
RESEARCH ARTICLE

Translating Theme Choices in Tourism Promotion Texts

Sriyono¹ and Siti Hanifa²

^{1,2} English Study Program, Faculty of Social and Cultural Sciences, Universitas Trunodjoyo Madura, Indonesia

Corresponding Author: Sriyono, **E-mail:** sriyono@trunodjoyo.ac.id

ABSTRACT

This study investigates how the Theme–Rheme system is translated from Indonesian into English with Halliday's Perspective and the shifting of Theme in the Target Text (TT) in tourism information. The theme of the information should be delivered adequately to persuade and convince readers about the tourism destination being promoted. This study used descriptive qualitative methods to determine the categories of the Theme and its translation. The finding shows that the types of Theme are mostly Topical Theme, either Unmarked or Marked. Theme shifting also occurs from Theme structure into Rheme structure. Besides, the shift affects different readers' perceptions of the destination being promoted in the texts, which is indicated by different fronted Theme. This is due to the change of starting point of information in the Source Text (ST) and in the Target Text (TT). Therefore, translating Theme in tourism promotion could result in a shift of main information.

KEYWORDS

Theme, translation, shift, tourism texts

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Introduction

The language of tourism has its own characteristics, and it should be used in informing about the tourism destination to persuade or convince readers to visit the promoted destination. Accordingly, the language in the promotion should be effective for the target visitors. Madura Island in East Java, Indonesia, offers many tourism destinations, but its bilingual promotion to international readers has not spread widely. The promotion of the Island is not yet well-known to visitors around the world. Translation, therefore, is one of the media supporting promotion for gaining international trust when dealing with tourist attractions in Madura. The language in tourism promotion should represent authenticity, recreation, and the interplay among the dimensions of euphoria and magic tourism. It also persuades the visitor to imagine the tourism destination and invites the visitors to spend the best time at the destination. Besides, in tourism texts, lexical choices are interconnected with other disciplines such as culture, art, and history, but the main purpose of tourism texts is to encourage readers to visit the destination, particularly in Madura. Accordingly, the theme and its translation determine the message, which makes a significant contribution to gaining the meaning in translating source texts and in target texts.

Sulaiman and Wilson (2019) claim that tourism marketers and advertisers faced greater challenges in bridging different linguistic markets through communication and technology. Tourism is part of intercultural communication and requires mutual understanding among the visitors. Linguistics and translation are domains that contribute to the effectiveness of promoting tourism destinations. Translating tourism is not merely about the usual translation; it should transfer the message effectively about the destination promoted, (Napu, 2019). Tourism promotion has language features that are informative and must be provided to the readers as tourism visitors. Therefore, in promoting tourism, the area of advertising of tourism promotion includes the collection of various media, for example, brochures, leaflets, posters, flyers, postcards, and websites, used to support the sales of tourism products. This promotion material ranges from written to online material promoting a tourism destination. Accordingly, the information should be detailed and focused on all relevant information. Madura, as one of the tourism

destinations in Indonesia, should be considered by readers to visit the Island. Therefore, translating promotion in Madura should focus on what message the promotion will deliver to the readers. It deals with the theme of the clauses of promotional texts delivered. The theme that appears in the construction of every clause represents the main information between the Source Text (ST) and the Target Text (TT). Therefore, the tourism text is an informative text that attempts to influence the audience to consider information delivered in promotional tourism.

The theme can be analyzed from a Systemic Functional Linguistics (SFL) perspective (Halliday and Matthiessen 2007). Wang (2014) argues that SFL is one of the ways of analyzing the theme system in Source Text (ST) and Target Text (TT). In this way, the representation of textual metafunction is represented with the theme system. Translating Theme and Rheme from an SFL perspective broadens descriptive studies in translation studies. Language and tourism have a significant role in promoting tourism destinations. Dann (2022) claims that the theme structure in tourism information is significant for determining potential promotion. Therefore, the language of tourism is characterized as operative or persuasive texts, (Sanning 2010; Snell-Hornby 2006). It tends to persuade and inspire tourism visitors, including the interest of the readers in the tourism destinations promoted. Besides, tourism promotion text is also an expressive text since it has elements of metaphor or alliteration in creating the intended effect.

