

## DEVELOPING THE ENGLISH VERSION OF THE DIOCESE OF MALANG WEBSITE

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### ABSTRACT

In order to attract the foreign visitors of churches in Malang, the development of English version of the Diocese of Malang is created. To develop it, the researcher used the modified Design and Development Research steps by Borg and Gall. The steps are Research and Information Collection, Product Development, Expert Validation, Revision and Evaluation, Try Out the Product/Field Testing, Revision and Evaluation, and Final Product. The product is resulted to be Diocese of Malang website, complete with its English version. The English version result had been validated, and had been assessed by an expert and several respondents in the validation process and field testing. Both of the assessments process showed that the product could be used. The suggestions from the expert validation and field testing also had been received for the revision. The researcher suggested the Diocese of Malang to provide some pictures in the articles so that it would not look boring. The researcher also suggested for future researcher to take part in translating the remaining contents of Diocese of Malang since the researcher could not translate all the contents in the website due to time limit.

Keywords: translation, website, website translation, website localization

### INTRODUCTION

Nowadays, the website has become a prominent platform to provide the description and information of products or places. A number of places have their own websites such as restaurants, mini markets, business places, recreational places; even churches provide the information needed for the visitors. The most important thing to consider is the language. The language should be tourist-friendly, so the creator should consider putting the English version of the website.

In this globalization era, many things have changed. The world seems to have no boundaries, allowing people to find what they are seeking. Even buying things could be done worldwide. However, the impact of globalization is not only in economic sectors, but also in language. The language which is commonly used is English. English as a lingua franca ease the people worldwide to

understand things, especially tourists or foreigner in one's country.

The pandemic (Covid-19) situation also plays a big role in the advancement of a website. Everything has been done online until now, even the worship activities or masses. Hopefully this website translation can be the reference for those who would like an online mass with English subtitle. Then Catholic tourists can attend the mass without worrying the language difference.

When the writer offered a translation for the Ijen Cathedral website, the Commission of Social Communication (Komsos) personnel said that it would be worth if the researcher would do the translation for Diocese of Malang website instead. Then hopefully, the Malang churches' visitors from other countries could access and understand the information contained on the website easily. The Malang churches are worth visiting because of their

historical background. The other reason is that the Malang became a primary chapelry since 1896.

These explanations lead to the thoughts of translating the Diocese of Malang website into English. Domestic website is a term for website which addressed to customers in the companies' home countries (Hariyanto, 2017). If this domestic website is going to be translated into English, the term becomes international website (Hariyanto, 2017). As many visitors would likely seek the information about the churches in Malang, the writer decided to do the website translation of Diocese of Malang website.

Based on the above discussion, the current research aims to provide the English version of the website of Diocese of Malang. This research is conducted also to contribute on helping Diocese of Malang through providing an English version of the static content, the one that remains unchanging across pages, while dynamic is the one that keeps changing (Vaibhav Singh, 2020). By translating the static content which is contained in the website, the researcher hopes that the Church's visitors from other countries can access it too without difficulty.

## **REVIEW OF RELATED LITERATURE**

### **Website Translation**

According to an article on a website named Language Scientific ("Website Localization and Website Translation—What is Involved", n.d.), website translation or website localization is the process of modifying an existing website to make it accessible, usable, and culturally suitable to a target audience. In this case, the localization will consider the existence of foreign tourists who mostly will speak or understand English as international language. ("Website Localization and Website Translation—What is Translation?", n.d.)

As stated by Kitao (1996) in Astika (2015), English has already occupied as a bridge of communication language and has been used by around 350.000.000 people in terms of mother tongue and around 400.000.000 people are considering English as second language/foreign language. This fact has driven the writer's idea of creating the English

version of Diocese of Malang website. The concept of "translation" does not only involve translating in a traditional sense (Hariyanto, 2015). Instead, the globalization of language also plays a role in this website translation.

According to Nuopponen in Hariyanto (2017), websites could also be classified into three kinds, which are monolingual, multilingual, and hybrid. Monolingual, just like its first prefix, means one. So, monolingual website is a website which used just one language for all of its contents. For multilingual, it means that there are two or more languages used in the website. Lastly, hybrid website is a website which has contents in a domestic language, but also has pages in an international language.

