

CULTURAL SPECIFIC ITEMS ON TOURISM MENU IN THE CIREBON CITY GOVERNMENT OFFICIAL WEBSITE (INDONESIAN VERSION)

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Abstract

The purpose of this research is to classify the category of Cirebon cultural specific items category that found on the tourism menu on the website www.cirebonkota.go.id. This research is a qualitative descriptive method. This research used the theory of cultural specific items proposed by Pavlovic & Poslek (2003). Data collection techniques are interviews and document analysis. The findings of this study show that there are 144 data on Cirebon cultural specific items which are divided into 11 categories, including ecology (5 data), everyday life (31 data), material culture (10 data), religion (17 data), history (47 data), education (1 data), the armed forces (2 data), political and administrative functions and institutions (3 data), forms of address (9 data), work (1 data), and leisure & entertainment (18 data). Based on these results, history is the most frequently appearing category of the cultural specific item on the website. This indicates that history is necessary to learn in order to grasp historical differences and learn to be tolerant.

Keywords: Cirebonese Cultural Specific Items category, Pavlovic & Poslek's theory, Website, Semantics.

Introduction

Cirebon is at a key location due to its proximity to Kejawanan Beach, which can contribute to the growth of Java Island. It makes a lot of people from around the world visit Cirebon via the port, whether for business purposes or to preach a religion. The combination of Hindu, Chinese, and Islamic cultures, is what distinguishes Cirebon. This occurred as a result of the entry of foreign countries like China, the Netherlands, and the Middle East into Cirebon. This makes variety and increases the cultural diversity of Cirebon. The architecture of mosques, palace constructions, batik designs, and other items show the impact of various cultures. These items indicate that Cirebon provides a diverse range of fascinating cultures to go deeper into, including culinary traditions, traditional dances, tourist sites, customs, and history. Additionally, it is important to promote these cultures to increase awareness of them among the local populations as well as among tourists.

The establishment of a website is one of the government's initiatives to promote the culture and tourism of Cirebon city. The government has made effective use of this emerging information technology to offer the community services. [The 2003 Presidential](#)

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[Instruction for National Policies and Strategies for e-Government Development](#) refers to the use of technology in the public sector as "e-government." Almost all of Indonesia's city and district administrations adhere to these regulations. The formal launch of the Cirebon city government's website, www.cirebonkota.go.id, occurred in 2011. The profile of the city, public facilities, news, social services, and tourism information are all available on the official website of the Cirebon city government. Aside from Indonesian, the website offers translation in nine other languages: Dutch, French, Italian, German, Portuguese, Russian, Spanish, and English. This proves that translating plays a big part in promoting the culture of Cirebon city on the official website.

A translator is someone who works on a task to translate the source language into the target language, either spoken or written. [Newmark \(1988\)](#) states that aside from translating the source language (SL) into the target language (TL), the translator must be able to determine the correct interpretation of the content that was translated. Translators must be capable of transferring the source language as naturally as possible into the target language without being stiff. Meanwhile, [Catford \(1965\)](#) define a translator must also translate an equivalent that is most similar to the target language equivalent while translating the source language equivalent. A professional translator must be able to accurately and correctly translate a source language into a target language without compromising the original meaning. Being a translator is not always smooth, and it carries a lot of responsibility in translating the message of a source text. Many translation obstacles must be solved through the translation process itself.

On the other hand, a translator must be detailed and depth research to interpret a single word. Choosing the proper equivalent for a cultural term is often challenging for translators, especially when translating cultural specific items. There are situations when a cultural specific items in one language does not have the same meaning in the target language. Newmark in [\(Pelawi, 2017\)](#), says that culture as the way of life and its manifestations that are peculiar to community that uses a particular language as its means of expression. It means that culture is an inseparable part of our daily life. Besides that, [Newmark \(1988\)](#) also mentions that when a translation text discusses something about a cultural topic, sometimes there are translations problem. It is a cultural gap or 'distance' between the source and target languages.

Each culture has its own unique characteristics. Each language or language culture in each nation has a unique set of behaviors, values, and categorization systems. Bassnett in [\(Nugrawidhanti, 2019\)](#) states that a translator who translates a text into another culture must consider the ideological aspects. Therefore, translation means not just translating one language into another, but also transmitting a culture. [Baker \(1992\)](#) also says that there are differences in the grammatical characteristics of the source and target languages when translating cultural concepts. So, while translating, the word structure may shift due to the addition of information from the source language. These things prove that culture is a factor in the field of translation that must also be considered by translators. When translating a specific source language, the translator must convey the message in both

linguistic and cultural terms. Of course, this is a challenge in the area of translation that the translator must resolve.