Furthermore, promotional tourism contributes to determining the information flow that is distributed to promotional texts. Not only a starting point of information, but the theme also produces the main information that will convey the message in shaping readers' opinions about a tourism destination. Halliday and Matthiessen (2007a) proposed that the theme has some role either as a psychological subject or a starting point to deliver ideas and information. Consequently, the translation of theme deals with the ideas or messages delivered in promotional tourism for readers. SFL offers a detailed analysis in a systematic way to analyze texts. Accordingly, translating the theme in promotional tourism enables the identification of the equivalence of the main information and message in SL and TT. Formulas of promotion include textual content and word choices to shape the message as the main information. The choice of words influences the way people feel and act. The promotion will influence people to visit or leave the tourism destination promoted, (Sulaiman and Wilson, 2019). Therefore, the theme in tourism promotion is very important to identify the character of the language. Theme and Rheme are described as a method for structuring information. Theme is the element which serves as the point of departure of the message; it is that which locates and orients the clause within its context, typically contains familiar or "given" information which has already been mentioned somewhere in the text, or is familiar from the context. On the other hand, Rheme is defined as the remainder of the message, the part in which the theme is developed, and typically contains unfamiliar or "new information", (Eggins 2007; Halliday and Matthiessen 2007). The language of tourism is not only about image, but it also describes the destination and the time spent for visitors. Tourism dimension is not only spatial but also temporal due to the tourism experience escaping from daily activities and routine. Therefore, the system of thematization in tourism promotion guides information focused on the promoted tourism destination. The theme regulates the situation of speakers or tourism information writers to underline the primary information that will be delivered.

Furthermore, Nida and Taber (1982) argued that a translator knows the structure of a text, influencing the content and style of the text in ST and TT. Accordingly, difficulties in translating the sentence structure of tourism promotion often appeared due to the system between the languages. Analyzing the system structure of Theme and Rheme of two languages guides the translator to make as authentic language promotion in SL into the TL. Theme and Rheme, from SFL's perspective, convey semantic meaning across languages. According to SFL theory, Theme and Rheme are textual resources at the clause level that are used to realize textual meaning, and therefore, one can understand variations of textual meaning by analyzing Themes and Rhemes in texts. In fact, it is common practice in discourse analysis to study lexicogrammar, which is mainly concerned with meaning at the clause level, in relation to semantics, which is primarily concerned with meaning at the text or discourse level, and vice versa. Theme in the SFL's perspective are categorized into Topical Theme, Interpersonal Theme, and Textual Theme, (Bloor and Bloor 2004; Martin 2011).

Literature Review

Halliday framework applied to translation has been recognized in translation studies by previous scholars (Baker 1992a; Mason 2014; Munday 2016; Newmark 1988). Several studies have discussed the translation of themes in tourism studies. Some approaches contributed to strengthening research on the essential role of theme translation in tourism translation. Sofyan (2018) studied the markedness of theme by students as translators. In his study, he detailed the target language structure based on the structure function. The study also shows that the simple marked theme is the most dominant in both the Source Text (ST) and the Target Text (TT). The translation activities were conducted by involving students in translating news texts. Theme, as part of the representation of textual metafunction, drives the message in Indonesian and English. In addition, Rosa and Sofyan (2019) focused on the shift in translation by student translators. They found that the different levels of Theme shift in translating English into Indonesian. The students' translators tend to shift the theme in lexicogrammar level, while professional translators do in the discourse level. Moreover, Pérez (1999) investigated Theme and cohesion in translation studies. This deals with thematic structure and its relevance in translation. The study elaborates on translating Theme Rheme from English into Spanish,

which influences the cohesive system in translating between English and Spanish. Furthermore, on the same topic, Nasution (2019) discusses translating the Theme from Indonesian into English, which focuses on shifting the Theme from English into Indonesian. Otherwise, translating techniques vary, which causes the shift of translation to be more deeply identified. Anvarhaghighi, Farahzad, and Mollanazar (2024) contribute to the differentiation of translating theme as meta-analysis in determining theme-related information strategies, which are important to translation studies. The studies also clarify how the theme system contributes to the equivalence in translation. Khedri and Ebrahimi (2012) also studied the Theme translation in English and Persian. This study tries to identify the Theme system, particularly the textual and interpersonal Theme. The subject in this study is academic texts. The result of this study shows that focus between two languages is different due to the use of multiple themes. Karini (2018) focused on a topical theme, which is translated from English into Indonesian. The position of Theme shifted in Source Text and in Target Text due to the different information structure in the ST and in the TT. Jun (2019) underlined that information structure is close to the listener, while thematic structure deals with the speaker or author. The study discusses the thematic meaning as a psychological subject. Furthermore, Jiménez-Fernández (2020) elaborates on the information structure and the position of information from English into Spanish. Similar to Jun *discourse mechanism* is also the focus of the study. The focus is on Passive, Topic Fronting, and Negative Preposing in English and Spanish. Moreover, Dejica-Cartis and Cozma (2013) also discussed translating Theme Rheme for information structure in the process of translation. The finding shows the differences between the organisation ST and in TT, which indicates how the effectiveness of the Theme system is affected by linear progression and constant theme. Moreover, Damayanti (2012) also studied the equivalence of translating Theme and Rheme, in which the shifting of Theme influences the strategy of translating Theme.

