TRANSLATION ANALYSIS OF RESTAURANT MENUS

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Abstrak: Penelitian ini adalah penelitian penerjemahan yang bersifat kualitatif dan deskriptif yang menggambarkan bagaimana menu makanan pada restauran diterjemahkan ke dalam Bahasa Inggris. Penelitian ini juga menjelaskan teknik penerjemahan yang diterapkan pada menu makanan restaurant serta pengaruhnya pada kualitas terjemahan yeng meliputi keakuratan, keberterimaan dan keterbacaan. Data penelitian ini adalah nama-nama makanan pada menu makanan di restaurant dan terjemahan Bahasa Inggris. Sumber data penelitian ini berupa dokumen. Teknik pengumpulan data melalui analisis dokumen. Dari analisis dokumen ditemukan bahwa teknik deskripsi meliputi 66 persen dari keseluruhan teknik yang diterapkan padanan lazim 23 persen, pure borrowing+padanan lazim 4,8 persen. Sementara itu Teknik peminjaman murni, peminjaman variasi dan eksplisitasi+padanan lazim mempunyai frequensi paling rendah yaitu sebesar 0,9 persen. Secara umum kulitas terjemahan daftar menu makanan restaurant ini sangat bagus dengan rata-rata kualitas sebesar 2,93, angka yang tinggi untuk rata-rata kualitas terjemahan.

Kata kunci: penerjemahan menu makanan, teknik penerjemahan, kualitas terjemahan.

Abstract: This qualitative and descriptive research investigates the translation techniques utilized for restaurant food menus into English and the subsequent impact on translation quality, including accuracy, acceptability, and readability. This qualitative and descriptive research investigates the translation techniques utilized for restaurant food menus into English and the subsequent impact on translation quality, including accuracy, acceptability, and readability. The research data comprises the menu item names and their corresponding English translations, gathered from documents. Precisely explaining technical term abbreviations has been prioritized in the research. The data collection technique involves document analysis. It was discovered through this analysis that the description technique constitutes 66% of the total techniques used, with common equivalence at 23% and pure borrowing + common equivalence at 4.8%. The least frequent techniques were pure borrowing, variation borrowing, and explicitness + conventional equivalence, all at 0.9%. In general, the quality of translation for the restaurant's food menu is very good, with an average rating of 2.93, which is above the average for translation quality.

Keywords: food menu translation, translation techniques, translation quality.

Introduction

Food is an important cultural element in human civilization. Food is an artifact that is not only a marker of a particular society and culture but also a record of a society's journey. Food

also records the history of the journey of a particular culture or society and its experiences of contact with other cultures.

Naming food is also part of a society's culture. The way a society names food is a distinctive feature that may not be found in other cultures. Problems arise when food names with a certain naming culture must be translated into other languages that have a much different naming system. A translator is required to bridge this difference and be able to transfer the message well into the target language.

This study aims to reveal 1) how food names in restaurant menus are translated into English 2) what techniques are used in translating food names in Indonesian restaurant menus into English, and 3) what is the quality of translation of food names in restaurant menus.

The research conducted by the researcher included descriptive qualitative research with data sources coming from food menus and their translations. The researcher used content analysis and focus group discussion.

Methodology

This research is a descriptive qualitative research with a single case. This research takes data sources from the translation of restaurant food lists. This research uses content analysis or document review. Total sampling technique was used to collect data. This technique is used because the data taken are all translations contained in the food menu list. The data were analyzed for translation techniques and translation quality, and in the discussion section, the relationship between translation techniques and quality was sought.

Findings and Discussion

There are four food menus obtained from four restaurants that become the data of this study. The four menus were taken from Indonesian restaurants in Indonesia and abroad. There are some notes that can be taken into consideration to assess the quality of the translation of the menus in relation to the translation techniques applied.

