CHAPTER II
LITERATURE REVIEW

1. Definition of Translation

Since the study discusses the translation analysis, the definition of translation should be known. Here are some definitions of translation from experts. According to Newmark (1988:7) “Translation is a craft consisting in the attempt to replace a written message statement in one language by the same message or statement in another language” Newmark emphasizes that translation is a process of rendering written message, from source language to target language without adding or reducing the message. The following is a diagram about how to translate a text by Newmark (1988:4):

![Diagram of translation process]

**Figure 2.1**

In translating a text, there are 4 important elements, they are writers, norms, culture and setting and tradition. Translator should keep the originality of each element from the source language. The only change on the translation process is
the form. The form of the source language is changed by the form of the target language. The form of language refers to words, phrases, clauses, sentences, paragraphs, etc. Furthermore, translator should consider the appropriate form in the target language such as lexicon and grammatical structure.

The researcher concluded that the translation only replace the language. It means that translation does not replace the contents of the source language, such as the norms, the culture, the setting and tradition.

According to Catford (1974:20), “Translation is the replacement of textual material in one language (SL) by equivalent textual material in another language (TL)”. In his definition, Catford states that the replacement of textual material from source language into target language has to be equivalent. Nida and Taber (in Suryawinata and Hariyanto 2003:12) give another definition by stating that “Translation consists of reproducing receptor language the natural equivalent of the source language message, first in terms of meaning and second in terms of style”. It means that there are two important points on translation process. First, a translator should bring an appropriate message to the target language. Second, a translator has to translate the appropriate style in the target language.

Based on the definitions stated by some experts above, there are some similarities about the definition of translation. It can be concluded that translation is a process conveying message from source language to target language. A translator also has to consider the context and the culture in the target text, so that the message can be accepted by the readers well.
2. Translation and Culture

A lot of translation experts deal with the definition of culture and its relation to translation, one of them is Newmark. He states that “culture is the way of life and its manifestations that are peculiar to a community that uses a particular language as its means of expression” (1988:94). It means that each language has its own cultural characteristic. People use language to express their characteristic.

Meanwhile, Larson defines culture as “a complex of beliefs, attitudes, values, and rules which a group of people share” (1984: 431). It means that culture is full of complexity. Automatically, this complexity also occurs in translation activity. Thus, a translator needs to know both source and target language culture. Larson asserts that:

The receptor audience will decode the translation in terms of his own culture and experience, not in terms of the culture and experience of the author and audience of the original document. The translator then must help the receptor audience understand the content and intent of the source document by translating both cultures in mind (1984: 436).

Based on the Larson’s statement above, the target readers use their understanding based on their own culture to convert the meaning when they meet a new culture in a text since the target readers only ‘consume’ what they read. To help the target reader understanding the new culture, a translator needs to know both source and target language culture. A translator has to find the most equivalent item on translating cultural term. Similar to Larson, Jones states that “Literary translators are often seen as communicators between cultures” (Jones, 2009:156). Translation and culture are closely related. Translating the source culture is a must for a
translator. How to bring a message to target language and to get same response for
the target readers is a big goal for translator.

3. The Menu

Menu is a list of dishes available in a restaurant (Oxford Dictionary). The
function of menu is to inform the customers what dishes which are available in a
restaurant.

Manal Al-Khouli (2002:15) defines menu as “a group of food dishes and
types that have a certain order following the norms of cooking and they are served
in a significant design”. Menu contains various foods in a restaurant. By reading
the menu, customers will not find any difficulty about what to order. That is why
a menu should be written in a simple and clear sentence.

3.1 Role of Menu

Menu has an important role in a restaurant as stated by McVety and
J.Ware, “the menu is the backbone of a food service operation” (1990:vi). Based
on the statement, a menu can represent the identity of a restaurant. By reading the
menu, everything in a restaurant can be identified by costumers, such as the theme
and the concept of the restaurant.

Dittmer and Keefe state that “the language used to describe menu items
may make a good impression and induce customer orders. The description of
foods may make the customer hungry and may help to increase the number of
sales” (2009:24). From their statement, it can be concluded that language can
also influence the costumers. A good menu can help the customer to easily
imagine the food and influence the customer to order it. Davis states that menu is
“complete design that includes color, shape, and size. All these elements, in our view, should be taken into consideration to produce a satisfactory menu which should be attractive, interesting, clean, accurate and simple” (2008:267). Davis indicates that a menu should be accurate, simple, and easy to read. Those indicators are used in the all type of menus, including bilingual menu. In this type of menu, the translator plays a very important role in translating the menu to make it accurate, simple, and easy to read. A menu should be simple and easy to understand because a menu which is written in complicated sentence will only bring a problem to the customer. The customer will find it difficult to imagine the food.

