

INTRODUCTION

According to Larson (1998), translation is the process of transferring data from one language to another without altering the meaning of the original communications. Based on his definition, it is obvious that translation plays a vital role in the spread of information, knowledge, and ideas. It can overcome language difficulties and transcend international boundaries. It also enables effective communication between people around the world.

Translation has been widely applied in various literary works, such as music, films, and literary works. However, translating literary works such as tourism guides is challenging because of the figurative languages and idiomatic expressions that exist. They must be translated without losing the beauty and the essence of the original work and maintaining a balance between the original work and the translated work as well as creating something unique and different that stimulates the same responses. One of figurative languages commonly found and used in literary work is a simile.

Larson (1984) states that correct understanding is dependent on identifying the topic and picture, with similes in the source text being particularly necessary to grasp in the target language, where the meaning in the source text is identified first. The usage of similes can sometimes lead to misinterpretation. As a result, a translator faces an unprecedented challenge in translating the meaning contained in the source language into the target language. However, Pierini's (2007) theoretical model was chosen as the foundation for this study since, when compared to Larson's theory (1984), her theories offer more options and possibilities for simile translations.

Simile, which is a part of figurative language, can be used in daily conversation and also literature to compare two things with a similar attribute using "*like*" or "*as*". A simile differs from a plain comparison, which typically compares two unrelated objects. For example, "She looks like you" is a comparison, not a simile. On the other hand, "She smiles like the sun" is a simile, as it compares a woman to something else.

Simile is a vital technique for making language more creative and amusing, as well as for expressing oneself artistically in regular conversation and poetry.

There are different types of similes in translation:

- 1). Those that make a comparison using the word "as"
- 2). Those that make a comparison using the word "like"

Some examples for similes use "as" and "like" from translation journal simile:

Use of Similes "As"

1. For as long as we've known you, we've treated you as if you were a commodity, like cotton or sugar.
2. She gave her hand to Sissy, *as* if she meant with her help too.
3. The emperor of Japan, on a steady old white horse stenciled with black spots, was twirling five wash-hand basins at once, *as* it is favorite recreation of that monarch to do.
4. He's *as thin as* a rail
5. Uncle Vernon was as terrible as he claimed.

Use of Similes "Like"

1. Mrs. Mason screamed *like* a banshee and ran from the house shouting about lunatics

2. At the time, The Antiguan believed that the Mill Reef Club's members had poor manners like pigs.
3. Even if I came from people who lived like monkeys in trees, I would rather be that than what occurred to me once I fell in love.
4. We sat as if at an altar, taking in the beauty of the moment repeatedly.
5. The folks in the small village behave like children learning a magic trick.

The simile serves two purposes. It teaches while appealing to our understanding. It pleases while speaking to our hearts.

Similes can assist readers or listeners in understanding and visualizing the features of nouns, as opposed to similes, which can help things be stated and comprehended properly while also engaging readers. Simile is always being called a parable which consists of two different things. "The author uses similes to help readers see what the author is saying in their imaginations" Azizah (2019).

Larson (1984) said not all similes are easy to understand or translate literally. Mary Oliver (1994) adds that the use of the simile word "Like" or "As" in this simile construction expresses a clear comparison. Aprilianti (2020) gave examples of simile as follows:

1. The knight possessed the bravery of a lion in the jungle.

It signifies the knight has a lot of courage, and the sentence uses "as" to express similes.

2. My eyes are often brown, matching my blue hair.

It is classified as a simile because, as can be observed, "as.....as....." is a conjunction that points to the simile. This example compares two separate items, the color of the eyes and the same color of hair.

3. For as long as we can remember, your capital has been represented by cotton bales and sugar sacks.

The sentence above is categorized as simile, because pointing by word "*Like*". This simile is combined with metaphors to improve the effect and attractiveness of the text.

Pierini (2007) suggests six ways for translating similes. The strategies are as follows:

1. Literal translation (retention of the same vehicles).

A simile in the source language can have a meaning in the target language that uses the same lexical elements as this method. Similes in the target language can be immediately translated by the translator, yielding a natural translation.

2. Replacement of the vehicle with a different vehicle.

If the translator can replace images in the source language that do not conflict with the target language.

