CHAPTER I
INTRODUCTION

A. Research Background

Menu list is one of the important media in restaurant. Costumers of restaurants always need menu list to order foods and drinks. In menu list, there must be information about foods and drinks promoted in restaurants.

Some restaurants write the menu list by providing bilingual version, so that it will be much easier for foreigner to order their menus. Focusing on menu list, there must be some cultural terms elaborated in menu list. A restaurant should translate the menu list correctly since each country might have different perspective and different interpretation. Finding the equivalence terms to transfer the messages in English is a must.

Jogjakarta, as International tourist object, is visited by many international tourists. Most of them cannot speak Indonesian so that the government provides translation inside the facilities. One of private companies which provides translation inside the facilities is Milas Restaurant. Milas, an international restaurant which has traditional concept in serving its menu, is always visited by touristsevery day. Almost ninety percent of visitors of Milas Restaurant are foreigners. This restaurant serves veggie foods and drinks. Most of them are Indonesian traditional menu. Their menu list is written in bilingual language.

Since most of them are Indonesian traditional menu so there are many Indonesian cultural terms related to the cuisine. If those terms are translated into
English, they may create some problems for both translator and readers. Below are the examples of cultural term found in the bilingual menu list.

Example 1:

ST : Daun sirih kunyit madu

TT : Betel leaf, turmeric, honey

In the source text above, there is menu Daun sirih kunyit madu. It is one of Javanese traditional beverages served in Milas restaurant. Its colour is brown, similar to the color of tea. It also has typical aroma. It is served by giving honey and betel leaf inside it. In this menu, there are cultural terms found in the name of beverage above, they are daun sirih and kunyit. Betel leaf and turmeric are categorised as cultural term in term of ecology. It is related to the Newmark’s explanation about ecology. Newmark (1987:95) states that ecology consists of flora, fauna, plains and hills.

Hornby (1989:102) defines betel as a tropical asian plant whose leaf is chewed with betel nut, while turmeric is plant of ginger family which its root used to colour and flavoured the food. They have different functions. Betel leaf contains of betlephenol, starch, diastase, sugar and tanning substances and kaviko, which is used as antioxidant and fungicide. It nourishes body odors caused by bacteria and fungi. Betel leaves also endures bleeding, heal wounds on the skin, and digestive tract disorders. Moreover, it also removes phlegm, saliva shed, haemostatic, and stop the bleeding. In some countries, it is cooked as food and made as juice.
Meanwhile, Turmeric is not only used for coloring food but also herbal medicine. It is used as anticeptic, antibacterial and antioxidant. It can also be a medicine to against cardiovascular disease and cancer (http://www.wikipedia.com/turmeric/). Turmeric is cultivated in some countries in Asia and Central America (http://www.livingnaturally.com/ns/DisplayMonograph.asp?storeID=A0DD6E45F03A4BD78C10790DCF9FC1A7&DocID=bottomline-turmeric). Based on its several functions above, betel leaf, turmeric, and honey are only appropriate to be served in vegetarian restaurant.

The menu *Daun sirih kunyit madu* is translated into betel leaf, turmeric, honey in English. This translation means that the beverage above is made from betel leaf, turmeric and honey.

Due to the explanations above, the readers may be able to imagine the color of the drink but it is probably confusing for readers to understand what kind of drink it is because in some foreign countries betel leaf and turmeric are not used as raw materials of drink. As the result, the message of *daun sirih kunyit madu* may not be acceptable in English, but probably, it is translated accurately.

There is another example of menu translation found in the bilingual menu list.

Example 2:

ST: *Tempe goreng*.

TT: Fried *tempe*. 
In the source text above, there is a menu *tempe goreng*. It is translated into fried *tempe* in English. *Tempe* is a cultural term. It is a food made by controlled fermentation of cooked soybeans with a *Rhizopus* molds. This fermentation binds the soybeans into a compact white cake. Tempeh has been a favorite food and staple source of protein in Indonesia for several hundred years. In Indonesia, it is eaten as side dishes (http://www.tempeh.info/).