[Pavlović & Poslek \(1998\)](#) presented another categorization of cultural specific items that covers a broader variety of items than those proposed by Newmark and whose full items were used to categorize CSIs in the current study's text:

Table 1.
Pavlovic and Poslek's Theory of Cultural Specific Items

No.	Cultural Specific Item	Description
1.	Ecology	Ecology involves natural phenomena like winds, plains, hills, and geographical elements like flora and fauna.
2.	Everyday Life	The various types of dwellings, home furnishings, food, beverages, clothing, modes of transportation, and public services, particularly the names of public service providers, are all part of daily life.
3.	Material Culture	Products with public recognition in the target culture are considered to be part of the material culture, particularly trademarks.
4.	History	This category covers historical events, institutions, functions, personalities, literature, including many characters from well-known works of art in the source culture, famous quotes, folklore, and tradition.
5.	Religion	This section covers all religious customs, traditions, events, dress codes, and ornaments used during prayer.
6.	Economy	Some concepts including the stock exchange, money market, equity or commodities.
7.	Political and administrative Functions and Institutions	Some concepts including the western democracies.
8.	The Armed Force	This category involves the army forces, battlefield, the ranks in army, weapons, tactics and formations.
9.	Education	In this section, discuss about the differences in the education system in each country.
10.	Forms of Address	Forms of address involves titles in front of people's names, such as dr., mr., prof., lord, lady, Sir, etc.
11.	Gestures and Habits	Gestures and habits that has meaning in a certain language. For example, an Croatian greeting <i>ljubim ruke</i> (lit. <i>I kiss your hand.</i>), which shows the gesture of the time, but has no equivalent in English.

- | | | |
|------------------------------|-----|---|
| 12. Work | | This area is closely connected to economy. |
| 13. Leisure
Entertainment | and | Leisure and entertainment covers sports (cricket, rugby), games, places where people go out (pub), things they do (kareaoke). |
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Method

This study used a qualitative descriptive approach. As stated by [Fraenkel et al. \(2012\)](#), a qualitative method is research that investigates phenomena, activities, people's interactions, and materials. Qualitative research techniques may be defined as research conducted in natural settings with the goal of discovering patterns of relationships and gaining a grasp of the study's significance. [Nugrahani \(2014\)](#), also added that descriptive-qualitative research is when researchers give detailed, full, and in-depth descriptions of data, which is often data in the form of words, phrases, or images. Based on [Fraenkel et al. \(2012\)](#), content analysis is a type of study that collects data from indirect communication such as novels, essays, music, magazines, commercials, photographs, textbooks, newspapers, and so on. Furthermore, content analysis seeks to identify communication patterns intended at readers.

The source data of this research is the [Cirebon city government's official website \(www.cirebonkota.go.id\)](http://www.cirebonkota.go.id) on tourism menu in Indonesian version. There are 4 sub-menus on the tourism menu such as tourist attraction, culinary, hotels & inn, and regional art and culture. While, for the regional art and culture, it is divided into 5 parts like Cirebon sintren dance, Cirebon site, Cirebon special crafts, Cirebon puppet, and Cirebon mask dance. The researcher analyzed all of those web contents on the sub-menus.

This study's unit analysis is at the level of words and phrases. In addition, the researcher also used some books, journals, direct interview, informations or documents from official websites as the secondary data. Furthermore, the researcher chose interview and document analysis as the technique of data collection. The researcher conducted interview with *abdi dalem*, one who assists the *sultan* in the palace. The informant is Raden Mungal Kartaningrat, an *abdi dalem* from Kasepuhan palace. According to [Bowen \(2009\)](#), document analysis is structured method for reviewing and evaluating documents such as printed or electronic documents that contain text or images to gain understanding.