One of the considerations in the discussion of this translation is that the food menus do not only show the menu list in written form, but also involve food photos that show the composition and appearance of the food. This supporting visual data is important to determine the accuracy of the food menu translation because the message is not only conveyed verbally, but also visually. This multi modal message delivery will determine the technique applied in the translation.

Secondly, two of the menus are from Indonesian food restaurants located in Indonesia, while the other two are from Indonesian food menus from Indonesian food restaurants located abroad. This geographical setting also determines the translation technique applied by the translator. The reader's understanding of Indonesian culture, in this case specifically food/culinary, is taken into consideration by the translator about which information needs to be explicit and which information remains implicit.

In the discussion section, the relationship between visual message and target reader with translation technique and translation quality will be presented in detail.

I. Translation Technique

Translation techniques applied to restaurant menus have certain behaviors. There are translation techniques that are consistently applied to restaurants located in Indonesia and there are certain techniques that are consistently applied to restaurant menus located abroad.

Nine translation techniques are applied to this restaurant's food menu. There are six translation techniques applied singly; a total of six. Meanwhile, there are three techniques that are applied in multiple ways at once. This double translation technique is included in a separate category because both techniques are applied at the same time on the same data. From the most dominant translation technique to the translation technique with the lowest frequency is as follows: descriptive, conventional equivalent, PM+PL, pure borrowing, variant borrowing, explicit+PL, PL+adition, and literal. The following table shows the translation techniques and the number of occurrences in the translation of restaurant menus.

Table 4.1 Translation techniques

No	Teknik	Jumlah/Prosentase	
1	Deskriptif	68	66%
2.	Padanan Lazim	24	23,3%
3.	PM+PL	5	4,8%
4.	PM	1	0,9%
5.	Peminjaman Variasi	1	0,9%
6.	Eksplisitasi+PL	1	0,9%
7.	PL+Adisi	2	1,8%
8.	Literal	1	0,9%
	TOTAL	103	100%

From the table above, there are a total of 103 food name data taken from four food menus from four different restaurants. Out of 103 food names, nine translation techniques were found.

1.1 Descriptive Technique

Descriptive technique is a translation technique that uses description as a way to achieve equivalence. This technique is used when it is difficult to find terms that have equivalent meanings in the target language. In the case of food menu translation, this technique is most often used because of the cultural differences between the source language and the target language. Large cultural differences cause an idea to have no equivalent in the other language.

This technique is mostly applied to the translation of this food list. There are 68 data out of a total of 103 data or 66%. The following is an example of the translation of a food menu list using the description technique.

> ST   Nasi uduk komplet

> TT   *Indonesian style steamed rice, cooked in coconut milk. Serve with fried chicken spicy tofu/egg, potato cake, sambal and cucumber.*

Nasi uduk komplit is translated in English descriptively by describing it as Indonesian steamed rice, cooked in coconut milk, served with fried chicken, egg or spicy tofu, perkedel, sambal and cucumber.

This description is very helpful for target language readers who do not have access to knowledge about Indonesian food menu names. The description technique applied in the data above not only gives a detailed description in terms of the contents in the menu, but also describes the taste so that the target readers are very helpful about the taste that they might experience.

1.2 The Established Equivalence Technique

The common equivalence technique is the most widely applied technique in translation. This technique will determine the accuracy, readability and acceptability of the translation as a whole. The common equivalent technique is the one that translators usually try to achieve. However, in some cases, such as in the translation of menu lists, it is sometimes very difficult to achieve. This is because food names are very "culturally bound", a concept that is very much bound by culture.

In this translation of the menu list, the matching technique was commonly applied to food names that were already descriptive rather than type names. This technique covers 23.3% of the total 103 data, which is a total of 24. The following are examples of food names translated with the common equivalent technique.

> ST   Sup buntut

> TT   *Oxtail soup.*

In the example above, the established equivalence technique is commonly applied to food names that are descriptive so that an English equivalent can be found. Soup is a food name that was adopted from English and has become a very acceptable form in bahasa Indonesia. Oxtail is also a part of an animal that can be understood in any language and culture. This form of naming food allows translators to find equivalents in other languages and produce translations with a high level of accuracy and acceptability.

