

ABSTRACT

This study analyzed the translation quality of Indonesian tourism descriptive texts translated into English by Google Translate and DeepL. Machine translation tools have become increasingly popular because they provide fast, practical, and accessible translation services. However, their ability to produce accurate, acceptable, and readable translations remains an important issue, particularly in tourism descriptive texts that contain informative and persuasive language. This study employed a descriptive qualitative method. The data consisted of 17 Indonesian tourism descriptive sentences selected from the Wonderful Indonesia website. The selected sentences were translated into English using Google Translate and DeepL and were subsequently evaluated independently by two expert raters. The assessment was conducted using the Translation Quality Assessment model proposed by Nababan et al. (2012), which evaluates translation quality based on three aspects: accuracy, acceptability, and readability. The findings showed that both Google Translate and DeepL produced high-quality translations. Google Translate obtained a slightly higher overall mean score (2.94) than DeepL (2.91). Google Translate achieved higher scores in the aspects of accuracy and acceptability, while both machine translation tools obtained the same readability score. Although the difference between the two tools was relatively small, Google Translate demonstrated slightly better overall translation quality. The findings indicate that both Google Translate and DeepL can be considered reliable machine translation tools for translating Indonesian tourism descriptive texts. Nevertheless, human review remains necessary to ensure that the translated text accurately conveys the intended meaning and sounds natural to target readers.

Keywords: *deepl, google translate, machine translation, translation quality, tourism descriptive texts.*