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Translation Techniques Found in Sign Boards in Tourist Areas in Bali

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ARTICLE INFO	ABSTRACT
Received: 12 Aug 2025	In international tourism hubs such as Bali, bilingual or multilingual sign boards help ensure that foreign tourists can understand public information, navigate spaces safely, and engage meaningfully with their environments. This research investigates the translation techniques used, and the types of equivalence applied in translating Sign Board in tourist areas in Bali. The research employs qualitative descriptive method. A total of 45 sign boards were analyzed in this study. The results show that in using LT, translators tend to retain the structure and lexical meaning of the source language directly into the target language. The dominance of the LT indicates that the translated texts are common public signs that are informative, concise, direct, and do not require denotative creativity. The language used on signboards typically consists of instructions, prohibitions, or directions, making semantic precision more important than stylistic considerations. In addition, some other data employ the CT technique, especially in longer texts, warnings, or messages that require greater clarity within the cultural context of the target audience. The WFW technique appears only in very simple terms, whereas FT is used for texts that require more flexible meaning adaptation. Then, DE is the most dominant technique, accounting for approximately 75.5% of the total data. The dominance of DE indicates that the translator prioritizes naturalness, readability, and the effectiveness of the message for English readers. Conversely, FE is used in more technical contexts or when the source language structure can be preserved without affecting the meaning.
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1. Introduction

Translation sign boards in tourist areas serve as essential communication tools that provide directional information, warnings, prohibitions, and announcements to visitors from diverse linguistic and cultural backgrounds (Kavati et al., 2017; Luo & Huang, 2025). In international tourism hubs such as Bali, bilingual or multilingual sign boards help ensure that foreign tourists can understand public information, navigate spaces safely, and engage meaningfully with their environments (Datang et al., 2023; Lestari et al., 2021; Pendit et al., 2023). Research has shown that the translation of public signs directly affects visitors' comprehension of instructions and the overall tourism experience (Prayogi & Manipuspika, 2025).

Translation plays an important role in linguistic landscapes, which refers to the visibility and use of languages in public spaces (Luo & Huang, 2025). Studies in Bali have focused on the linguistic functions of sign boards, demonstrating that signs not only convey informational messages but also reflect the cultural and communicative priorities of a region (Dewi et al., 2024). Given Bali's status as a major international destination, accurate and contextually appropriate translation of sign boards is not merely a linguistic exercise but a necessity for tourist safety, accessibility, and intercultural communication (see Dewi et al., 2024; Paramarta, 2022; Purnawati et al., 2025).

Several studies have examined translation strategies and practices in public signage. For instance, research on English–Indonesian signage at Bali Zoo found a range of translation strategies, with literal and free translations being the most common (Lestari et al., 2021). Other investigations into outdoor sign translation in the Nusa Dua area identified structural and meaning shifts caused by translation choices (Maharani & Putra, 2024). Furthermore, research on bilingual traffic signage in Bali highlighted meaning discrepancies that occur when translators apply literal techniques without fully considering cultural context or target audience comprehension (Prayogi & Manipuspika, 2025).

Despite these contributions, a significant research gap remains in systematically analyzing both the translation techniques and the types of equivalence applied in bilingual sign boards specifically within tourist areas of Bali. Most existing studies either focus narrowly on particular sites (e.g., Bali Zoo or Nusa Dua) or emphasize linguistic landscape aspects without integrating translation theory such as equivalence or comparing translation strategies across multiple contexts (Cf. Mani, 2026; Xie et al., 2026; Zhang et al., 2025). Additionally, few studies explicitly link translation techniques with equivalence outcomes—a theoretical bridge crucial for understanding why certain translation choices succeed or fail in facilitating comprehension for international tourists.

Based on the background above, this study aims to address these gaps by investigating: what translation techniques are used in translating sign boards in tourist areas in Bali; and what types of equivalence are applied by translators.

2. Theoretical Framework

2.1 Translation

Translation activities is an attempt to divert messages from one language into another. Nida and Taber (1974) stated that translating consists of reproducing in the receiving language the closest natural equivalent of the source language message, firstly in terms of meaning and secondly in terms of style. According to Larson (1998), translation is the transfer of meaning from the source language to the target language. It is the meaning that is transferred and must be maintained, while the form may be changed.

In conducting a translation, there is a process translation process that refers to the linguistic operations carried out by the translator in diverting the source language text message to the target language and manifesting it in three stages: 1) analysis of the source language text, 2) creating the message, 3) reconstructing target language text (Nida & Taber, 1974). Meanwhile, Newmark (1988) argued that translation is a craft consisting in the attempt to replace a written message and/or statement in one language by the same message and/or statement in another language. That is, translation is a skill or art that seeks to replace a written message or statement in one language with the same message or statement in another language (Nida, 1964).