Methodology

A descriptive qualitative design was used in this study. Miles, Huberman, and Saldaña (2014) stated that qualitative research does not focus on statistics or numbers, but it gives attention to how researchers' knowledge interacts among concepts or theories being used in research. Data were considered as a source of description and explanation in the process of research. The application of descriptive qualitative research is due to the integration of translation theories and Systemic Functional Linguistics (SFL). The theory applied in this research was linguistic theories, particularly Theme and Rheme, (Halliday and Matthiessen 2007) , while the translation theory used in this research was concerned with translation shift, (Catford 1965). The source data for this research were tourism promotion texts issued by the local government on Madura's website, <https://www.eastjava.com/tourism/sumenep/>, taken in January 2026. The data in this research were clauses with a Theme-Rheme position in Indonesian and its English version. Data were analyzed using a comparative model of translation (Williams and Chesterman 2002). Clauses as a unit of analysis are found both in Indonesian as the Source Text (ST) and in English as the Target Text (TT). The data, then, were analyzed qualitatively with the following steps: collecting clauses in Indonesian and English versions, categorizing the clauses based on Theme, and identifying the Theme shifting in the clauses. The categorization of Theme is Unmarked Topical Theme (UTT), Marked Topical Theme (MTT), Interpersonal Theme (IT), and Textual Theme (TT).

Findings and Discussion

Based on the data analysis, there are some related findings in this study. The data indicate that there are 176 clauses of the theme system in tourism promotion in Madura. The theme is realized as Topical, Interpersonal, and Textual Theme. In the promotional tourism texts in Madura, the theme is dominated by Topical Theme, Interpersonal Theme, and Textual Theme, and vice versa in the Indonesian translated texts. The Theme is realized with similarities and differences in the source text and in Target Texts. The domination of the theme system is found in the tourism promotional texts. In terms of the theme in this study, realization is as follows:

No	Theme	Occurrence			
		ST	%	TT	%
1	Topical Theme				
	UnMarked Topical (UTT)	52	52,2	62	66,9
	Marked Topical (MTT)	21	21,2	18	19,4
2	Interpersonal Theme (IT)	13	13,3	13	14,0
3	Textual Theme (TT)	15	15,1	15	16,2
	Total	101	100	108	100

Based on the findings, the theme system between ST and TT is almost similar. Most of the realization of the theme in ST and in TT is Topical Theme, either Marked Topical Theme (MTT) or Unmarked Topical Theme (UTT). Unmarked Topical Theme (UTT) is the most common theme found in tourism promotion (52,2%), and its translation (66%). Besides, other themes found in the texts

are Interpersonal Theme (IT) (13,3%) and its translation (14%), and Textual Theme (TT) (15,1%) in Indonesian and its translation (16,2%), as also part of the thematic system in promotional tourism in Madura. Translating a theme may result in a change of information structure and themes shifting in the Source Text and in the Target Text. The changes influence the information determining the meaning in ST and TT. The theme system contributes to the difference in information flow between the source text in target text. In determining the system of ST and the TT, the information structure is crucial in translating the theme. The theme is associated with fronting information of clauses in ST and in the TT, so that accuracy and adequate translation are important. The issue of shift in translating theme ranges from structure to meaning.

Level Shifting of Theme into Rheme

The Theme system in ST affects the Theme system in TT because it contributes to the messages of the main information delivered to the Target Text in promotional texts. This creates a difference of thematic markedness between the ST and the TT. The shifting Theme Markedness in promotional texts is not merely about the theme itself; it also shifts from level Theme to Rheme, or level shift (Catford 1965). Accordingly, the markedness in the topical theme changes to the difference of the starting point of information and the focus of information in ST and in TT as follows,

(1a)

Tempat ini	cocok untuk beristirahat di sore hari, rekreasi keluarga, dan menikmati makanan khas daerah seperti Bakso, Nasi Goreng, Mie Goreng, Sate, dan Kaldu.
UTT	Rheme