The translator should also consider the type of text on the website. There are three types of website texts, informative text, expressive text, and operative text. Three of them should be treated differently. For example, the target text (TT) of the informative text should be explicit and there should be no redundancy. Next, the translation for expressive text is different from informative text. An expressive text should be able to show the aesthetic and artistic form of the source text (ST), since expressive texts may contain the feelings of the author (Access to English: Social Studies, 2014). Lastly, the operative text which purposed to persuade the reader (Therese Allard, 2014), should be translated like the way the people would respond from TT receiver, equivalent to the way ST readers would respond.

### **Kinds of Website**

Next, websites could be classified into three kinds, based on the language used. The theory written by Nuopponen (2002) in Hariyanto (2017) stated that those websites are called monolingual, multilingual, and hybrid websites. Monolingual website is a website that contains one single language. Multilingual website is a website containing more than one language. Last, hybrid website is a website containing some pages in several different languages.

Based on a theory by Nuopponen (2002) in Hariyanto (2017), there are 3 types of

websites based on their target readers. First, it is a domestic website. Domestic websites are purposed for home countries' readers. As for international websites, it is a website which has material in common with other countries. Last, it is a local website. Local website is a term for a translated website which is intended for regional readers (e.g., Arabic).

### **Review of Previous Research Projects**

The researcher has seen the church website named First Bilingual Baptist Church which uses 2 languages, one is using English and the other is using Spanish. The bilingual languages are also applied in an Indonesian church website titled Bethany Graha. The concept of website translation in Bethany Graha website is similar to the researcher's idea, which is translating the static information of the website, not the dynamic ones.

There is also a project that similar with the researcher's project on a Diocese of Malang website, but this project was done for a museum in Perak, Malaysia named Muzium Geologi. The report is written by Niyusro Japakeeya (2014). In his report, it is said that the museum had not attract the foreigners before, because it was lack of promotion tools. In addition, his university has many international students. Those reasons lead him to provide an English version of the website. After summarized the report and looked into the pictures of the resulted website, it showed that the "Using Bi-Language for Museum Website" writer did not just adding the English version, but also made a separate website for the museum, since the information about the museum was added in Department of Geoscience Office Government website. This research project was too complicated because it was also emphasized on the website-making, but the researcher can get the points of the importance of website translation into English.

Another journal that the researcher has read is titled "Analysis of the Localization of the Official Spanish Website of Tourism in International Spanish and International English". Unlike the previous research that the researcher has explained above, this one is just made an analysis on the English-version website which had been made. The analysis

was emphasizing on the quality of the translation, such as the content clarity, identical equivalence from Spanish language to English language, grammatical, and the practical use (the English culture can be seen although it was translated from Spanish). This analysis also provides some explanations such as how to translate a particular food's name (which is should be remained as they are, and placed the explanation in the brackets), keep maintaining the original name of the particular terms instead to translate the word falsely, unless there is an official translation of the term.

The differences between the previous research stated above and this project are (1) the object. Niyusro Japakeeya made an English version of the museum, while the researcher made an English version of the diocese's website; (2) the significance. Niyusro Japakeeya made an English version and a separate website of the museum, while the researcher was just making the English version of the diocese's website; (3) the importance. Niyusro Japakeeya made an English version of the museum to ease the international students, while the researcher did the translation to ease the tourists.

The analysis may be a bit irrelevant with this research, however since the longest step that the researcher has to conduct is likely the product development, which is translating the articles, the points in the analysis should be comprehended by the researcher, since translating the Diocese of Malang articles contains many special terms.

## **RESEARCH METHODOLOGY**

### **Research Design**

The research design that the researcher used was Design and Development Research (DDR) of Borg and Gall (1983) which is modified by Hermaniar (2014). Researcher chose this research design because it was suitable with the idea of developing the English version of the diocese.

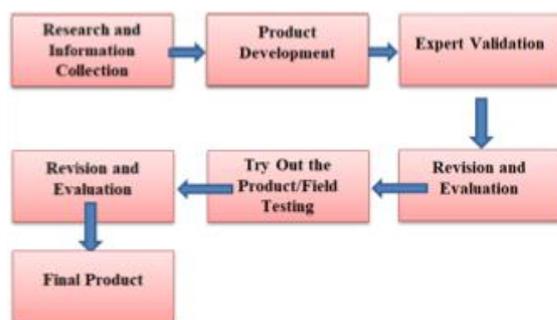


Figure 1. Design and Development Research steps by Borg and Gall

The first step that the researcher should do is research and information collection, which could be in a form of interview or observation. Next, the researcher should do the development of the product as soon as the organization/institutional stated their agreement. The third step is expert validation, which was needed for the resulting product assessment. After the assessment from the expert validation has been received, the researcher should do the revision based on the suggestion from the expert. The fourth step was field testing or try out the product. This action is conducted to measure the properness of the product, such as the performance of the product, the clarity of the language used in the contents. Next, the researcher should do the revision based on the respondents' suggestions which was indeed suitable for the product. This revision later would be the final product which was ready to launch.

