here, "specialties" refers to dishes that are characteristic or special, which corresponds to the meaning of "khas" in Indonesian. This technique falls under established equivalence because the use of the term "specialties" in English has a meaning that is very similar or equivalent to "khas" in Indonesian.

The last example is from Generalization. Generalization technique is a translation technique used to translate specific terms into general terms or broader terms in the target language. This usually happens when an exact equivalent does not exist in the target language. For example, "*Ijuk*". This generalization is used by both tools.

SL: *Dahulu atap Rumah Tuo Rantau Panjang dibuat dari ijuk.*

TLGPT: In the past, the roofs of Rantau Panjang Old Houses were made from **palm fibers**

TLGT: In the past, the roof of the Rumah Tuo Rantau Panjang was made of **palm fiber**

Google Translate and ChatGPT Translation is "*Palm fiber*". In this instance, both tools use generalization techniques to convey the meaning of *Ijuk*. In this case, "*ijuk*" refers to a specific type of fiber traditionally derived from a particular species of palm tree in Indonesia. However, "*palm fiber*" is a more general term that refers to any fiber derived from palms, which may not necessarily specify the exact type of fiber as in the original. Palm Fiber is widely used in the furniture industry as a material for making mattresses, pillows, and seats. In agriculture, it is used as mulch or organic compost to improve soil structure and increase humidity. Then, in the building materials industry, as an insulating material or natural composite reinforcement.

Moreover, when semantically translated *Ijuk* to palm fiber, it has complexity in the target language. Rusjyanti (2011) states that Semantic complexity is tied to the socio-cultural background of a speaker's language. As long as elements are present in both the source language and the target language, they will not cause problems in translation. But, when something exists in the SL but not in the T, it will result in translation challenges.

From all the examples given above, its tendency whether source language-oriented or target language-oriented is revealed. Some translation experts use the term 'ideology' to discuss this case. The researchers do not use this term since AI's ideology is made by the developers or people who train the AI model. To overcome this issue, the researchers use translation tendency results.

Chart 3. Translation Tendency (Google Translate)

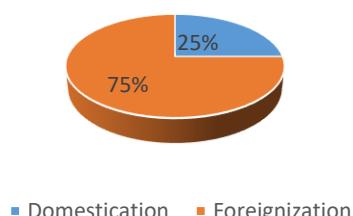
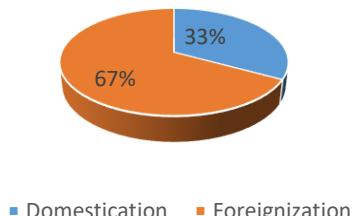


Chart 2. Translation Tendency (ChatGPT)



The translation tendency percentage comes from the total number of techniques used by each tool presented in Chart 1. Literal translation, Pure borrowing, Generalization, and Calque are the foreignization tendencies that are faithful to the source language while establishing equivalent leads to domestication.

Chart 2 (ChatGPT) shows a strong tendency towards foreignization, with 67% of translations using foreignization, compared to 33% for domestication. In contrast, Chart 3 (Google Translate) demonstrates a dominant use of foreignization as well, but with an even larger margin of 75%, while domestication is used only 25%. Both tools favor foreignization. Foreignization causes more cultural losses. For this promotion text, ChatGPT is better due to a higher percentage of Domestication than Google Translate.

Another study that focused on the translation of tourism text is from Chen et al. (2024). The foreignization finding is similar to them. They found that the macro-level strategy used to translate cultural words in tourism website translation is foreignization. However, the application of the foreignization tendency is not particularly advisable in the context of promotional texts. The researchers suggest the involvement of human intervention in the translation process when using these two tools, as both are merely assistive devices. The ultimate decisions rest with the translator, particularly in the context of crafting tourism promotional texts that effectively capture the attention of international audiences.

CONCLUSION

Both ChatGPT and Google Translate struggle to convey the deeper meanings of cultural references, often resulting in translations that lack clarity and fail to provide the necessary cultural context. From the cultural aspects identified in this study, local customs, historical context, aesthetic images, and religion, it is evident that all aspects are deeply ingrained within the source culture and often lack direct equivalents in the target language. This cultural specificity renders them particularly vulnerable to loss during translation, resulting in cultural loss. This phenomenon is reflected in the translation techniques employed by both tools. Both tools employ some translation techniques. The use of techniques impacts translation tendency. Literal translation, pure borrowing, and generalization techniques fall under source-oriented translation, as they focus on maintaining the integrity of the original text. As a consequence, both tools show a preference for foreignization. While this preserves cultural authenticity, it often causes confusion to comprehend the significance of such terms. Foreignization leads to a greater extent of cultural loss.

This study opens new possibilities for future research to better integrate AI translation tools into the workflow of human translators, improving translation quality and ensuring cultural compatibility. Future research should focus on developing more sophisticated AI algorithms capable of understanding and translating complex cultural terms while balancing the use of foreignization and domestication more effectively. Comparative studies between AI-generated translations and those of professional human translators in tourism marketing outreach would offer valuable insights into improving AI's role in the translation process, particularly in balancing the preservation of cultural authenticity and ensuring accessibility for international audiences.

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