1.3 pure borrowing+established equivalence

This technique is a combination of two techniques. The pure borrowing+established equivalence technique in the translation of the food menu list is applied to food names that are a combination of type names and universal names.

In this study, 5 data were found that applied this technique. The following are examples of data that apply this technique.

ST   Nasi Padang

TT   *Padang rice*

The food name above is made up of two words, with the first name being a concept that is universal, existing in many cultures. Meanwhile, the second name contains a type name, a geographical name which means that it does not exist and is not recognized in other cultures. This arrangement of names makes it necessary to apply two techniques at once, in order to achieve good translation quality. The first name, with the above-mentioned behavior, allows the use of established equivalence, while the second name, a type name, demands a pure borrowing translation technique.

1.4 Established Equivalence+Adition Technique

This combination technique appears twice in the translation of this food list. This technique is applied to food names as in the explanation of the previous technique, consisting of two names with the composition of common names and type names.

There are two data that use this technique. The following is an example of food name data by applying this technique.

ST   Bakmi gila

TT   *Crazy noodle – Joy cafes's special spicy noodle with warm soup*

The name was originally translated using the established equivalence technique. The name describes the food, a noodle with an unusual composition and flavor that is described as crazy. However, to clarify the description of the food, an addition was made in the form of a description of the food.

1.5 Pure Borrowing Technique

The pure borrowing technique is applied to food names that should be type names, in this study, this technique is applied to food names that describe how to process food, stir-fry, which actually has a common equivalent in English, plus type names.

This technique was only found once out of a total of 103 data found. The following is an example of food name translation using pure borrowing technique.

ST   Tumis Tilapia

TT   *Tilapia tumis*

The use of pure borrowing above makes the translation have high accuracy but low acceptability and readability. Actually, the translator can add other techniques such as additions to improve accuracy and acceptability.

1.6 Borrowing + Variation Technique

Borrowing + Variation is a borrowing technique that is not a word or phrase from the source language. It could be from a language other than the source language of the translation. In the case of this research, the word borrowed comes from Chinese which is not the source language of the translation.

There is only one data in the translation of the food menu list in this research. Here is an example.

ST   Siomay goreng

TT   *Dim sum*

The translation of this Chinese food name is used probably because the term is already quite recognizable in the target language. In this case, sioamy is indeed included in the dim sum category in Chinese culinary culture.

1.7 Explanation+Established Equivalence Technique

Explanation+Established Equivalence technique is used to clarify the name of the food for the consumption of target readers who are not familiar with Indonesian cuisine. The addition of this information further clarifies the description of the dishes provided by the restaurant even though there are also pictures that provide visual images.

There is only one data that uses this technique in the translation of this food menu list.

ST   Nasi goreng

TT   *Shrimp fried rice*

The addition of the word shrimp in the translation, which is actually already present in the fried rice, is a form of explicitness that is not conveyed explicitly in the source language.

1.8 Literal technique

Literal technique is one of the signs of the translator's failure to convey the message of the source language into the target language. This technique produces translations with low levels of accuracy, acceptability and readability.

There is only one data that uses this translation technique. The following is the translation data that applies literal technique.

ST   Ayam masak special

TT   Chicken special cooked

b. Translation Quality

There are three aspects of translation quality that will be discussed in this section; accuracy, acceptability and readability. In general, the translation quality of the restaurant's food menu

is very good with an average quality of 2.93, which is high for the average translation quality. The following will explain each aspect of quality complete with one example each.

2.1 Accuracy Level

Overall, the accuracy rate of this restaurant food menu translation is 2.93. This total accuracy figure is the result of the entire translation data of this research. The following will present each level of accuracy and its examples.

2.1.1 Accurate Translation

Accurate translation occurs when all the messages of the food names in the source language text are well conveyed to the target language.