### Research Setting

The translation process would be conducted on March 2020, under the supervision of Diocese of Malang which resides in Jalan Guntur No.2, Oro-Oro Dowo, Klojen sub-district, Malang City, East Java.

### Informants and Respondents

The informants of this research were the Social Communications Commission personnel and the web developer of the Diocese of Malang website. The respondents of this research were Catholic people in the first questionnaire, a validator (one of the lecturers in State Polytechnic of Malang), and some students who were the colleagues of the researcher in State Polytechnic of Malang.

### Data Collection

Two questionnaires were created in Google Form in Indonesian. Therefore, the goal of the first questionnaire that the researcher would conduct was to measure the importance of the existence of English version of diocese. The second questionnaire was to measure the results, whether it was ready to launch or not to the validator, and the last questionnaire was to measure the results to some respondents.

## FINDINGS AND DISCUSSION

### Findings

According to AQR Glossary (n.d.), research finding is the concept result of the research project. The research design that the researcher used was Design and Development Research (DDR) by Borg and Gall which was modified by Hermaniar (2014). The steps that the researcher took are explained below.

#### 1. Research and Information Collection

The first step that the researcher did was research and information collection. The Commission of Social Communication was enthusiastic as the researcher told one of the personnel that she was going to translate the website of the Diocese of Malang. Since many websites of dioceses around the world had its English version beside their own language, it was only natural if Diocese of Malang would want the English version of their own website, too. The researcher then started translating the website on April 2020. As the researcher worked on the translation, she also made sure that she read the proper steps to translate a website.

#### 2. Product Development

The second step that the researcher took is product development. The product development has resulted in translation on articles in Profile of Diocese of Malang website, typed in Microsoft Word (.docx) and the finished articles will be sent to Social Communication commission (Komsos Malang) later. The researcher then was directed to contact Fr. Jemmy as a priest-in-charge. The researcher sent the cover letter from State Polytechnic of Malang which stated a permission to gather data from the diocese. Then the permission was granted on June 18, 2020, ten days after the researcher first

contacted the priest. Through Fr. Jemmy, the researcher was directed to the web developer, Mr. Wahyu.

Mr. Wahyu then quickly agreed to the researcher's request on June 18, 2020. The researcher then continued the process of translating the website's contents and sent the translation results (the translation of profile contents along with the menu bars) on July 4, 2020, in form of .docx which is already zipped in .rar.

The process of translating the content was using Wordfast, a translation program that could be accessed in the website <http://freetm.com>. The user could translate the contents which were divided into sentences easily. The easy part in using Wordfast was that the sentences could be translated automatically. The researcher could be just focused on the specific words in Catholic culture.

### 3. Expert Validation

The third step that the researcher took was expert validation. This step needs the product to be done, so the researcher had requested for the translation of website's profile to be put in the website. However, since the web developer has not been informed of the exact date to update the website, the researcher was commanded to create the Wordpress site in the meantime. So, the researcher created Wordpress website on July 7, 2020, and received some revisions from the 1st advisor. The Wordpress site was finally done in July 10, 2020. The researcher contacted the validator on July 8, 2020. Then the validator filled the questionnaire on July 11, 2020. Below is the assessment gained from the validator.



The assessment table results from the expert validator are as follows. All the questions were assessed on the scale of 1-5. This was called the Likert Scale, as the inventor's name, Rensis

Likert (1932). The researcher decided to provide 8 questions for validation. The first question was asking whether the translation was understandable or not, and it got 5 out of 5. Next, the second question was asking whether the English translation was appropriate or not. This question was implying about the use of grammar, punctuation, and choice of words. For this category, the validator gave 5 out of 5. Then, the third question was asking whether the translation was correct and appropriate. This question was needed since there were many Catholic terms in the articles. For this category, the validator gave 5 out of 5. The fourth, fifth, and sixth questions were asking whether the capital letters, spellings, and clarity of the texts in the translated article were correct. The researcher got 4 regarding the capital letters, 5 regarding the spellings, 4 regarding the clarity. The seventh and eighth questions were asking about the truth of the articles, specific terms (whether it has already correctly explained). These two questions got 5 out of 5.

