



Studi ini membahas kesalahan terjemahan Bahasa Inggris dalam fitur Museum Automatic Guiding (MAG+) di Koleksi Unggulan Museum UGM. Sebagai panduan otomatis berbasis audio, MAG+ memainkan peran penting dalam menyampaikan informasi kepada pengunjung, termasuk pengunjung asing. Namun, kualitas terjemahan yang tidak akurat berpotensi mengurangi pemahaman dan pengalaman pengunjung terhadap informasi koleksi. Penelitian ini menggunakan pendekatan deskriptif kualitatif dengan teknik pengumpulan data berupa dokumentasi terjemahan pada MAG+ dan wawancara dengan pejabat museum mengenai proses terjemahan. Penelitian ini mengidentifikasi lima kategori kesalahan terjemahan sesuai klasifikasi Koponen (2010). Di antara 22 kesalahan terjemahan total, substituted concept kategori memiliki insiden tertinggi dengan 9 kejadian (40,91%), diikuti oleh mistranslated concept dengan 8 kejadian (36,36%). Hasil menunjukkan bahwa kesalahan terjemahan tertinggi ada di substituted concept yang dominan dalam analisis kali ini. Sedangkan untuk usulan terjemahan yang menggunakan teori Molina and Albir (2002) lebih unggul dan dominan menggunakan teknik amplification.

Kata kunci: kesalahan terjemahan, museum automatic guiding (MAG+), koleksi unggulan, museum UGM.

This study analyzes errors in English translation in the Museum Automatic Guiding (MAG+) feature of the UGM Museum's Featured Collection caused by deficiencies in MAG+ translation, which only uses tools such as Google Translate. As an audio-based automatic guide, MAG+ plays an important role in conveying information to visitors, including foreign ones. However, in public relations, inaccurate translations have the potential to reduce visitors' understanding and engagement with collection information. This study uses a qualitative descriptive approach with data collection techniques in the form of documentation of translated texts on MAG+ and interviews with museum staff regarding the translation process. This study identifies five categories of translation errors according to Koponen's (2010) classification. Among the 22 total translation errors, the concept substitution category had the highest frequency, appearing 9 times (40.91%), followed by concept translation errors, appearing 8 times (36.36%). And in this study, we provide translation suggestions for MAG+ using Molina and Albir's theory, namely the amplification technique, as the most frequently used translation strategy.

Keywords: translation errors, museum automatic guiding (MAG+), featured collection, UGM museum.