ST   Bakmi ayam

TT   *Chicken steamed noodle*

In the example above, the message of the name of the chicken noodle food is conveyed in the form of a description in the target language. This description makes all explicit and implicit messages well conveyed.

2.1.2 Less Accurate Translation

The translation below is said to be less accurate because there is an additional message in the target language.

ST   Nasi goreng

TT   *Indonesian fried rice with chicken or meatball or **hotdog**, egg and vegetable*

The addition of the word hotdog makes the translation less accurate. Hot dog is a completely different food that cannot be part of the fried rice filling.

2.1.3 Inaccurate Translation

A translation is said to be inaccurate if the message of the source language is not conveyed at all into the target language.

ST   Ayam masak special

TT   *Chicken special cooked*

In the example above, the special cooked chicken menu is translated in a haphazard way, resulting in a completely different translation.

2.2 Acceptability Level

The level of acceptability is measured by how high the translation is in accordance with the target language rules, both grammatical rules and cultural rules. In general, the acceptability of the translation of the restaurant food menu list is high 2.94. A very high number for translation acceptability. Examples of each category are given below.

2.2.1 Acceptable Translation

A translation is acceptable if it conforms to the rules of the target language. In the following example, the translation of the food name feels natural and does not look like a translation.

ST   Pempek Palembang

TT   *Traditional Indonesian fish cake*

The translation uses descriptions from the menu and is adapted to reasonable descriptions in the target language so that it has high acceptability.

2.2.2 Less Acceptable Translation

The translation below is less acceptable because the arrangement is grammatically unnatural in the target language.

ST   Sate ayam

TT   *Satay chicken*

The translation above will be more acceptable if it is arranged into chicken satay so that it complies with the rules of phraseology in English.

2.2.3 Unacceptable Translation

The following translations are unacceptable not only because of the use of source language terms that are taken for granted, but also because of the improper grammatical arrangement of the phrase in English

ST   Tumis tilapia

TT   *Tilapia tumis*

Actually, the above phrase can be changed into a more acceptable translation by describing because basically text accompanied by visual images will be better explained by description.

2.3 Readability Rate

In general, the readability of the translation of the restaurant food menu list is also high, 2.94. Readability is related to whether a translation is easily understood by the target readers.

2.3.1 Readable Translation

The translation below is easy to understand or has high readability because it is grammatically uncomplicated and there are no unfamiliar terms for the target readers.

ST   Nasi pecel

TT   *Steamed vegetable, fried chicken, soy bean and crackers served with steamed rice and peanut*

2.3.2 Less Readable translation

The use of some foreign terms that are not recognized by the target reader makes the translation below have a medium level of readability.

ST   Ayam kong nam/nan king

TT   *Chicken kong nam/nan king style*

2.3.2 Not Readable Translation

The use of foreign terms throughout makes a translation incomprehensible to the target reader. In the example below, stir-fry tilapia is simply borrowed by the translator into the target language.

ST   Tumis Tilapia

TT   *Tilapia Tumis*

Actually, the use of description can make the translation more understandable to the reader. It seems that this is not done by the translator for some reason. Perhaps the translator is not experienced enough.

B. Discussion

Translating menu seems simple at first glance, but it becomes much more complicated when we realize that food is a product of a certain culture complete with intrinsic and extrinsic elements that accompany it. Food as a cultural product is influenced by the geographical factors surrounding the culture. The composition of the food, its seasoning and complementary ingredients are greatly influenced by the geographical situation so that the

shape of the food, how to cook and how to serve it can be very diverse from one place to another.

The way food is named also varies from culture to culture. Some food names in Indonesian use type names that have no direct intrinsic meaning in them, for example food names such as 'gudeg', 'wingko', 'soto', 'rawon'. This type of naming is rather difficult to find a word equivalent in other languages. Meanwhile, there are ways of naming food by describing it, for example 'fried rice', 'stir-fried bitter melon', etc., which can be found equivalents because these names are in the form of descriptions.