3. Reduction of the simile, if idiomatic, to its sense.

If the simile is idiomatic in the target language, the translator may eliminate it, causing the reader to lose the meaning of the simile. The concept behind deleting the translation of a metaphor (which is an implicit form of a simile) is that something like this can only be taken after the translator has examined what he believes is vital and what is less critical in the text in terms of meaning. Furthermore, this method can be justified if the parable's purpose is achieved elsewhere in the text.

4. Retention of the same vehicle plus explication of similarity feature(s).

When translating a simile, a translator can include any information and make the translation obvious so that the reader understands. If the target reader does not grasp the simile's straightforward delivery, the translator can simply interpret the simile and its meaning

5. Replacement of the vehicle with a gloss.

This method can be employed to make the vehicle/image, if it is coupled with a gloss--a remark or comment added to a piece of writing to clarify a different term or phrase more understandable in the TL

6. Omission of the simile.

This translation approach involves removing a simile to prevent an improper translation. This method also allows the translator to omit similes that are thought unneeded, while maintaining the source language.

Pierini (2007) noted that if the translator considers that the target reader with previous information required an interpretation of the simile, the reader can leave the simile unchanged. According to Knowles and Moon (2005), "similes" are comparable to metaphors, with one exception: the comparison is explicit rather than based on a simile statement introduced or marked with terms such as like, compare, resemble, and so on.

However, a simile is an overt one that directly and accurately describes the thing, and it is the first and easiest approach for conveying the beauty of a message in poetry, writing, and discussions. According to Shamisa (2004), a simile is a similarity between two items in one or more aspects. According to Gibbs (1994), a simile is a metaphorical language that demands reference to the capacities of the source and target, resulting in an explicit creation by connecting the two. Simile

also provides a limited analogy because the first contains two entities while the second contains four. Similes necessitate the identification of the concepts of source and target, as well as the evolution of the similarities they share; however, unlike literal comparisons, similes are figurative in nature, comparing things that evolution of the similarities they share; however, unlike literal comparisons, similes are figurative in nature, comparing things that are commonly perceived as similes, and always employ vivid images or drawings to suggest vivid image relationships. or first pictures to unify unexpected relationships among sources.

There have been some previous studies related to similes in the tourism guide book with different objectives that have some differences and similarities to this research. Erdita (2021) conducted the first study, analyzing the similes present in the novel to determine the translation procedures most commonly utilized when translating similes from source text to target text. The discovery in this study is the translation approach utilized to convert similes into literal translations in which the figurative aspects are completely erased. He determined that some of the similes in the source text were translated into similes in the target text, while a tiny part was transformed into non-similes.

The second research was written by Bjorklund (2020) who analyzed the Translation of travel guides from English to Indonesian with a focus on the original simile translation. The results show that the similes are reproduced in the target text, along with most of the metonymic segments of all the similes. These findings prove that the relatively high level of simile production is caused by the high level of simile concepts held in the source and target cultures.

A similar study was conducted by Ramayanti and Prameswari (2020), who investigated the translation of similes from English into Indonesian. The verb "like" is the most widely used simile, and most translation methods include translating the same image. The study's findings show that the verb "live" is more commonly used than other live similes.

Based on the brief explanation about similes above, the similarities of this study conducted in order to comprehend the field of translating similes from English into Indonesian. The purpose of this study was to investigate the strategies employed in interpreting similes. There was the difference of this study in conducting research on the simile translation used by Pierini theory (2007). It is also intended that this study would contribute to a better understanding of the usage of similes in translation, particularly in travel guidebooks.

RESEARCH METHOD

Nunan (1992) said qualitative research maintains that all knowledge is relative and there is a subjective aspect in all knowledge and research, assuming that holistic investigations may be justified. According to Gay (2006), qualitative research is the full analysis, interpretation, and collection of narrative and visual data in order to obtain insight into a novel phenomenon.

The goal of descriptive research is to provide direct images of perceptions and experiences Sandelowski (2010), particularly in areas where the topic under consideration is well understood. Descriptive qualitative research collects data on the "who, what, and where of events or experiences" from a subjective perspective (Kim et al., 2017). Therefore, to characterize the phenomenon of similes in