According to Pradita (2012), translation involves the rendering of source language (SL) text into the target language (TL) so as to ensure that (1) the surface meaning of the two will be approximately similar and (2) the structure of the SL will be preserved as closely as possible, but not so close that the TL structure will be seriously distorted. That is, translation involves trying to change the source language text into the target language text so that it can be guaranteed that (1) the surface meanings of the two texts will have the same exact similarities, and (2) the structure of the source language will be maintained as precisely as possible, but not so precise that the structure of the target language is damaged.

2.2 Translation Technique

According to Molina and Albir (2002), the technique describes the results obtained and can be used to classify various types of translation solutions. They provide definitions of translation techniques which are procedures for analyzing and classifying how translation equivalents work. Translation techniques have five basic characteristics, namely 1) Impact on the translation results; 2) Classified by comparison with the original text; 3) Impact on the micro units of the text; 4) It is discursive and contextual; and 5) Functional. Furthermore, several translation techniques are described by Newmark (1988):

1. Word-For-Word translation

This is often demonstrated as interlinear translation, with The TL immediately below the SL words. The SL word-order is preserved and the words are translated singly by their most common meanings, out of context. Cultural words are translated literally. The main use of word-for-word translation is either to understand the mechanics of the source language or construe a difficult text as a

pre-translation process.

2. Literal translation

The SL grammatical constructions are converted to their nearest TL equivalents but the lexical words are again translated singly, out of context. As a pre-translation process, this indicates the problems to be solved.

3. Faithful translation

A faithful Translation attempts to reproduce the precise contextual meaning of the original within the constraints of the TL grammatical structures. It ‘transfers’ cultural words and preserves the degree of grammatical and lexical ‘abnormality’ (deviation from SL norms) in the translation. It attempts to be completely faithful to the intentions and the text-realization of the SL writer.

4. Semantic translation

Semantic translation differs from ‘faithful translation’ only in as far as it must take more account of the aesthetic value (that is, the beautiful and natural sounds of the SL text, compromising on ‘meaning’ where appropriate so that no assonance, word-play or repetition jars in the finished version. The distinction between ‘faithful’ and ‘semantic’ translation is that the first is uncompromising and dogmatic, while the second is more flexible, admits the creative exception to 100% fidelity, and allows for the translator’s intuitive empathy with the original.

5. Adaptation

This is the ‘freest’ form of translation. It is used mainly for plays (comedies and poetry; the themes, characters, and plots are usually preserved, the SL culture is converted to the TL culture, and the text is rewritten. The deplorable practice of having a play or poem literally translated and then rewritten by an established dramatist or poet has produced many poor adaptations, but other adaptations have ‘rescued’ period plays.

6. Free Translation

Free translation reproduces the matter without the manner or the content without the form of the original. Usually, it is a paraphrase much longer than the original, a so-called ‘intralingual translation’ often prolix and pretentious, and not translation at all.

7. Idiomatic Translation

Idiomatic translation reproduces the ‘message’ of the original but tends to distort nuances of meaning by preferring colloquialisms and idioms where these do not exist in the original- (Authorities as diverse as Seteskovitch and Stuart Gilbert tend to this form of lively, ‘natural’ translation.)

8. Communicative Translation

Communicative translation attempts to render the exact contextual meaning of the original in such a way that both content and language are readily acceptable and comprehensible to the readership.

2.3 Equivalence

Equivalence is the most appropriate meaning of source language in the target language. Catford (1974) argued that the central problem of translation practice is that finding TL translation equivalence. A central task of translation theory is that of defining the nature and condition of translation equivalence. Meanwhile, Bell (1991) defined the term equivalence as the replacement of stretch of a source language (particularly idioms, proverb, greetings, etc.) and the like by its functional equivalent.

There are five types of translation equivalence; they are equivalence at word level, equivalence above word level, grammatical equivalence, textual equivalence and pragmatic equivalence (Baker, 2011). Baker's concept of translation equivalence will be discussed more elaborately in this final project which is focused on the strategies used by translator based on the classification word, above word, textual level equivalence.

1. Equivalence at word level

In translating the first consideration is the equivalence at word level because the translator starts analyzing and exploring the meaning of the word as single units in the source language. Crystal (2018) defined word as "the smallest unit of language that can be used by itself." One word may contain several elements of meaning in it. For example, a word such as *retell*, there are two distinct elements of meaning in it: *re* and *tell*, i.e., 'to tell again' (Bolinger & Sears, 1968).