3.2 Text Type of Menu

There are many text types and the classification of a text based on the function and purpose. Menu is categorized as a text, because it has function to informing and persuading the reader. Jurate states that “Menu is made for a specific purpose and a specific audience. It is an informative text that tells the customers what they need to know about the dishes available” (2006:257-271). The text type of menu is an informative text, because the function of menu is to inform the customer about the availability of foods on a restaurant.

Another statement about text type of menu is from Hatim and Mason. They state that menu is “a text with double function leads to the conclusion that it is a hybrid text that has more than one function” (1990:146-147). They also said that the use of menu is not only as “informative text”, but also as “advertising
text”. Advertising text means that menu functions as advertising media to promote the product and to inform what the specialty dish in the restaurant.

Based on the statements above, it can be concluded that menu is categorized as an informative text. As informative text, a menu should provide clear information to the readers. A successful menu will direct the reader efficiently and effectively receiving the information.

4. Menu and Translation

There are two sub parts in explaining menu and translation. The first part is food as cultural term and secondly is the problems on translating menu.

4.1 Food as Cultural Term

As stated in the previous sections, a menu contains of list of foods. Some translation experts have categorized food into cultural term which is difficult to translate. Newmark (1998) names the cultural term as cultural-specific items (CSI). Newmark also put his classification of cultural-specific items into 5 categories, they are:

1. Ecology (flora, fauna, winds, etc.)
2. Material culture (artifacts, food, clothes, houses and towns, transportation)
3. Social culture (work and leisure)
4. Organizations, customs, ideas (political, social, legal, religion or artistic)
5. Gestures and habits.

Based on Newmark’s classification, food is categorized as material culture.

Meanwhile, Espindola and Vasconcellos (2006) call the cultural term as culture-bound terms. They classify the cultural term into 12 categories:
1. Toponyms               7. Local Institution 
2. Anthroponyms           8. Measuring             
3. Forms of entertainment 9. Food and Drink system 
4. Means of transportation 10. Scholastic reference   

From the list of cultural term of Espindola and Vasconcellos version above, one of them is food. It also prove that food is special terms which require more attention to translate. Another expert stating about food as cultural specific item is Gambier:

Culture-specific references connoting different aspects of everyday life such as education, politics, history, art, institutions, legal systems, units of measurement, place names, foods and drinks, sports and national pastimes, as experienced in different countries and nations of the world (2004:159)

4.2 Problem in Translating Menu

Problem in translation are common things appear in the translation process including translating menu and food. According to Liao “the problem of translating the menu are the odd names of dishes which a normal translator cannot handle “(2008:1-3). The odd names of foods from source language are difficult to translate because the target reader has different culture. Sometimes, when a name of food is literally translated, the result will be odd or unfamiliar for the readers. Liao also states “normal translator cannot handle”, it means that translating food is
difficult for the translator who has minimum experience. Another expert who states about problem in translating food is Kaserboom:

Every term for food or food preparation is usually connected to a specific national or regional cuisine. Some of these terms will have a different place or meaning in other cultures. Their function and connotation can differ in the TL. Therefore, they are cultural specific items” (2010:33)

Kaserboom explains that food categorized in cultural specific items because food is a product of culture and each country has its own characteristic of food. Mostly people have different opinion about a new food. The translator’s aim is to direct their opinions into one opinion, that is the source language message. She also states that the difficulty is not only in translating food’s name, but also in translating the preparation or the explanation of food. For example is the explanation on how to cook and serve the food. Similar to Kaserboom, Baker states that “a source language word may express a concept which is unknown in the target culture. It can be abstract or concrete, may be a religious belief, a social custom or even a type of food” (1991:21).

On the process of translating a text, translators often meet an expression or terms which do not exist in target language. Food name is one of the problems which difficult to find the equivalent term. Trivani states that “flavor behind food or its significance is also untranslatable to an audience who has never heard of it” (2002:3). It means that sometimes a menu does not only explain about food in a restaurant to consumer, but also explains about the characteristic of food, such as the taste and the ingredients. How to describe the taste in target language is also difficult to translate, because the readers may have different opinion on imagining the taste. Newmark states another statement about translation problem of food:
Food is for many the most sensitive and important expression of national culture; food terms are subject to the widest variety of translation procedures. Various settings: menus - straight, multilingual, glossed; cookbooks, food guides; tourist brochures; journalism increasingly contain foreign food terms. (1995:97)

Translating food is the most sensitive term because it contains cultural identity of a country. If a translator fails to bring the message, the target reader will get misperception about food, the restaurant, and origin country of food itself.