According to [Sugiyono \(2013\)](#), data analysis techniques by Spradley is the process of the data collection and data analysis techniques were carried out simultaneously. The collected data of this research are analyzed by doing some following steps. They were as follows: 1) The researcher read all the tourism menus on the Cirebon city government's official website in the Indonesian version, 2) The researcher identified the words and phrases that included to Cirebonese Cultural Specific Items category on the tourism menu of the website in Indonesian version, 3) The researcher selected and coded on all the data of Cirebonese Cultural Specific Items category that found on the website, 4) The researcher categorized all of the data and analyzed them one by one based on the Pavlovic & Poslek's theory (2003).

Figure 1.
Cirebon City Government Official Website



Results and Discussion

In this part, the results are separated into two sections: Result and Discussion. The results of the analysis is related to the problem stated previously covering the category of cultural specific items in the first section. Furthermore, the second section describes each analysis results with an example from each problem.

Result

In this section, the researcher explains the results of the data that found on the tourism menu of Cirebon city government website (www.cirebonkota.go.id). It has 144 data based on Pavlovic and Poslek's theory. In the table below, all of the data represent the frequency of occurrence of the cultural specific items category.

Table 2.
The Result of Cultural Specific Items Found on Tourism Menu in the Cirebon City Government Official Website

No.	Cultural Specific Items	Frequency	Percentage
1.	Ecology	5	3,47%
2.	Everyday Life	31	21,52%
3.	Material Culture	10	6,94%
4.	History	47	32,63%
5.	Religion	17	11,80%
6.	Political and Administrative Functions and Institutions	3	2,08%
7.	The Armed Forces	2	2,88%
8.	Education	1	0,69%
9.	Forms of Address	9	6,25%
10.	Work	1	0,69%
11.	Leisure and Entertainment	18	12,5%
Total		144	100%

Based on the table above, there are 11 cultural specific items categories found on the tourism menu in the Cirebon city government official website such as ecology, everyday life, material culture, history, religion, political and administrative functions and institutions, the armed forces, education, forms of address, work, and leisure and entertainment. After analyzing 144 data, it was discovered that the most appeared cultural

specific item categories on the tourism menu of Cirebon city government's official website was history consisted of 47 data (32,63%), followed by everyday life with 31 data (21,52%), and the third was leisure and entertainment that used in 18 data (12,5%). History is the most frequently occurring category on the website, with 47 data. According to Wineburg (Anis, 2015), thinking historically about history means figuring out how to map the future and the past. This indicates that when studying history, we are not only discussing the past but also the present and looking at the future. The past determines the present, and the present determines the future. It means that is very essential to study history so that we can understand the differences in the past and learn how to tolerate them. Moreover, the least appeared cultural specific item categories on the website was education and work with 1 data (0,69%) and the armed forces appeared in 2 data (2,88%). This shows that the city of Cirebon has a diverse culture from various fields that can attract tourists through content on the government's official website.

Discussion

In this section, the researcher will describe the results of a study that discovered on tourism menu of the Cirebon city government's official website (www.cirebonkota.go.id). The researcher only took several data from each category. The following are the data and their explanations based on the category:

1. Ecology

There are 3 kinds of ecological categories found, namely beach, flora and fauna. The example data as follow:

Data Code : 050/SL/TA

Word/Phrase : *Pantai Kejawan* merupakan salah satu daya tarik wisata bahari di Kota Cirebon

According to the data above, the term "*Pantai Kejawan*" is included in the ecology category because it is categorized as having the nature aspect; it is beach. Based on Handayani *et al.* (2021). Kejawan beach is a tourist attraction located in Lemahwungkuk district, Cirebon city, West Java. The visitors can go around enjoying the scenery by using the fishermen's boats and enjoy the culinary around the beach. Kejawan Beach is also a source of livelihood for fishermen because they can find fish, squid, shrimp, and other marine animals there.

2. Everyday Life

There are 5 kinds of everyday life categories found on the tourism menu of the website. There are foods & beverages, transportations, public services, dwellings, and household appliances. The example data as follow:

Data Code : 048/SL/TA

Word/Phrase : *Pedati Gede Pekalangan* merupakan salah satu benda bersejarah yang memiliki 3 pasang roda belakang berdiameter 2,5 m dan sepasang roda berukuran kecil pada bagian kursinya.

Based on the data above, the phrase "*Pedati Gede Pekalangan*" is the cultural specific item with the everyday life category which is transportation. The word "*pedati*" is a cart that can be used with horse, buffalo, or ox power. According to Nansha *et al.* (2021), "*Pedati Gede Pekalangan*" is a historical artifact found in the Pekalangan area of Cirebon City. The cart is one of Cirebon's oldest vehicles. It was created between 1445

and 1479, during the reign of Prince Walangsungsang. Aside from being a means of transportation, the cart was also used for transporting large items.