There is no one-to-one correspondence between orthographic word and element of meaning within or across languages. For instance, *bawang putih* in Indonesia is written in one word *onion* in English; and *Semangka* in Indonesia is written in two words *water melon* in English (see Amalia, 2022; Sudartini, 2009). To differentiate the elements of meaning in words, the term *morpheme* then to be introduced to describe the minimal formal element of meaning in language. A word such as *unbelievable* consists of three morphemes; *un*, meaning 'not' *believe* meaning 'able to be'. Then, it can be paraphrased as 'cannot be believed.' Word also has a lexical meaning. The lexical meaning of a word or lexical unit may be thought of as the specific value it has in a particular linguistic system and the 'personality' it acquires through usage within that system (Baker, 2011). In her quotation from *Cruse*, she distinguishes four main types of meaning in words and utterances: proportional meaning, expressive meaning, presupposed meaning, and evoked meaning.

2. Equivalence above word level

Besides having individual meanings, words almost always occur in the company of other words to construct meaning, because of the differences in lexical patterning of the source language, the translator usually finds difficulties in translating. Lexical patterning deals with collocation and idiom and fix expression.

a. Collocation

Arndt (2024) defines collocation as semantically arbitrary restrictions

which do not follow logically from the proportional meaning of a word. Then, Baker added that collocation is the tendency of certain words to co-occur regularly in a given language. In English people typically pay a visit, less typically make a visit, and are unlikely to perform a visit sometimes we might think that words as synonyms or near synonyms will often have quite different sets of collocations.

English speakers say to break the rule but not break the regulations, they talk of wasting time but not squandering time. The pattern of collocation is largely arbitrary and independent of meaning both within and across language. For example, collocation delivers a baby (to help a mother to give birth to a child) in Arabic *ywallidu imra'atan* which literally means deliver a woman (in the process of childbirth, Arabic focuses on the woman). Every word in a language has a range (set a collocate which is typically associated with the word in question). For example, the word run can be collocated with company, business, show, car, stocking, tights, nose, wild, debt, bill, river, course, water, and color, some collocations are less familiar to all of us, this relates to specific register. For example, in computer literature, data may be handled, extracted processed, manipulated, and retrieved, but not typically, shifted, treated, arranged, or tackled (Baker, 2011).

b. Idiom

Unlike collocations which allow several variations in forms, idioms, and fix expressions allow no variation in the form under normal circumstances. For example, fix expressions such as all the best, as a matter of fact, and ladies and gentlemen, allow little or no variation in form (Crystal, 2008).

3. Grammatical equivalence

Grammar as 'the setoff rules which determines the way in which units such as words and phrases can be combined in a language and the kind of information which has to be made regularly explicit in the utterance' (Sudartini, 2009). Grammatical structures are different across languages. It is why the translator encounters difficulties in finding the direct equivalent in the target language. This lack of grammatical categories often results in some change in the information in the target language; adding or omitting information. Baker focuses on five grammatical categories in which the translators often encounter problems, they are number, gender, person, tense and aspect, and voice.

4. Textual equivalence

The verbal record of communicative event; it is an instance of language in use rather than language as an abstract system of meanings and relation (Brown & Yule, 1988). Textual equivalence refers to the equivalence between a source language text and a target language text emphasizing the information and cohesion.

5. Pragmatic equivalence

The pragmatic equivalent looks at how texts are used in communicating

situations that involve variables such as writers, readers, and cultural context. Pragmatics is the study of language in use. It is the study of meaning, not as generated by the linguistic system but as conveyed and manipulated by participants in a communicative situation (Larson, 1998).

2.4 Theory of Equivalence

Nida and Taber (1974) classified equivalent translation into two: formal equivalence and dynamic equivalence.

a. Formal equivalence

Formal equivalence focuses attention on the message itself, in both form and content. In such a translation one is concerned with such correspondences as poetry to poetry, sentence to sentence, and concept to concept. Viewed from this formal orientation, one is concerned that the message in the receptor language should match as closely as possible the different elements in the source language. This means, for example, the message in the source culture to determine standards of accuracy and correctness.

b. Dynamic equivalence

A translation of dynamic equivalence focuses on the equivalent effect. The context in the target language should be relevant or the same as the context in the source language. The aim of dynamic equivalence is to complete the natural expression in the source message. A translation of dynamic equivalence aims at complete naturalness of expression and tries to relate the receptor to modes of behavior relevant within the context of his own culture. It does not insist that he understands the cultural patterns of the source language context in order to comprehend the message in such a translation the focus of attention is directed, not so much toward the source message as toward the receptor response.

3. Method

The study employed a descriptive qualitative method to examine the types of translation techniques found on sign boards (Miles et al., 2014). The qualitative approach allowed the researchers to collect and analyze data obtained through observation. The research was conducted in Denpasar, Bali.

Technically, this research was carried out through several steps: data collection, data classification, data analysis, and drawing conclusions based on the analysis. Therefore, before examining the data, the researcher first conducted observations aimed at collecting and selecting data relevant to the research problem. The data that had been collected and selected were then classified into specific categories, which facilitated the processes of data organization and analysis (Creswell & Creswell, 2018).