(1b)

It	is a place for taking a rest in the evening, suitable for family recreation, and enjoy regional foods like Bakso, Fried Rice, Fried Noddle, Sate and Kaldu
UTT	Rheme

Based on the thematic system (1a), UTT is realized with the noun phrase **Tempat ini** in Indonesian as the Source Text (ST), but this is shifted into the pronoun **It** in Target Text (1b). The shift in part of speech between the two languages, from a noun phrase (**Tempat ini**) to a pronoun (**It**), and change the focus of information. UTT **Tempat ini** in Source Text informs the place as the focus of information of the tourism destination, but in the TT **Tempat ini** is not translated as Theme and is not to be the focus of information since it changes to be part of Rheme, **a place** (1b). The different thematic system in TT brings dissimilarity in the focus of information. This also changes the clause structure from *Subject (Tempat ini)* in ST (1a) and shifts into a *Complement (a place)* in TT (1b). The formula creates a dissimilar perception of the Indonesian version and its English version. The shifting of Theme – Rheme structure is as in the following case:

(1c)

Tempat ini	cocok	untuk beristirahat di sore hari.....
S	F/P	Adjunct
UTT	Rheme	

(1d)

It	is	a place	for taking a rest in the evening,
S	F	C	Adjunct
UTT	Rheme		

Based on the distribution of clause structure, **Tempat ini** (1c) in the clauses is the subject as well as the focus of information. However, the theme is not always associated with subject, the different structure of the theme changes the focus of information in TT. The selection of theme in ST as the focus of information is shifted into **It** (1d)). Meanwhile, **a place** (1d), as the literal translation of **Tempat ini** (1c), has a different structure and function in TT. The pronoun **It** (1d) indicates UTT changing the main information **Tempat ini** (1c), which is positioned as part of Rheme, **a place** in TT. The position of information is shifting textually, which result incategory shift (Catford 1965), from **Tempat ini** (*this place*) as Subject (1c) to Complement (**a place**) in the Target Language (1d). Therefore, the shift also influences the focus in ST and TT, which differs between Indonesian and English. This concerns the system of thematization that reveals the coherence system in the text, which supports the information structure and coherence system (Dejica-Cartis and Cozma, 2013). Accordingly, this creates different message systems of language in tourism promotion. This translation deals with shifting information flow (Matthiessen, 2014), in which there is a different “guidance” of main information between the Source Text in Target Text. Accordingly, in tourism promotion, the theme

should be carefully transferred to convince the readers about the starting information of the tourism destination that is being promoted.

Shifting Markedness and Textuality Theme

Translating themes is associated with textual transfer from one language into another, (Wang 2014). The starting point of information in tourism promotion may direct readers' focus to the destination being promoted. The markedness theme found underlines the different themes in Indonesian and English, representing the textuality of the translation results of promotional tourism text. The change of the theme shows how the shift of markedness of themes takes place. As the starting point of information, it tends to be as Subject, which should be adjusted in the Target Language. The level of textuality occurs when the similar theme system between Indonesian and English is translated well. The following is evidence showing the different structure of clauses between Indonesian and English, which results in a similarity and a distinction of the markedness of the theme system.

(2a).

Desa Lobuk	adalah desa yang memiliki dermaga mini atau pelabuhan
UTT	Rheme

(2b)

Lobuk village	is a village that contained of mini-dock or harbor.
UTT	Rheme

Theme in (2a) "**Desa Lobuk**" as UTT indicates the start of the information of the clause. However, the translation in (2b) does not change the Theme system in the Target Text when **Desa Lobuk** in Indonesian is translated to **Lobuk Village** in English. This phenomenon reflects the similarity of the Theme system in the Indonesian and English versions of tourism promotion. The equivalence of Theme structure in translation is due to the possibility of structure in TT, so that the Theme system is translated equally in TT. This matter demonstrates that Theme and Rheme in the Indonesian language have similarities in the English version. The two Themes also illustrate parallel function as the Subject of a clause. The way of translating the Theme indicates a systematically unmotivated translation since the Theme in Indonesian has a relevant system with the Theme in the English version (Matthiessen 2014). The translation influences the information in tourism promotion, persuading and informing about **Desa Lobuk** as a tourism destination. Therefore, translating the theme with adequate equivalence enables visitors to strengthen their understanding of the tourism promoted.

On the other hand, translating Theme also results in a different Markedness of the Theme system in TT. The variance of translated Theme in TT occurs because of the failure to recreate the Theme system in the TT. The following is an example of the difference in theme translation in ST and in TT.