Loyns states that “Not only that some things are more highly codable in some language than they are in others, but that there are certain things that cannot be said at all in particular languages, simply because the vocabulary with which to say do not exist” (1981:310). Based on Loyns’s statement, it can be concluded that a new term that does not exist in target language becomes a challenge for translator. They have to find similar term in target language or use proper strategies without changing the message. Again, the new term is the biggest problem for translator.

The untranslatability of menu translation makes customers experiencing some difficulties to understand the meaning. A menu does not only affect the customer’s understanding, but also the reputation of the restaurant, as Gisslen states that “the misleading translation of menus can give a negative idea about the restaurant” (2010:101).

Leppihalme (1997) states that “The problem with translating CSI in literary texts are related to the lexical and cognitive gaps between the SL and the TL” (p19). He also asserts that the translator is a “cultural mediator” and “decision-maker” who is “competent” and “responsible”. A person who only understands
source and target language cannot be called as a translator. A translator should be competent in understanding the language and the culture of source and target language.

Translation of menu is important for the customers and the restaurant itself. A good translation of menu can improve the reputation of the restaurant and help to avoid cultural misunderstanding with the customers.

5. Indonesian Old Spelling System

There are many transformations before EYD (Ejaan yang Disempurnakan) or Enhanced Indonesian Spelling System Inaugurated as official spelling of Indonesia; Van Ophuysen Spelling, Soewandi Spelling and EYD.

a. Van Ophuysen Spelling System

This spelling system was arranged by Ch.A.Van Ophuysen, Engku Nawawi and Moehammad Taib Soetan Ibrahim in 1901. This spelling system was used to manage spelling system because there was no standardization of spelling at the era.

b. Soewandi Spelling System

Soewandi spelling was arranged by Mr. Soewandi and inaugurated on 19 March 1947. The functions of this spelling system were to enhanced and simplify Van Ophuysen spelling system.

c. Ejaan Yang Disempurnakan (EYD)

EYD or Enhanced Indonesian Spelling System is the latest Indonesian spelling system which has released in 1972 to replace the Soewandi Spelling System. The aim was greater harmonization of the
Indonesian and Malaysian alphabet. There are several changes on the vocal and consonant from Soewandi Spelling System to EYD, they are:

- Spelling of DJ means J. For example is Djakarta become Jakarta.
- Spelling of J means Y. For example is Jogjakarta become Yogyakarta.
- Spelling of TJ means C. For example is tjinta become cinta.
- Spelling of OE means U. For example is goeroe become guru.
- Spelling of NJ means NY. For example is njamoek become nyamuk.
- Spelling of SJ means SY. For example is sjarat become syarat.
- Spelling of CH means KH. For example is chalayak become khalayak

On the translation of Omah Sinten Restaurant menu, the source text is based on the Soewandi Spelling System. The used of old spelling system because the theme and concept of the restaurant is heritage or old school and reminis the customers to the kingdom era. Moreover, it is also used as advertising strategy. The use of Soewandi spelling system is targeted for the domestic customer only.

6. Translation Strategies

In translating process, translator usually faces some difficulties dealing with linguistic and cultural differences. Nababan states that “Jika seandainya semua bahasa di dunia mempunyai sistem yang sama, menerjemahkan bukan lagi menjadi tugas sulit yang harus dilakukan” (2003:55). The statement means that every language has different system, and if all languages posses the same system,
then translation becomes a simple activity. Every language has different characteristic system. A translator should know the characteristic of source and target language. Besides, the translator should know how to render the system without reducing the message. Translation strategies are required to help the translator in rendering message from source language to target language.

Some experts have different term to call “translation strategy”; Vinay and Dalbernet (2000) and Baker (1992) name it as ‘translation strategy”, Hoed (2006) names it as “translation technique”, and Newmark (1988) names it as “translation procedure”. However, their functions are the same, that is to help the translator when facing the difficulties in translation activity.

6.1 Source-culture-oriented and Target-culture-oriented Strategies

Translating menu requires special strategies because most of the data contain of cultural term. One of the difficulties in translating menu is to determine the strategies used to translate it. It also occurs in the research of analyzing translation product. The researcher should conduct experiment to determine suitable strategies to analyze translation product, in this case is cultural term.