The data used in this study consisted of sign boards found in tourist destinations in Bali. The sign boards were collected in the form of photographic images taken with a camera. In this case, only sign boards containing written information in both Indonesian and English (i.e., those that contain written language) were selected—for example, sign

boards for entrances, parks, beaches, toilets, and other facilities in tourist areas, as illustrated in Fig. 1 below.



Figure 1. The Sign board as research data obtained via observation

A total of 45 sign boards were analyzed in this study, and the written language contained in these sign boards was transcribed. All data were obtained through direct field observations. After the transcription process, the data were classified based on the types of sign boards, such as warning signs, direction signs, and prohibition signs, as presented in Table 1.

Table 1. Data Transcript from Sign board

No.	Jenis Sign Boards	Informasi Dalam Sign Board	
		SL=Indonesian	TL=English
1	warning signs	Hati-Hati Banyak Orang Menyebrang	Slowly People Crossing
2	Direction signs	Pantai	Beach
3	Prohibition signs	Dilarang membawa makanan/ minuman dari luar	Food and drinks from outside are not allowed

Note: SL= Source Language; TL= Target Language

The categorized data were then analyzed based on the predetermined theories. First, to analyze the translation techniques, Newmark's (1988) theory was applied. Second, to examine the types of equivalence, the study used Nida's (2021) theory. Finally, all research findings that had been analyzed were interpreted and organized into analytical tables (see Appendix) and accompanied by descriptions of each data item.

4. Results and Discussion

The research results described below are divided into two: 1) translation techniques used in translating sign boards in tourist areas in Bali; and 2) types of equivalence applied by the translators.

4.1 Translation Techniques Used in Translating Sign Boards in Tourist Areas in Bali

The technique outlines the findings and helps classify different translation solutions. These techniques explain the procedures used to analyze how translation equivalence function. This study applies Newmark's (1988) framework to examine the translation techniques. The techniques identified in the data include Word-for-Word Translation, Literal Translation, Faithful Translation, and Communicative Translation.

The analysis of translation techniques in a total of 45 signboards shows that the most dominant technique is Communicative Translation (CT) with 23 instances, followed by Literal Translation (LT) with 15 instances, Free Translation (FT) with 10 instances, and finally Word-for-Word (WFW) with 5 instances (see Table 2).

Most of the analyzed data show that in using LT, translators tend to retain the structure and lexical meaning of the source language directly into the target language. The dominance of the literal technique indicates that the translated texts are common public signs that are informative, concise, direct, and do not require denotative creativity. The language used on signboards typically consists of instructions, prohibitions, or directions, making semantic precision more important than stylistic considerations. In addition, some other data employ the CT technique, especially in longer texts, warnings, or messages that require greater clarity within the cultural context of the target audience. The WFW technique appears only in very simple terms, whereas FT is used for texts that require more flexible meaning adaptation.

First, the WFW technique is used when the terms on the information boards are simple, universal, and have direct equivalents. The translator simply matches the words one by one without altering the structure. The WFW technique is effective for basic nouns and single-word instructions that have universal equivalents in English and do not create ambiguity, as explained below

Data 1

SL= *Pantai*

TL= Beach

This translation preserves the denotative meaning of *pantai* without any additional explanation because the word *beach* is universally understood in tourism contexts.

Data 2

SL= *Keluar*

TL=Exit

The word *exit* is a direct equivalent commonly used on global information signs. No structural changes or contextual adjustments are required.

Second, LT appears because most of the texts consist of simple phrases or sentences that can be translated directly without altering their syntactic structure. LT becomes the primary choice because it maintains semantic accuracy and preserves the clear instructional form characteristic of signboards. LT thus serves as the preferred technique, as it retains both meaning and clarity of instruction, in line with the nature of signboard texts, as described in Data 3–4

Data 3

SL= *Jalur evakuasi*

TL= Evacuation route

The structure of the source language (noun + noun) is preserved, and its English equivalent follows the same syntactic pattern.

Data 4

SL= *Mohon tidak menginjak rumput*

TL= Please do not step on the grass

The prohibition request structure is translated literally but remains natural in the target language.

Furthermore, FT appears in longer, more complex sentences or those requiring adjustments in English structure to make the translation more natural. This technique emphasizes *sense for sense* rather than *word for word*. FT is used when the Indonesian structure cannot be translated directly without causing ambiguity or awkwardness, as shown below.

Data 5

SL= *Dilarang parkir di sepanjang jalan ke selatan*

TL= No Parking is allowed along the stretch road

The source language contains a complex structure, “Dilarang parkir di sepanjang jalan ke selatan.” FT is used to convey the overall meaning more naturally.

Data 6

SL= *Kendaraan yang sudah selesai menurunkan barang dari jam 06:00 WITA sampai jam 18:00 wita*

TL= Motorized vehicles that send goods are opened from 06:00 WITA local time until 18:00 local time

The translation shifts the meaning into a form that is easily understood by readers, even though it is not entirely literal.