In translating *tempe*, the translator uses transference technique. It can be seen that the translator borrows the word *tempe* from source text into target text. In *Kamus Besar Bahasa Indonesia Pusat Bahasa* (2012:1433), the word *tempe* can be defined as follow:

*n. makanan untuk lauk nasi, dibuat dari kedelai dsb yang diberi ragi.*

*Tempe* has equivalent word in English. It is fermented soybean cake. In Indonesia, *tempeh* is fried, baked, boiled, and even made into crackers. In many countries, *tempeh* is cooked into many kinds of their traditional-food, for example sandwich *tempeh*, barbeque *tempeh*, chicken fried *tempeh*, etc. Mostly, the first step to cook them is frying the *tempeh*. Thus, everyone is probably familiar about fried *tempeh*.

The translation technique which is used to translate *tempe goreng* influences the quality of the translation text. The translation of fried *tempe* in the data above may be less accurate because the word *tempe* is translated less correctly. The translator should translate it into *tempeh*.

The translation above is also probably less acceptable because fried *tempe* is not commonly used in English. *Tempe* in western country is popularly
known as Tempeh (http://tulisan-cantik.blogspot.com/2013/07/penyebaran-tempe-di-luar-negeri.html). The word *tempe* is influenced by Indonesian. To make the translation more acceptable, the translator should explain what *tempe* is.

Based on the phenomenon above, the researcher is interested in analyzing the translation of the menu. In this case, the researcher analyzes the techniques applied by the translator to translate the menu and their impacts toward the accuracy and acceptability of the translation. Thus, knowing the fact that there are some techniques used to translate the menu, the researcher is interested to conduct a research entitled *An Analysis of Translation Techniques and Quality of Indonesian Traditional Food and Beverages in Bilingual Menu List.*

**B. Research Limitation**

This research focuses on analysing the translation techniques of Indonesian foods and beverages names in bilingual menu list in Milas Restaurant Jogjakarta and their influence to the translation quality, in terms of accuracy and acceptability.

**C. Research Problems**

The problems of this research are proposed as follow:

1. What are translation techniques applied by the translator to translate Indonesian foods and beverages found in the bilingual menu list?
2. How do the translation techniques influence the translation quality in the bilingual menu list?
D. Research Objectives

There are two objectives of this research, they are:

1. To describe the translation techniques applied by the translator to translate foods and beverages found in the bilingual menu list.
2. To find out the influences of translation techniques to translation quality in bilingual menu list.

E. Research Benefits

It is expected that this research will be beneficial for:

1. The English Department Students and other researchers

   This research is hopefully useful for English Department students and other researchers to develop their knowledge in translating menu list.

2. The restaurant officers

   Hopefully, this research can be used as a reference to improve the quality of translation of foods and beverages names in menu list. It is needed since menu list provides information for visitors about the foods and beverages offered in Milas Restaurant. It is also a medium to promote the restaurant’s product.
F. Research Organization

This thesis is organized into five chapters, as follows:

CHAPTER I : INTRODUCTION.

In this chapter, researcher introduces Research Background, Research Limitation, Research Problems, Research Objectives, Research Benefits and Research Organization.

CHAPTER II : LITERATURE REVIEW.

It covers some theories which are related to the research. It consists of Translation and Culture, Translation of Menu, Problems in Translation, Translation Techniques and Quality Assessment of Translation.

CHAPTER III : RESEARCH METHODOLOGY.

It consists of Research Method, Data and Source of Data, Sampling Technique, Method of Data Collection, Technique of Data Analysis, and Research Procedure.

CHAPTER IV : DATA ANALYSIS AND DISCUSSION.

It will be the main part of this research that discusses about Translation Techniques, Translation Quality Assessments, and the Discussion of the research by analysing and classifying the data.

CHAPTER V : CONCLUSION.

In this chapter, the researcher concludes the result of the data analysis and provides some recommendations of the research.

BIBLIOGRAPHY

APPENDICES