### 4. Revision and Evaluation

The fourth step is revision and evaluation. The revision and evaluation have been received along with the assessment from the expert, therefore, the researcher has received it on July 11, 2020. There are some suggestions about how the researcher should pay attention to details such as choosing the appropriate font, arranging the paragraphs, and providing graphics for Wordpress site. In this case, the researcher should have informed the validator that the Wordpress was just created to ease the validator on evaluating the content since the web developer has not put the English version to the original website. However, these suggestions have made the researcher realize that attracting web visitors is one of the important elements. In addition, based on the suggestion, arranging the paragraphs, like putting some pictures related to the articles or putting some pictures are also influential.

In the suggestion, the researcher was not aware that she should provide a reason why the wordpress was made. The WordPress site was just made in order to ease the assessment, since the web developer cannot insert the translation yet. For the graphic to ease the

readers, the researcher just kept the appearance of the website the same as the original website. The researcher indeed admitted that the arrangement for the paragraph was essential to be done. The researcher has delivered this suggestion to the web developer, and he said that he would do the revision later. About the font type matter, the researcher had revised it from default font into Playfair Display for the title font, and Merriweather for the base font.

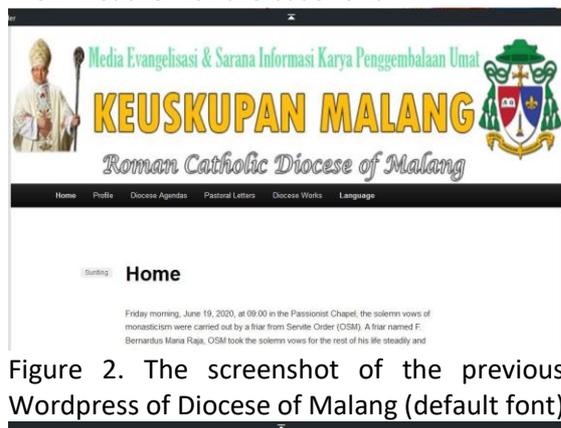


Figure 2. The screenshot of the previous Wordpress of Diocese of Malang (default font)



Figure 3. The screenshot of the latest Wordpress of Diocese of Malang (new font)

### 5. Try Out the Product/Field Testing

The fifth step is try out the product or field testing. In this step, the researcher made a new questionnaire, written in Indonesian, and distributed the questionnaire to friends via Whatsapp groups. The reason why the researcher chose to distribute it to Whatsapp group which contained the classmates of the researcher was because the researcher believed that they could give the honest assessment and good suggestion for the revision later. The respondents who gave the assessment were senior-year students of English Department of State Polytechnic of Malang. On July 13, 2020, the researcher received 16 responses.

In this step, the researcher had not received

any information whether the translation of the articles could be published or not, so the researcher was just giving the Wordpress site for the English version of the website, the same website as the researcher uses for the expert validation. Below are the statements and the assessments from the respondents.

The first question that the researcher asked was about the visual of the website. 9 out of 16 respondents gave 4 out of 5, and the other 7 gave 5 out of 5. This visual meant whether the website looked engaging or not, because it was an essential part for attracting the readers. The second question was asking about whether the translation was understandable or not. 7 out of 16 respondents gave 4 out of 5, and the other 9 gave 5 out of 5. This question was made to ensure that the reader could comprehend the translation well, especially for the foreigner. The third question was asking about the usage of capital letters in the articles. 5 out of 16 respondents gave 4, and the other 11 gave 5 out of 5. This question was essential, because for the researcher, the usage of capital letters would determine the researcher's carefulness in translating. The next question was asking about the clarity of the language used. 1 out of 16 respondents gave 3, 8 out of 16 gave 4, and the other 7 gave 5. This question was a bit difficult to be answered by the respondents since they could not comprehend the words in Catholic culture well. Then, the last question was asking about whether this English version website could attract the foreigners or not. 8 of 16 respondents gave 4, and the other 8 gave 5. This question was made since the purpose to do this research is to ease the foreigners who would want to know the history about Diocese of Malang.