Finally, CT is chosen when the message must be easily understood, culturally appropriate for the target audience, and instructional in nature. This technique does not merely translate words but communicates the intended meaning. CT is dominant in longer prohibition texts because ensuring that foreign readers fully understand the message is more important than rendering a strictly literal translation.

Data 7

SL= *Bagi wanita yang sedang haid/datang bulan, mohon untuk tidak berenang di kawasan pantai ini. Terima kasih untuk ikut menjaga kesucian pantai ini*

TL= If you are having your period at this time, please do not swim in this ocean. Thank you for respecting our Balinese culture

This sentence is very long in the source language and contains certain cultural norms. CT is used so that the message can be conveyed communicatively without being constrained by the convoluted original structure.

Data 8

SL= *Tidak ada pengawasan dan berenang di laut adalah risiko anda sendiri*

TL= Beach unsupervised and swimming in the sea is at your own risk

The source language provides risk information implicitly; CT is employed to emphasize the warning aspect that is common in international tourism contexts.

In conclusion, LT is the most dominant technique due to the informative and straightforward nature of signboard texts. CT is used for warnings or culturally bound instructions that must be understood by international readers. FT appears when the source language structure is not suitable for a literal translation. WFW is used only for basic and universal terms. Overall, the pattern of techniques indicates that the translator strives to maintain semantic accuracy while prioritizing readability for foreign tourists, especially in safety-related information.

4.2 Types of Equivalence Applied by The Translators

The data analysis in Table 3 shows that the translation of signboards is dominated by Dynamic Equivalence (DE) compared to Formal Equivalence (FE), with DE appearing in 34 instances and FE in 11 instances. Thus, DE is the most dominant technique, accounting for approximately 75.5% of the total data. The dominance of DE indicates that the translator prioritizes naturalness, readability, and the effectiveness of the message for English readers. This aligns with the nature of sign texts—informational boards, warnings, and prohibitions—which require clarity, simplicity, and quick comprehension, making a dynamic approach more appropriate. Conversely, FE is used in more technical contexts or when the source language structure can be preserved without affecting the meaning, particularly in simple terms that have direct equivalents such as *Entry*, *Exit*, *Pedestrian*, or *Men's Toilet*.

First, DE is used in many instances to adjust the message to English-language norms so that it becomes more communicative. The following are three examples explained in detail.

Data 9

SL: *Hati-hati banyak orang menyebrang*

TL: Slowly people crossing

This translation attempts to adjust the message so that it is immediately understood by TL readers. Although the TL structure is somewhat less idiomatic, the use of DE reflects an effort to convey the function of the warning rather than translate word for word.

Data 10

SL: *Dilarang membawa anjing ke areal air terjun*

TL: It is forbidden to bring dogs into the waterfall area

In DE, the structure “*It is forbidden to bring dogs into the waterfall area*” is used because it is a standard formula in English for expressing prohibitions. The translator focuses on the effectiveness of the instruction.

Data 11

SL: *Sesuatu kehilangan bukan tanggung jawab kami*

TL: Something lost is not our responsibility

DE makes the message more direct and straightforward, aligning with the general style of English signage, which prioritizes clarity. The sentence structure is made concise, even though it differs literally from the source language.

Second, FE preserves the form and structure of the SL as closely as possible. This technique appears primarily in technical terms or expressions that can be translated directly.

Data 12

SL: *Keluar*

TL: Exit

Because these items have direct terminological equivalents, FE becomes the ideal choice. The referential meaning does not change, and the TL form already aligns with international signage standards.

Data 13

SL: Locket tiket

TL: Ticket counter

The TL maintains a word-for-word correspondence (*Ticket = Tiket; Counter = Locket*). FE is used because the terms are sufficiently technical and can be translated without contextual adaptation.

Data 14

SL: Titik kumpul

TL: Assembly point

These terms represent universal concepts in safety contexts; thus, the TL retains the SL form formally. FE is effective because these terms have officially recognized equivalents at the international level.

Thus, the analysis shows that the choice between DE and FE is influenced by the communicative function of the text, its context of use (directions, warnings, prohibitions), and the need for naturalness in the target language.

5. Conclusion

Translators are always faced with challenges in the translation process because they handle two different languages that are not identical to one another. Different expressions from the same language may require different techniques during the translation process because the text contains a different context. Before the translation process begins, translators must understand the context and culture of the text. Therefore, they are able to select the right technique so that the translation product can achieve equivalence and acceptability (Wiramarta et al., 2022). Likewise, the translation techniques used in translating sign boards in tourist areas in Bali must be chosen carefully. Certain techniques must be applied by translators to produce accurate translation results. The same type of Sign Board can be translated using different techniques.