3. Material Culture

There are 2 kinds of material culture categories found on the tourism menu of the website. There are trademarks and some craft products. The example data as follow:

Data Code : 113/SL/ RAC

Word/Phrase : *Mulai dari wisata sejarah, wisata religius hingga wisata kuliner semua tersedia di Kota yang kerap sekali dijuluki dengan Kota Udangatau **Kota Wali**.*

From the sentence above, the cultural specific items is “kota wali”. Cirebon is also referred to as the “kota wali”. Based on (Anita, 2016), the word “wali” or “waliyullah” in Arabic means one who loves and is loved by Allah SWT. Meanwhile, “the word “songo” in Javanese means nine. So, *walisongo* are nine figures who spread Islamic teachings on the Indonesian island of Java. Sunan Gunung Jati is a figure who spread Islamic knowledge in Cirebon (Hariyanto, 2016). Sheikh Syarifhidayatullah, or Sunan Gunung Jati is also the first king of Kasepuhan Palace. Islamic ideas have been taught and ingrained in the daily lives of the society by Sunan Gunung Jati. He is one of the figure that famous in Cirebon city. Therefore, the data is included in the trademark with the category of material culture because many people know that the term is intended for the city of Cirebon.

4. History

There are 5 kinds of history category found on the tourism menu of the website. There are historical events, historical places like buildings or rooms, personalities, historical calendars, ancient literatures, ancient scripts, characters from art works & traditions. The example data as follow:

Data Code : 024/SL/TA

Word/Phrase : *Adapun prasasti tahun berdirinya Keraton Kanoman terdapat pada pintu Pandopa Jinem yang menuju ke ruangan Perbayaksa, di pintu tersebut terpahat gambar **angkaSurya Sangkala** & **Chandra Sangkala** dengan pengertian sebagai berikut :*

Data Code : 025/SL/TA

Word/Phrase : *Adapun prasasti tahun berdirinya Keraton Kanoman terdapat pada pintu Pandopa Jinem yang menuju ke ruangan Perbayaksa, di pintu tersebut terpahat gambar **angka Surya Sangkala** & **Chandra Sangkala** dengan pengertian sebagai berikut :*

Based on the data above, those data are included in historical calendars of history category. The data with the code 024/SL/TA has a cultural specific item, namely “Surya Sangkala” which comes from Sanskrit. “Surya” means sun, and “sangkala” means time. According to Raden Munggal Kartaningrat, “surya sangkala” is a time calculation based on the sun. The number is a symbol for the year or time the object was created. *Surya* trumpets the turn of the clock at 12 o'clock in the evening. Meanwhile, “Chandra Sangkala” is a cultural term from the data with the code 025/SL/TA. The phrase comes from the Sanskrit “Chandra” meaning moon and “Sangkala” meaning time. So, “Chandra Sangkala” is a time calculation based on the moon. The number is a symbol for the year or time the object was created. The hour shift in the calculation of “Chandra Sangkala” is marked with the time after Asr or Muslim worship time in the afternoon (interview, July 19, 2022).

5. Religion

The researcher found some ideas of religion category such as events or activities, way of worship, dress codes or ornaments, and buildings. The example data as follow:

Data Code : 064/SL/TA

Word/Phrase : *Alat Musik Rebana dan gembung ini dimainkan saat ada acara hari raya Idul Adha (raya agung), **acara muludan** dan acara nikahan ataupun khitanan isinya berupa shalawat.*

According to the sentence above, “*acara muludan*” is the cultural specific item and included in events or activities of religion category. “*Acara muludan*” is an event to commemorate the birth of Prophet Muhammad on the 12th of Rabiul Awal in the Hijriyah calendar in the city of Mecca. Based on Munawwir in (Yunus, 2019), the word “*maulid*” in Arabic means birthday. The commemoration of the Prophet’s birthday in Indonesia was first brought by Sunan Kalijaga. Sunan Kalijaga spread Islam in East Java by using art and cultural media, one of which was commemorating the birthday of the Prophet Muhammad SAW. The celebration is carried out to attract people to embrace Islam.