### 6. Revision and Evaluation

The sixth step is revision and evaluation. In this step, researchers will receive some suggestions from the respondents. The suggestions varied since people have their own preferences. One of the respondents gave a suggestion to insert some pictures on the website. This suggestion could be forwarded to the web developer later, since it is true, there are pictures found in the articles, even on the actual website. There was also a suggestion about the font should be a little bigger.

However, the font size has already been created the same as the actual website. Therefore, this suggestion could also be forwarded to the web developer later.

The suggestions which were received were mostly the encouragement from the respondents. The only suggestion was about the font which was very small. Thus, the researcher changed the font size into "normal" one from "small" one.

#### 7. Final Product

The final step is the final product. In this step, the researcher should submit the translation of the articles to the web developer. The researcher had already submitted the translation results to the web developer July 4, 2020. The researcher has not received any updates about when the web developer will put the English translation to the original website.



Figure 4. The screenshot of the menu bar

Therefore, the researcher would consider the Wordpress site of the Diocese of Malang as the final product. The website ([keuskupanmlg.wordpress.com](http://keuskupanmlg.wordpress.com)) consisted of some 6 tabs on the menu bar, while the original website just has 5 tabs on the menu bar. It was because the researcher put the additional tab named "language", which contained the option for Indonesian and English ones. For the translations of the articles, the researcher just translated the static contents one (profile section).

#### Discussion

The development steps that the researcher used were the ones proposed by Borg and Gall (1983) in Hermaniar (2014). There were 8 steps to conduct, and those were (1) Research and Information Collection, (2) Product Development, (3) Expert Validation, (4) Revision and Evaluation, (5) Try Out the Product/Field Testing, (6) Revision and Evaluation, (7) Final Product. These steps were modified, and the researcher thought that these steps were quite accurate since there were 2 steps of revision and evaluation. The

first revision and evaluation were gained from the validator, and the second revision and evaluation was gained from the respondents who were the classmates of the researcher.

While conducting this research, the researcher had read some references which were found through Google Scholar. One of the references was a dissertation written by Niyusro Japakeeya in April 2014. The similarity between these two product developments were purposed to ease the foreigners who wanted to seek information and the lecturers who taught students used online training application in the website. Another thing, both of the research was about website translation. However, there were some slight differences in these two research. First, the foreigners that Niyusro Japakeeya meant were university students. He did the research on the website and made the bilingual version website to ease the university students who came from other countries. Whereas the researcher made website translation to ease tourists who want to seek information of in Diocese of Malang. Second, Niyusro Japakeeya was made the different website for the Muzium Geologi which the website before was being grouped with Department of Geoscience Office Government, whereas the researcher was just translating the static content of Diocese of Malang website. Therefore, the research on Muzium Geologi was emphasizing on the making of the website.

The second reference that the researcher found was a journal titled "Analysis of the Localization of the Official Spanish Website of Tourism in International Spanish and International English". This journal was made to report the localization which was done in 2016. Though this journal was just made to analyze the English version of the website, the researcher could know that the translation should also observe the culture of the target language, so it would not be a false meaning. The weakness of this Diocese of Malang website translation project was the limit of time. Even though the researcher was just translating the profile section of the website, there were limited time to check the articles for the second time before the articles were assessed by the validator. Second, there was

an obstacle in inserting the articles to the original website due to the death of the main web developer who resided in Jakarta. This was inevitable thing; however the alternative had been made in advance, that was using software named HTTrack to download the website's content and using software named CatsCradle to translate the website content which had already been downloaded before.

### **CONCLUSION**

The purpose of the research could be answered now, as the bilingual website has been created. First question that stated how the descriptions of the Diocese of Malang website be translated into English, has been answered in the 4th chapter discussion. First step was getting permission from the diocese, stated the development purpose to them, and then began to translate the website contents in Wordfast Anywhere (freetm.com). At first, the researcher was just going to translate and leave the rest to the web developer, as for inserting the translation to the original website. However, due to some problems, the translation could not be inserted in the website on time. So, the researcher made an alternative plan, which was installing HTTrack to download the website contents and moved the translation in CatsCradle.

However, because of this obstacle, the researcher got to know some software for downloading all the website contents and translating the contents as if the translation has been inserted in the original website. The researcher also learnt that giving attention to small details could make everything better, like when the researcher had to change the font type and font size of the website. The obstacles that the researcher faced also gave a lesson that we should think about the worst scenario, so we could find some alternatives to solve that problem.

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