Several experts propose the proper strategies in translating cultural term. One of them is Venuti (1995), who offers “Domestication and Foreignization” to handle translating cultural term. Another expert also states similar strategies with Venuti; translation of texts from one culture into another requires a choice between two translation procedures, namely domestication and foreignization. Several experts such as Cicero and St Jerome, Newmark and Nida also offer same strategies, but the differences are on the name they express the strategies; Cicero
and St Jerome propose “word-for-word translation and sense-for-sense” translation strategies, Newmark proposes “Semantic and Communicative” translation strategies, Nida proposes “Formal and Dynamic” translation strategies and so on. All of them have same function in translating cultural term; those strategies are about the feeling of the target reader in receiving new culture. The translator can translate culture by using source culture oriented or target culture oriented culture strategies.

According to Venuti, domestication is “an ethnocentric reduction of the foreign text to target-language cultural values, bring the author back home” (1995:83). This strategy is used to make the translation more familiar for the target readers. By using this strategy, the strange expressions from source language are converted into familiar expressions. Foreignization is “an ethno deviant pressure on those (cultural) values to register the linguistic and cultural difference of the foreign text, sending the reader abroad” (Venuti, 1995:76). The purpose of this strategy is to keep the source language sounds foreign to the target readers. By using this strategy, the reader will feel the differences of culture.

The domestication and foreignization are general strategies to analyze cultural term. By knowing domestication and foreignization, it can be concluded that applying proper strategies in translate cultural term is important, because the impact of the strategies will affect the target readers’ feeling. Many researchers have analyzed the strategies in translating menu and suggesting many experts’ various strategies to analyze menu. One of the experts in this field is Newmark. He offers 16 strategies to find an appropriate equivalence for cultural term. The
following table is Newmark strategies and it is divided into domestication and foreignization by the researcher.

<table>
<thead>
<tr>
<th>Domestication</th>
<th>Foreignization</th>
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<tbody>
<tr>
<td>Naturalization</td>
<td>Transference</td>
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<td>Cultural Equivalent</td>
<td>Through Translation</td>
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<tr>
<td>Functional Equivalent</td>
<td>Shifts or Transposition</td>
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<tr>
<td>Descriptive Equivalent</td>
<td>Recognized Translation</td>
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<td>Componential Analysis</td>
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<td>Synonymy</td>
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<td>Modulation</td>
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<tr>
<td>Expansion</td>
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<td>Paraphrase</td>
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**Table 2.1 Classification of Domestication and Foreignization Strategy**

6.2 Strategies in Translating Menu

Applying proper strategy is important for translator. Newmark call translation strategy as “procedure”. According to Newmark “translation procedures are used for sentences and the smaller units of language (1988:81)”. It means that the translation strategies are used by translator to help translating word, phrase and sentence. As stated on the previous section, the researcher uses Newmark strategies in this research. There are 16 strategies to translate cultural specific items, namely:

a. Transference: the process of transferring source language text into target language text (p. 81). Example:

ST: Harddisk

TT: Harddisk
b. Naturalization: the process of adapting source language to the normal pronunciation, after that the translator converts it into normal morphology of the target language (p. 82). Example:

ST: Landscape
TT: *Lanskap*

c. Cultural equivalent: the process of replacing cultural term in the source language with the target language cultural term (p. 83). Example:

ST: *Jaksa Agung*
TT: Attorney General

d. Functional equivalent: in this process a translator requires the use of a cultural-neutral word (p. 83). Example:

ST: Lamb of God
TT: *Domba Allah*

e. Descriptive equivalent: the process of explaining the source language term to target language by expanding the word (p. 83). Example:

ST: Panettone
TT: *Kue traditional Italia yang dimakan ketika tahun baru*

f. Componential analysis: the process of comparing source language word with target language word which has similar meaning, firstly by demonstrating their common and then their differing sense components (p. 90). Example:

ST: Nice words
TT: *Kata-kata manis*
g. Synonymy: the process of finding the closest equivalent of the target language (p. 84). Example:

ST: What a cute baby you’ve got!
TT: *Alangkah lucunya bayi Anda!*

h. Through-translation: It is the literal translation of common collocations, names of organizations and components of compound. It can be lexical or structural (p. 84). Example:

ST: Secretariat general
TT: *Sekretaris jendral*

i. Shifts or transpositions: it involves a change in the grammar from source language to target language, for instance, (i) change from singular to plural, (ii) the change required when a specific SL structure does not exist in the TL, (iii) change of an SL verb to a TL word, change of SL noun group to a TL noun (p. 86). Example:

ST: It’s getting dark
TT: *Sudah menjelang malam*

j. Modulation: the process is done by reproducing the message from source language to target language with current norms of target language (p. 86). Example:

ST: I broke my leg
TT: *Kakiku patah*

k. Recognized translation: this process is usually used by official to translate institutional term (p. 91). Example:
ST: Read-only memory

TT: *Memori simpan tetap*

1. Compensation: it occurs when loss of meaning in one part of a sentence is compensated in another part (p. 91). Example:

   ST: A piece of …
   TT: *Sedikit* …

m. Paraphrase: the process in done by explaining the source language. In this process, the explanation is more detail than descriptive equivalent (p. 91). Example:

   ST: **Numerophobia**, fear of numbers is an irrational fear because we deal with numbers every day of our lives, from telling the time, measuring stuff, credit cards, money among other things.