In the first type of names in this study, the description technique is the most feasible technique and produces translations with a high level of accuracy, acceptability and readability. The first type of food naming in some cultures is dominant. Indonesian falls into this category. Meanwhile in English, the second type of naming is more dominant.

A multi-modal food list where not only the name of the food is listed but also a picture with an attractive appearance is actually very helpful for readers to understand the translated version of the food list. This form of multi modality is accompanied by description techniques that describe in more detail. The description technique in this study actually gave a high level of accuracy, acceptability and readability successively; 2.92, 2.97, 2.95.

Meanwhile, in the second type of food naming, namely description type naming, the common equivalent technique is enough to help readers understand the message of the food menu list. The use of pictures as a visual medium that helps readers understand the names of the food further increases the readability level of the translation. The common equivalence technique applied to this translation contributes to the high level of accuracy, acceptability and readability with scores of: 3,0, 3,0, 3,0.

In detail, the relationship between the applied translation techniques, their frequency of occurrence as well as the accuracy of acceptability and readability are listed in the following table:

Table 4.2. Table of Relationship between Translation Technique, Frequency, Accuracy, Acceptability and Readability

No	Technique	number		accuracy	accept	readbl
1	Deskription	68	66%	2,92	2,97	2,95
2.	Established equivalence	24	23,3%	3.0	3,0	3,0
3.	Pure borrowing+ Established equivalence	5	4,8%	3,0	2,6	2,6
4.	Pure borrowing	1	0,9%	3,0	1.0	1,0
5.	Variant	1	0,9%	3,0	3,0	3,0
6.	Explicitation+ Established equivalence	1	0,9%	3,0	3,0	3,0

7.	Established equivalence +Adition	2	1,8%	3,0	3,0	3,0
8.	Literal	1	0,9%	1,0	1,0	2,0
	Total	103	100%	2,93	2,94	2,93

From the table above, we can conclude that the description technique has the highest frequency with a percentage of 66%. This shows that this technique is the most preferred by translators considering that some food names are difficult to use conventional translation techniques since they are in the form of type names. The description technique also shows a high level of accuracy, acceptability and readability.

The established equivalence technique ranks second in terms of frequency of occurrence. However, Established equivalence ranks first in terms of translation quality.

This technique has the highest level of accuracy, acceptability and readability. The conventional equivalence technique also produces high translation quality when combined with other translation techniques. It also produces high translation quality when it is combined with other translation techniques, such as when it is combined with the explicitation technique or when it is combined with the addition technique.

The pure borrowing technique has a high level of accuracy, however, it has a low level of acceptability and readability. When this technique is combined with the Established equivalence technique, the combined technique has a high level of accuracy and a higher level of acceptability and readability.

Meanwhile, the literal technique is the one that produces the lowest quality of translation. The literal technique is usually applied because the translator fails to understand the message of the source language text or the translator fails to find the right equivalent in the source language.

C. Conclussion

Translating menus may initially appear straightforward, but it becomes significantly more complex when we consider that food is a product of a specific culture, complete with its unique intrinsic and extrinsic elements. Geographical factors surrounding a culture influence their food as a cultural product.

In this study, the description technique is the most feasible type of naming and produces highly accurate, acceptable, and readable translations. The dominant food naming in some cultures is of the first type, such as in Indonesia. Meanwhile, the second type of naming dominates in English.

A multi-modal food list, including both the food name and an appealing picture, greatly enhances readers' comprehension of translated versions. Such multi-modality is accompanied by descriptive techniques for additional detailing. The study's description technique achieved high levels of accuracy, acceptability, and readability, scoring 2.92, 2.97, and 2.95, respectively.

For the second type of food naming, which is description naming, a generally equivalent technique is sufficient to convey the food menu list's message to readers. The inclusion of pictures as a visual aid further enhances the menu's readability and helps readers understand the food names. The use of the general equivalence technique in this translation results in a high level of accuracy, acceptability, and readability, with scores of 3.0, 3.0, and 3.0.

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