In addition, each region has a different way of celebrating the birthday of the Prophet. They read the verses of the Qur’an, read a brief of history of the life and struggle of the Prophet, chanted *shalawat* or prayers together. Meanwhile, in Yogyakarta, there is the Sekaten tradition, which is a celebration of the Prophet's birthday by performing rituals for bathing heirlooms such as kris, spears, and others. The event was held once, seven days before the commemoration of the Prophet Muhammad SAW's birthday (Al-Fajriyati, 2019).

6. Political and Administrative Functions and Institutions

The researcher only found idea of this category, it is administrative functions. The example data as follow:

Data Code : 018/SL/TA

Word/Phrase : *Keraton kasepuhan berada di wilayah kelurahan Kasepuhan, **kecamatan** Lemahwungkuk.*

According to the sentence above, the word “*kecamatan*” is the cultural specific item of the data. The division of territory in Indonesia is divided into several administrative levels, starting from the province, regency/city, district, and sub-district/village. District is an administrative area whose government is under the regency and city government. The district consists of several kelurahan and villages. In addition, based on *KBBI Daring*, the “*kecamatan*” is headed by a “*camat*” or district head.

7. The Armed Forces

There is only one idea of the armed forces category, it is weapons. The example data as follow:

Data Code : 035/SL/TA

Word/Phrase : *Di dalam pendopo terdapat berbagai macam peninggalan yang tersimpan rapi dalam etalase, diantaranya ada **keris**, pedang, buku, beberapa guci pemberian negara tetangga, uang kuno / uang bolong, perlengkapan perang, gamelan, hingga koleksi baju pengantin.*

According to the data shown above. The term "*keris*" is categorized as the armed forces. *Keris* is a traditional Indonesian weapon, particularly in the Java Island region. *Keris* has a distinctive form that is curving, short, and pointed at the tip. Based on Raden Munggal Kartaningrat, during the colonial period, it was employed to fight against invaders. *Keris* is composed of metal and has a variety of beautiful features. Because the ancients lacked advanced weaponry, they utilized a dagger to stab their opponents while fighting. There is no battle at the present moment; the kris is mainly utilized as a collection item or room decoration (interview, July 19, 2022).

8. Education

The researcher only found 1 data about the education category of cultural specific items on tourism menu in the official website of Cirebon city government. The following is the data of this category:

Data Code : 056/SL/TA

Word/Phrase : *Kesenian dan Kebudayaan Kampung Benda sangat dikenal dengan kegamaannya dan religinya, karena banyak sekali **pondok-pondok pesantren** disini.*

According to the data above, the term "*pondok*" derives from the Arabic "*funduq*," which indicates a sleeping chamber, an inn, or a dormitory. Nevertheless, the word "*pesantren*" is derived from the word "*santri*". The term "*shastri*" means "teacher who understands Hindu religious books" in Tamil or Indian (Mahdi, 2013). *Pondok pesantren* is defined as an Islamic educational institution where students live in dormitories and are taught by a "kyai," or Islamic religious expert. As a result, the data is classified as cultural specific item, particularly education.

9. Forms of Address

The researcher found 2 ideas of forms of address category such as nobility title and informal title. The example data as follow:

Data Code : 008/SL/TA

Word/Phrase : *Syekh Syarif Hidayatullah pada 1529 M atau 1451 tahun saka oleh PangeranMasMochammad Arifin II bergelar **Panembahan** Pakungwati I (cicit dari Sunan Gunung Jati) yang menggantikan tahta dari Sunan Gunung Jati pada tahun 1506, beliau bersemayam di dalem Agung Pakungwati Cirebon.*

Based on the sentence above, the term "*panembahan*" is categorized as cultural specific item which is a title of Javanese nobility. According to Raden Munggal Kartaningrat, "*panembahan*" refers to the person or leader who has the most authority in the Islamic kingdom of Java. The *panembahan* position has the same status as the king. There are three periods in Kasepuhan palace: *wali* period (when Sunan Gunung Jati or Syarief Hidayatullah led Kasepuhan palace), *panembahan* period, and sultan period. As a result, *panembahan* is a phrase used for the king during the *panembahan* period. (interview, July 19, 2022). The term "*Panembahan Pakungwati I*" refers to the first king of the *panembahan* period.