Based on the research data, there are four translation techniques identified in sign boards in tourist areas in Bali. The analysis of translation techniques shows that the most dominant technique is CT with 23 instances, followed by Literal Translation (LT) with 15 instances, FT with 10 instances, and finally WFW with 5 instances. In addition, there are some items that can be understood only by reading the text on the Sign Board. However, there is also data that can only be understood by looking at the symbol as well as reading the text on the Sign Board.

Furthermore, in translating the sign boards, the translators applied is dominated by DE compared to FE, with DE appearing in 34 instances and FE in 11 instances. DE is the most dominant technique, accounting for approximately 75.5% of the total data. The dominance of DE indicates that the translator prioritizes naturalness, readability, and the effectiveness of the message for English readers. This aligns with the nature of sign texts—informational boards, warnings, and prohibitions—which require clarity, simplicity, and quick comprehension, making a dynamic approach more appropriate. Conversely, FE is used in more technical contexts or when the source language structure can be preserved without affecting the meaning, particularly in simple terms that have direct equivalents such as entry, exit, pedestrian, or men's toilet.

It is suggested for future researchers to conduct further research on translation techniques using other translation approaches. Future researchers may use the results of this study as a basic concept to gain new insights in conducting further research. Then, it is suggested that readers and translators develop a good understanding of translation techniques and types of equivalence. The results of this study are also expected to provide new horizons in linguistics. Finally, all constructive criticism, suggestions, and ideas are highly appreciated by the researcher so that this research becomes useful and can serve as a new reference in the field of language studies.

Conflict of interest

The authors declare that there is no conflict of interest in this research.

Authors' contribution

The authors made substantial contributions to the conception and design of the study. The authors took responsibility for data analysis, interpretation and discussion of results. The authors read and approved the final manuscript.

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Appendices

Table 2. Research Results Based on Translation Technique Analysis

No. Data	Information on Sign Board		Translation Techniques			
	Source Language	Target Language	WFW	LT	FT	CT
1	Pantai	Beach	✓			
2	Keluar	Exit	✓			
3	Pejalan kaki	Pedestrian	✓			
4	Jalur sepeda	Cyclist lane	✓			
5	Masuk	Entry	✓			
6	Loket tiket	Ticket counter		✓		
7	Jalur evakuasi	Evacuation route		✓		
8	Mohon tidak menginjak rumput	Please do not step on the grass		✓		
9	Sampai rambu berikut	Until the next sign		✓		
10	Hati-hati banyak orang menyebrang	Slowly people crossing		✓		
11	Dilarang naik dan duduk di pagar	Not allowed to go up and sit on the fence		✓		
12	Sepeda motor dilarang masuk	Motorbikes are not allowed		✓		
13	Pemukiman pribadi dilarang masuk	Private residences		✓		
14	Dilarang membawa anjing ke areal air terjun	It is forbidden to bring dogs into the waterfall area		✓		
15	Dilarang memetik dan mengambil tanaman di areal air terjun	It is forbidden to pick and take plants in the waterfall area		✓		
16	Dilarang membawa minuman beralkohol	It is forbidden to bring alcoholic drink		✓		
17	Disarankan membawa pakaian pengganti	Suggested to bring replacement clothes		✓		
18	Dilarang membuang sampah sembarangan di area air terjun	It is forbidden to litter in the waterfall area		✓		
19	Dilarang berbicara kasar di area air terjun	It is forbidden to speak rudely in the waterfall area		✓		
20	Jaga barang bawaan kalian	Take care of your belongings		✓		
21	Sesuatu kehilangan bukan tanggung jawab kami	Something lost it's not our responsibility		✓		
22	Dilarang parkir disepanjang jalan keselatan	No parking is allowed along the stretch road			✓	
23	Kendaraan yang bisa masuk hanya yang bawa barang dan sudah bayar retribusi sesuai dengan kendaraannya	Vehicles that can enter only those who carry goods and have paid fees according to the vehicle			✓	
24	Kendaraan yang sudah selesai menurunkan barang dari jam 06:00 WITA sampai jam 18:00 WITA	Motorized vehicles that send goods are opened from 06:00 WITA local time until 18:00 local time			✓	
16	Dilarang melewati tanda bendera merah	Do not cross the red flag sign			✓	
17	Dilarang masuk	No entry			✓	