(3a)

Namun, karena	dermaga di desa ini semakin terkenal dan ramai,	Banyak pengunjung	memilih jalur ini untuk menuju Gili Labak.
TT	MTT	UTT	Rheme

(3b)

However, since	the dock at this village getting famous and crowd,	there	are many visitors choose this route to reach Gili Labak
TT	MTT	UTT	Rheme

(3c)

However,	the port at this village getting famous and crowded,	many visitors	choose this route to reach Gili Labak
TT	MTT	UTT	Rheme

Based on examples, clauses (3a), (3b), and (3c) describe different translated Themes in the Indonesian and English versions. Theme system in (3a) shows multiple Themes, *Namun* (TT), *karena* (TT), *dermaga di desa ini semakin terkenal dan ramai* (MTT), *Banyak pengunjung* (UTT). Those Themes are translated into multiple themes as in (3b), *However, since* (TT), *the dock at this village getting famous and crowded* (MTT) and, *there* (MTT). The shifting of Theme (3b) reveals the different Theme system and influences Theme Structure. Meanwhile, the translation of **Banyak pengunjung** (UTT) in (3a) is changed into **many visitors** (3b)

as part of Rheme in TT. This translation is categorised as *instantially* Theme translation, (Matthiessen 2014), since the translation fails to deliver information flow in Target Text. It creates a different Theme structure due to the position of the theme in **Banyak pengunjung** as an UnMarked Topical Theme (UTT) as well as the object of the clause, which shifts into Rheme **many visitors (3b)**. This shifting occurred because there is a failure to recreate language tourism promotion in TT. The translation in (3b) does not represent the starting point of information that should be delivered to readers. The changed translation in (3b) indicates the difference in the system of information flow in ST and in TT. Consequently, these effects of theme and message shifting in tourism promotion in ST and TT. The different structure in (3b) **many visitors** as part of Rheme shows that the information in TT is not the main theme. This contributes to the distribution of information in clauses (3a) and (3b), indicating the changed the main information of tourism being promoted. However, there is no meaning shifting, the translation changes the theme structure orientation, which also impacts the information flow in the texts. Therefore, information in tourism promotion texts should consider the equivalence of the textual message in the translation. Therefore, clause (3c) offers a correction to the structure of theme without changing the focus of information.

Shifting of Fronted Theme

Theme concerns the starting point of information and aboutness. It is signed with the position of the main message of a clause. Matthiessen (2014) argued that translating Theme relays to the metafunctions, including the textual function. The theme as the pointer of information structure is potentially able to shift because of the different structure in TT. This results in altering of tourism information between Theme in ST and in TT. Here is the following theme with a different fronted theme,

(4a)	(4b)
ST	TT
Hal ini karena bagi pengunjung yang datang dari luar Sumenep,	This is because for the visitors who come from outside Sumenep will be closer to take this route compared to other routes.
jalur ini akan lebih dekat dibandingkan jalur lainnya.	
Theme -----Rheme	Theme-----Rheme
↓	
Theme-----Rheme	

The theme system (4a) is allowed in the Indonesian language as the Source Texts (ST) when two clauses have two Themes. Clause (4a) shows that there are two Unmarked Themes (UTT) in ST, **Hal ini** and **Jalur ini**. The realization of the Theme indicates that **Hal ini** and **Jalur ini** are subjects of the clause, having main information, and that will convince the readers about the destination. However, this purpose is not accomplished because the translation in TT shifts the Theme pattern. It is proved in TT in which the Theme is only indicated with one Theme, **This** (4b). It does not demonstrate the main information that encourages the readers about tourism promotion being promoted **Hal ini** and **Jalur ini** as in (4a). The pattern of information structure shifts from *zig zag pattern* into *reiteration* of the theme (Eggins 2007). However, there is no meaning shifting in translating, but there is a shifting of information structure as the fronted Theme in TT. This is in line with Cartis (2013) who categorized this information structure as *progression with constant theme*. This constitutes the writer's intention in the Source Text and in the Target Text. Therefore, the theme in the Source Text will be a different focus in the Target Texts in tourism promotion texts.

Translating Interpersonal Theme

Interpersonal theme in website tourism promotion is realized by the Mood system, finite and polarity. It refers to the message's intention in conveying information to readers, particularly the tourism destination being promoted. However, the translation of the Interpersonal Theme (IT) in tourism promotion is situated with a similar theme structure, either in ST or in TT. This is due to the system of language of tourism promotion is allowed in both languages. Accordingly, the translation does not change the Theme in Source Text (ST) in the form of a question word and in Target Text (TT). The two themes, either in ST or in TT is used in an equal way. The following are examples of translating interpersonal themes in tourism promotion.