   TT: *Ketakutan terhadap angka merupakan hal yang irasional karena setiap hari kita harus berurusan dengan angka dalam kehidupan sehari-hari, dari memberitahukan waktu, menghitung barang-barang, kartu kredit, uang diantara hal-hal lainnya*

n. Expansion: it is a strategy to expand a word component in the target language (p. 90). Example:

   ST: Whale
   TT: *Ikan paus*

o. Reduction: It is used to suppress a source text information item in target language (p. 90). Example:

   ST: The month of fasting
Notes: it is processed by adding information in a translation (p. 91).

Example:

ST: The skin, which is hard and scaly, is greyish in color, thus helping to camouflage it from predators when underwater.

TT: Kulitnya, yang keras dan bersisik, berwarna abu-abu. Dengan demikian, kulit ini membantunya berkamuflase, menyesuaikan diri dengan keadaan lingkungan untuk menyelamatkan diri dari predator, hewan pemangsa, jika berada di dalam air.

7. Translation Quality Assessment

Translation quality assessment is “an activity to evaluate of a translation product” (Nababan, 2003:83). Evaluating a translation product is aimed in better understanding of the translation quality whether the translation is good or not. There are three aspects to assess translation quality proposed by Nababan “accuracy, acceptability and readability” (p.86).

1. Accuracy

This aspect means that the information from source language should be conveyed in the target language accurately. Based on Nababan et al (2012, p44) in their jurnal entitled Pengembangan Model Penilaian Kualitas Penerjemahan, accuracy is “kesamaan isi atau pesan antar bahasa sumber dan bahasa sasaran. Suatu teks dapat disebut sebagai suatu terjemahan, jika teks tersebut mempunyai makna atau pesan yang sama dengan bahasa asli” A translator should be accurate to keep the
originality from the source language. The meaning of the source language in the target language must not be changed.

According to Shuttleworth and Cowie:

Accuracy is a term used in translation evaluation to refer to the extent to which a translation matches its original. While it usually refers to preservation of the information content of ST in TT, with an accurate translation being generally literal rather than free, its actual meaning in the context of a given translation must depend on the type of equivalence” (1997:57).

Accurate translation should keep the information from source language to target language. There is no addition and omission in the meaning. Translator can add or omit text by using the translation strategies in order to keep the originality of meaning.

2. Acceptability

This aspect means that a translation should convey the system and culture from source language, and acceptable for the reader in target language. Shuttleworth and Cowie state that “acceptability means that the translation fulfills the requirement of ‘reading as an original’ written in the target language and sounds natural for the target reader rather than that of ‘reading as the original’” (1997:2). Based on the statement, translation product should sound natural in the target language. A translator should make the translation acceptable for the target reader as well as target culture. The similar definition is also defined by Larson that “The naturalness of the translation should be seen from the style and the form, whether it flows easily, sounds right and sounds strange or not”

3. Readability

The last aspect in translation quality assessment is readability. Richard and Schmidt define readability as how easily written materials can be read and understood. According to them, there are 3 factors that affect readability (2010:482):

a. The average length of sentences in a passage.

b. The number of new words a passage contains.

c. The grammatical complexity and the language used.

Similar to Richard and Schmidt statement, Homby states that “Readability, or ease of reading and understanding determined by linguistic difficulty, is one aspect of comprehensibility. Presently the concept is also understood to cover speakability” (1995:35).

From the definitions above, it can be concluded that readability is the understanding of the target reader in receiving the message. The translator can ask someone who speaks native target language to help checking the readability. Thus, translator can identify whether the translation is readable or not.
8. Review of Related Study

In this part, the researcher provides a related study about the translation analysis of menu from Indonesian into English which has been done by the previous researcher, Dyah Ayu Nila KhrisnaS.S, M. Hum. The research entitled *Translating Indonesian Menu: A Problematic Matter To Solve* has similar discussion with this research related to the analysis of the translation quality and the strategies found in the translation of menu.

The data of Dyah Ayu’s research is taken from book menu of *Laras Asri Resort and Spa Salatiga*. The difference of this research and Dyah Ayu’s research is the translation strategies used to analyze the data. Dyah Ayu analyzes the data based on the Mona Baker’s translation strategies and this research is based on the Newmark’s translation strategies.