18	Titik kumpul	Assembly point			✓	
19	Hati-hati/alon-alon	Slow down			✓	
20	Laju khusus sepeda	Special lane of bicycles			✓	
21	Jika anda merasakan gempa bumi, waspada tsunami mungkin terjadi, jangan panic, segera tinggalkan pantai, ikuti rambu evakuasi/ menuju dataran lebih tinggi	In the case of earthquake, tsunami may follow, do not panic! leave beach immediately to high ground or inland follow evacuation route			✓	
22	Cek tiket	Tickets check			✓	
23	Toiler laki-laki	Men's toilet			✓	
24	Dilarang masuk ke areal pura selain sembahyang	It is forbidden to enter temple are other than praying			✓	
25	Dilarang mencuci muka dan kaki di sini	It is forbidden to wash your face and feet in this area			✓	
26	Buanglah sampah pada tempatnya	Throw garbage in its place			✓	
	Jagalah keamanan barang-barang anda	Watch your belonging			✓	
26	Kami tidak bertanggung jawab atas kehilangan barang-barang anda	No responsibility will be taken for lost and stolen property			✓	
27	Bagi wanita yang sedang haid/datang bulan, mohon untuk tidak berenang di kawasan pantai ini. terima kasih untuk ikut menjaga kesucian pantai ini	If you are having your period at this time, please do not swim in this ocean. thank you for respecting our balinese culture			✓	
28	Anda memasuki areal pantai umum	You are entering the public beach area			✓	
29	Tidak ada pengawasan dan berenang di laut adalah risiko anda sendiri	Beach unsupervised and swimming in the sea is at your own risk			✓	
30	Jangan berenang di malam hari	Do not swim at night			✓	
31	Anak-anak harap selalu dalam pengawasan	Always supervise children			✓	
32	Wajib memakai masker	Must use a mask			✓	
33	Cuci tangan di wastafel yang telah disediakan	Wash hand at portable wastafel			✓	
34	Gunakan hand sanitizer yang telah disediakan	Use hand sanitizer			✓	
35	Tetap jaga jarak dan hindari berkerumun	Physical distancing check-in by peduli lindungi			✓	
36	Basahi tangan dengan air bersih dan mengalir	Wet hands with clean running water			✓	
37	Gunakan sabun secukupnya dan gosok hingga berbusa	Apply enough soap & rub palms to foaming			✓	
38	Gosok sela-sela jari satu per satu	Rub each finger			✓	
39	Gosok punggung tangan secara merata	Rub the back of each hand			✓	
40	Bersihkan bagian bawah kuku satu per satu	Rub nails on palm			✓	

41	Bilas dengan air bersih dan mengalir	Rinse with clean running water			✓	
42	Dilarang membawa makanan/minuman dari luar	Food and drinks from outside are not allowed				✓
43	Mohon untuk tidak melakukan kegiatan seksual di area tempat ini	Please respect and do not commit sexual activity in this area				✓
44	Pribadi Dilarang masuk	Private No entrance				✓
45	Dilarang membawa makanan & minuman dari luar	Please no outside food & beverages allowed				✓

Source: Researchers

Table 3. Research Results Based on Equivalence Type Analysis

No. Data	Types of Sign Boards	Information on Sign Board		Types of Equivalences	
		Source Language	Target Language	DE	FE
1	Direction	Pantai	Beach	✓	
2	Direction	Keluar	Exit	✓	
3	Direction	Pejalan Kaki	Pedestrian	✓	
4	Direction	Jalur Sepeda	Cyclist Lane	✓	
5	Direction	Masuk	Entry	✓	
6	Direction	Loket Tiket	Ticket Counter	✓	
7	Direction	Jalur Evakuasi	Evacuation Route	✓	
8	Prohibition	Mohon Tidak Menginjak Rumput	Please Do Not Step on The Grass	✓	
9	Direction	Sampai Rambu Berikut	Until the Next Sign	✓	
10	Warning	Hati-Hati Banyak Orang Menyebrang	Slowly People Crossing		✓
11	Prohibition	Dilarang Naik Dan Duduk di Pagar	Not Allowed to Go Up and Sit on The Fence	✓	
12	Prohibition	Sepeda Motor Dilarang Masuk	Motorbikes are not Allowed	✓	
13	Prohibition	Pemukiman Pribadi Dilarang Masuk	Private Residences	✓	
14	Prohibition	Dilarang Membawa Anjing ke Areal Air Terjun	It is Forbidden to Bring Dogs into The Waterfall Area		✓
15	Prohibition	Dilarang Memetik dan Mengambil Tanaman di Areal Air Terjun	It is Forbidden to Pick and Take Plants in The Waterfall Area		✓
16	Prohibition	Dilarang Membawa Minuman Beralkohol	It is Forbidden to Bring Alcoholic Drink		✓
17	Prohibition	Disarankan Membawa Pakaian Pengganti	Suggested to Bring Replacement Clothes		✓
18	Prohibition	Dilarang Membuang Sampah Sembarangan di Area Air Terjun	It is Forbidden to Litter in The Waterfall Area		✓
19	Prohibition	Dilarang Berbicara Kasar di Area Air Terjun	It is Forbidden to Speak Rudely in The Waterfall Area		✓
20	Warning	Jaga Barang Bawaan Kalian	Take Care of your Belongings		✓
21		Sesuatu Kehilangan Bukan Tanggung Jawab Kami	Something Lost Its Not Our Responsibility		✓