(5a)	
Kapan	Adu banteng digelar
IT	Rheme
(5b)	
When	is the Bull Race held
IT	Rheme

Interpersonal Theme, which is realised in clause (5a) and its translation in (5b) are single Theme. The Theme is realized with a question word in the source text, **Kapan (5a)**, and its translation **when (5b)**. The position of themes (5a) and (5b) in the text is the question words. In the analysis, the important information in ST is realised with interpersonal Theme, **Kapan** as a question word in the Indonesian version (5a). It triggers readers to know more about the tourism promotion in the Texts. The structure in ST, as *kapan* and question TT as *when*, shows that the main information is equal in ST and in TT as Interpersonal Theme.

Moreover, the translation of the Interpersonal Theme is also realised with imperative clauses (Bloor and Bloor 2004). The use of MOOD as the interpersonal Theme indicates that the Theme is realized with the predicator as Theme (Baker, 1992a; Bloor and Bloor 2004). The following is an example of the imperative Mood indicating interpersonal meaning in ST and the translation in TT.

(5c)

Kunjungi	Makam Asta Yusuf yang diyakini sebagai makam suci.
IT	Rheme

(5d)

Visit	Asta Yusuf Grave that believed as sacred grave.
IT	Rheme

Based on example (5c), the clause indicates an imperative clause with the MOOD system of the main information **Kunjungi** as an interpersonal Theme (IT). The Theme system in the clauses is marked with the predicate *kunjungi*, which is translated as predicate **visit**. The translation indicates equal meaning and structure in interpersonal meaning. This also demonstrates that the translation of the interpersonal meaning in (5a), (4b), (5c), and (5d) has a relevant system in the TT. The pattern of imperative in Indonesian and in English is fronted with the verb as the predicate of the clause. The composition of the interpersonal Theme does not change either in function or in structure. This translation of interpersonal theme with imperative Mood construes the invitation as well as guidance in a promotional tourism destination. The predicate **Kunjungi** in Indonesian and the translation **visit** indicate that the interpersonal theme is translated adequately.

Translating Textual Theme

The textual theme is a theme to support ideational function, dealing with cohesiveness in tourism promotion. Most of the Textual Theme in the text is designated with conjunctions and appear as single and multiple Themes. The use of a textual theme is to realize the cohesiveness in ST and in TT. An adequate translating textual theme indicates that the information of tourism promotion is delivered cohesively to ease readers in understanding the structure of information and the message in both the Source Text and in Target Text.

(6a)

Namun,	ada beberapa cara terbaik untuk mencapainya	sesuai dengan selera dan rute Anda
TT	MTT	Rheme

(6b)

Yet,	there	are some best ways to reach, according to your like and routes
TT	UTT	Rheme

As in the data (6a) and (6b), Textual Theme in ST is realized with **Namun**, and its translation **Yet** in TT. The translation in ST and in TT indicates that the textual Theme is translated as the starting information. In Indonesian, the conjunction **Namun** is adversative, and it is translated into **yet** with the same function. The construction of the conjunction situates the textual Theme in Indonesian and in English. However, the fronted Theme as a textual theme is followed by topical Theme *ada beberapa cara terbaik untuk mencapainya* in Indonesian. The translation of the topical theme as part of multiple themes is shifted into *there*. The two multiple Theme in Source Language does not translated equally in the Target Language. The translation of "*ada beberapa cara terbaik untuk mencapainya*" (6a) into "*there*" (6b) contributes to the information flow indicated by Textual Theme. The fronted theme signaled with textual theme does not constantly convey the reader to the main information of tourism being promoted in the Text. Therefore, Thematic choice is always meaningful because it indicates the speaker's/writer's point of departure of intention.

Conclusion

To sum up this article, translating the theme should consider the source textual information in the Source Text that also influences the adequacy of the theme. The theme categorization proposed by Halliday guides the determination of the starting information. The shifting of Theme – Rheme affects the reader's perception of the tourism destination being promoted. The most dominant of Unmarked Topical Themes (UTT) in tourism promotion in Madura indicates that the starting of information is mostly about attractive places promoted to the readers in Madura. Besides, the shifting in translating the theme in the texts shows that the main message between two languages possibly takes place because the language system allows for it in ST and in TT.

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