10. Work

In this category, researchers only found 1 data included on the official website of the Cirebon city government. This is the following data:

Data Code : 069/SL/TA

Word/Phrase : *Lokasinya berada di tempat kuliner **pedagang kaki lima (PKL)** di depan Pasar Kramat, samping Gedung Bank BJB Kota Cirebon.*

According to the sentence above, the phrase "*pedagang kaki lima (PKL)*" is categorized as cultural specific item of work's category. The term "*pedagang kaki lima*" is an Indonesian word that refers to sellers who sell in front of stores or on the side of the road (sidewalks) that should be utilized by walkers. "*Pedagang kaki lima*" is particularly well-known for its use of "*gerobak*" or carts, which are two, three, or four-wheeled implements or vehicles that may be driven by either animals or people. The phrase "*kaki lima*" or "*five legs*" refers to the three wheels of the *gerobak* as well as the two legs of the salesperson who sells items around the *gerobak*. The phrase of "*pedagang kaki lima (PKL)*" was found during the Dutch colonial era of Stanford Raffles ([Nurhadi, 2019](#)).

11. Leisure and Entertainment

There are 6 kinds of leisure & entertainment categories found on the tourism menu of the website. There are events, shows, marital arts, amusement arts, performer of traditional art show, and music instruments. This is the following data:

Data Code : 095/SL/RAC

Word/Phrase: *Kesenian **tari sintren** pada mulanya dipentaskan pada waktu yang sunyi di saat malam bulan purnama karena kesenian tari ini berhubungan dengan roh halus yang masuk ke dalam sang penari, namun kini pementasan tari sintren tidak lagi dilakukan pada malam bulan purnama melainkan dapat juga dipentaskan pada siang hari dan bertujuan untuk menghibur wisatawan serta memeriahkan acara hajatan.*

According to the sentence above, the word "*tari sintren*" refers to a cultural specific item. It is categorized as shows of leisure and entertainment category. Based on Noorhayati in ([Wati, 2017](#)), Sintren consists of two syllables, "*sinyo*" meaning "youth" and "*trennen*" meaning "practice". The term "*sintren*" is a mixture of two Javanese words: "*si*" which means "she" and "*tren*", which derives from "*tri*" or "*putri*", which means "*putri*" or "princess." As a result, the word "*sintren*" refers to a princess or a dancer. Sintren dance is a traditional dance performance that originated and grew on the North Coast of Java Island, as well as in areas such as Indramayu, Cirebon, and Kuningan in western Central Java and the eastern part of West Java. Like the meaning of the name, this performance shows a dancing girl wearing a particular Javanese traditional outfit and black sunglasses. [Putra, \(2019\)](#) also mentions that the sintren dancer must be a girl who has not yet had her period. The female dancer will enter a chicken cage constructed of bamboo and fabric before performing. The sintren dance is distinguished by the presence of a mystical element in the performance. A guy or the handler will recite a spell when the female dancer is restrained. The female dancer's outfit will change once the cage is opened. A spirit has taken possession of the lady, which is also known as a "trance". The Sintren dance is normally done on a full moon night, but in order to attract more guests, it can now be performed during the day.

Conclusion

Based on the research purpose, this study provided the findings of the research purpose. The purpose of this research was to identify the categories of Cirebonese cultural specific items on tourism menu of the Cirebon city government's official website.

According to the findings of the data analysis and discussion in the previous menu, there are 11 categories of cultural specific items on the website, including ecology, everyday life, material culture, history, religion, political and administrative functions and institutions, the armed forces, education, forms of address, and leisure & entertainment. The three most popular cultural specific item categories discovered on the website are history, everyday life, and leisure & entertainment. This demonstrates that Cirebon has a diverse historical and cultural background, customs, traditions, and attractive entertainments from a variety of areas. It also indicates that it is very necessary to study history so that we may realize the differences in the past and learn how to tolerate them. Nevertheless, two categories of cultural specific items are lacking from the website: economics and gestures and behaviors. This study is concerned with tourism and entertainment. Meanwhile, the economic category is associated with stock exchanges, money markets, and commodities, the two categories cannot be discovered. However, gestures and habits are related to human interactions and habits.

In accordance with the findings of this study, it is significant for a website content writer to comprehend the cultural specific item theory because it will help them write content and avoid including incorrect information. Each cultural specific item from each region has a deep meaning and a distinctive definition, thus the information must be gathered from an expert or a credible source. As a result, understanding the theory of cultural specific item is critical to avoiding fatal errors in writing.

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