22	Prohibition	Dilarang Parkir Disepanjang Jalan Keselatan	No Parking is Allowed Along the Stretch Road	✓	
23	Announcement	Kendaraan yang Bisa Masuk Hanya yang Bawa Barang dan Sudah Bayar Retribusi Sesuai dengan Kendaraannya	Vehicles That Can Enter Only Those Who Carry Goods and Have Paid Fees According to The Vehicle	✓	
24	Announcement	Kendaraan yang Sudah Selesai Menurunkan Barang Dari Jam 06:00 WITA Sampai Jam 18:00 WITA	Motorized Vehicles That Send Goods Are Opened From 06:00 WITA Local Time Until 18:00 Local Time	✓	
16	Prohibition	Dilarang Melewati Tanda Bendera Merah	Do Not Cross The Red Flag Sign	✓	
17	Prohibition	Dilarang Masuk	No Entry	✓	
18	Direction	Titik Kumpul	Assembly Point		✓
19	Warning	Hati-Hati/Alon-Alon	Slow Down	✓	
20	Direction	Laju Khusus Sepeda	Special Lane of Bicycles		✓
21	Announcement	Jika anda merasakan gempa bumi, waspada tsunami mungkin terjadi, jangan panic, segera tinggalkan pantai, ikuti rambu evakuasi/ menuju dataran lebih tinggi	In the case of earthquake, tsunami may follow, do not panic! leave beach immediately to high ground or inland follow evacuation route	✓	
22	Direction	Cek Tiket	Tickets Check	✓	
23	Direction	Toilet Laki-Laki	Men's Toilet	✓	
24	Prohibition	Dilarang masuk ke areal pura selain sembahyang	It is Forbidden to enter temple are other than praying	✓	
25	Prohibition	Dilarang mencuci muka dan kaki di sini	It is Forbidden to wash your face and feet in this area	✓	
26	Announcement	Buanglah Sampah pada Tempatnya	Throw Garbage in Its Place	✓	
	Warning	Jagalah Keamanan Barang-Barang Anda	Watch your Belonging	✓	
26	Announcement	Kami Tidak Bertanggung Jawab atas Kehilangan Barang-Barang Anda	No Responsibility Will Be Taken for Lost and Stolen Property	✓	
27	Announcement	Bagi Wanita yang Sedang Haid/Datang Bulan, Mohon untuk Tidak Berenang di Kawasan Pantai Ini. Terima Kasih Untuk Ikut Menjaga Kesucian Pantai Ini	If You Are Having Your Period at This Time, Please Do Not Swim in This Ocean. Thank You for Respecting Our Balinese Culture	✓	
28	Announcement	Anda Memasuki Areal Pantai Umum	You Are Entering the Public Beach Area	✓	
29	Announcement	Tidak Ada Pengawasan dan Berenang di Laut Adalah Risiko Anda Sendiri	Beach Unsupervised and Swimming in The Sea is at Your Own Risk	✓	
30	Prohibition	Jangan Berenang di Malam Hari	Do Not Swim at Night	✓	
31	Announcement	Anak-Anak Harap Selalu dalam Pengawasan	Always Supervise Children	✓	
32	Announcement	Wajib Memakai Masker	Must Use a Mask		✓
33	Announcement	Cuci Tangan di Wastafel yang Telah Disediakan	Wash Hand at Portable Wastafel		✓

34	Announcement	Gunakan Hand Sanitizer yang Telah Disediakan	Use Hand Sanitizer		✓
35	Warning	Tetap Jaga Jarak dan Hindari Berkerumun	Physical Distancing Check-In By Peduli Lindungi		✓
36	Announcement	Basahi Tangan Dengan Air Bersih dan Mengalir	Wet Hands with Clean Running Water	✓	
37	Announcement	Gunakan Sabun Secukupnya dan Gosok Hingga Berbusa	Apply Enough Soap & Rub Palms to Foaming	✓	
38	Direction	Gosok Sela-Sela Jari Satu Per Satu	Rub Each Finger	✓	
39	Direction	Gosok Punggung Tangan Secara Merata	Rub The Back of Each Hand	✓	
40	Direction	Bersihkan Bagian Bawah Kuku Satu Per Satu	Rub Nails on Palm	✓	
41	Direction	Bilas Dengan Air Bersih dan Mengalir	Rinse with Clean Running Water	✓	
42	Prohibition	Dilarang Membawa Makanan/Minuman dari Luar	Food and Drinks from Outside Are Not Allowed	✓	
43	Warning	Mohon Untuk Tidak Melakukan Kegiatan Seksual di Area Tempat Ini	Please Respect and Do Not Commit Sexual Activity in This Area	✓	
44	Prohibition	Pribadi Dilarang Masuk	Private No Entrance	✓	
45	Prohibition	Dilarang Membawa Makanan & Minuman dari Luar	Please No Outside Food & Beverages Allowed	✓	

Source: Researchers