

# CHAPTER I

## INTRODUCTION

### 1.1 Background of the Research

In an increasingly advanced era of globalization, accurate translation is crucial for bridging communication gaps between different cultures and languages, as stated by Raído (2016). Accurate translation helps foreign customers understand the menu clearly, avoiding confusion about the dishes. It also improves their dining experience and keeps the restaurant's good reputation. The menu as a text is made for a specific purpose and for a specific audience. It has a double function: it is an informative text that tells the customers what they need to know about the dishes available and at the same time, it is a means of advertising aimed at expressing the restaurant's image and the culture of the country. Lack of clear and truthful description may cause misleading choices, which is unfair to customers and can cause them to never come back according to Kotschevar & Withrow (2007)

This need for precision is particularly evident in the United States, where diverse cultural influences converge. Two notable establishments that showcase Indonesian culture are Ditas Market and Awang Restaurant. Ditas Market, a retail outlet specializing in Indonesian products, often encounters difficulties in translating product names and descriptions into English. The accuracy of these translations is vital for clarity and for maintaining the market's appeal to potential customers. Errors in product labeling or descriptions can lead to consumer confusion, misinterpretation, or diminished interest in the items being offered Bender (1996). Therefore, precise and engaging translations are essential for attracting and retaining a diverse customer base.

On the other hand, Awang Kitchen faces its own set of translation challenges related to its menu and food descriptions. The restaurant must ensure that its menu translations accurately represent the dishes and entice potential diners. In the restaurant industry, the precision of these translations significantly impacts the dining experience. Misleading or unclear descriptions

can detract from the customer's enjoyment and negatively affect the restaurant's reputation and customer satisfaction Šuljić Petrc et al., 2019). Accurate and culturally sensitive translations are crucial for enhancing the dining experience and building a positive reputation.

Both Ditas Market and Awang Kitchen employ different translation strategies, making it important to evaluate how these strategies affect translation accuracy and customer reception. This study aims to analyze the translation procedures used by these two establishments, focusing on a comparison of their menu translations and the effectiveness of these methods in reaching and resonating with their target audiences. By examining the translation practices of both the market and the restaurant, the research will provide valuable insights into the challenges and solutions associated with cross-cultural communication.

Newmark (1988) categorized food as part of culture and may have cultureme. Nord (1997) defines cultureme as “a cultural phenomenon that is present in culture X but not present (in the same way) in culture Y.” The purpose of using cultureme theory for translating menus from Indonesia to English is to adapt culture-specific terms in a way that maintains the original meaning while making them accessible and relatable to the target audience. Therefore, in this research, the writer will employ Kwiencinski's four groupings of translating culturemes, which are: exocitizing procedures, rich explicatory procedures, recognised exotization and assimilative procedures.

The study will involve a thorough analysis of the translations used in the menus of both Ditas Market and Awang Kitchen, combined with feedback from respondents to gauge the accuracy and effectiveness of each strategy. This approach will help identify the strengths and weaknesses of the different translation methods, offering practical recommendations for improving cross-cultural communication in similar contexts. In summary, this research has the potential to enhance the literature on translation and cross-cultural communication, offering insights that can aid businesses in improving their

global communication strategies and achieving better engagement with diverse customer bases.

## **1.2 Research Problem**

1. What translation procedures are used by Ditas Market and Awang Kitchen to communicate their products and services to customers?
2. Which translation procedures used by Ditas Market and Awang Kitchen are preferred by customers based on their feedback?

## **1.3 Research Objective**

1. To identify the translation procedures used by Ditas Market and Awang Kitchen in delivering information to customers in the United States.
2. To identify which translation procedures preferred by customers based on their feedback.

## **1.4 Significance of the Study**

This research is significant in identifying the challenges faced in translating product descriptions and menu items at Ditas Market and Awang Kitchen, two Indonesian culinary businesses operating in the United States. By examining the translation difficulties that arise in these establishments, the study contributes practical insights for businesses navigating cross-cultural communication through food-related texts. It highlights common issues such as the lack of equivalent terms, cultural unfamiliarity, and the risk of misinterpretation in the target language.

In addition, this study holds theoretical importance by evaluating the applicability of Cultureme Translation Theory, particularly Kwiencinski's categorization of translation procedures, as a guiding framework for translating culturally specific menu items. The research expands the academic discussion surrounding the translation of culture-specific items (CSIs) within menus, providing an example of how cultural translation theories can be practically

applied in real-world business contexts, especially in multicultural markets like the United States.

Furthermore, this research offers practical value by investigating how different translation procedures affect customer experience. By involving respondents to assess the clarity, attractiveness, and cultural appropriateness of translated menu items, the study provides useful feedback for businesses to refine their translation strategies. The findings can help restaurant owners and menu translators enhance customer satisfaction, improve ease of ordering, and preserve cultural identity through accurate and effective menu translation.

## 1.5 Methodology

This chapter explains the process of collecting and analyzing menu data from two Indonesian restaurants in the United States, namely Ditas Market and Awang Kitchen.

This research applies a descriptive qualitative method. Although some of the data involve numerical values, such as the frequency of translation procedures used, the study remains qualitative in nature because these numbers function solely as descriptive support to explain the linguistic phenomena observed in the menus. As emphasized by Djajanegara (2019), numerical data in qualitative research can be utilized to strengthen descriptive interpretations, provided they are not processed as inferential statistics but are instead integrated as part of describing the social or linguistic phenomena being examined.

The process of data collection and analysis was conducted through the following stages:

### a. Data Collection

The data in this study were divided into two types:

- Data 1 (Menu Data)

This data consisted of English menu lists obtained from the official websites of Ditas Market and Awang Kitchen. Data were collected through documentation by copying all available English menu items

from both official websites. These menu lists were then transcribed into Microsoft Excel tables to facilitate further analysis.

- Data 2 (Respondent Feedback)

This data was obtained through a Likert scale questionnaire distributed to 41 respondents, consisting of customers or potential customers of Indonesian restaurants in the United States. The questionnaire contained translated menu items along with several Likert-scale statements assessing clarity, attractiveness, and cultural appropriateness of the translations. Respondents were asked to indicate their level of agreement with each statement. The results were then calculated and converted into percentage values to measure customer preferences, which were subsequently categorized based on the interval table by Djajanegara (2019).

#### **b. Data Analysis**

The data were analyzed using the Manual Data Analysis Procedure (MDAP) as adapted from Rofiah et al. (2022). The analysis process involved the following steps:

- Transcription

The first step in the analysis process was to transcribe the collected menu data into a Microsoft Excel table. This involved systematically organizing the original Indonesian menu names alongside their English translations, obtained from the official websites of Ditas Market and Awang Kitchen.

- Coding

Following the transcription, a coding process was conducted. Coding in qualitative research refers to the assignment of labels to segments of data that are relevant to the research questions and theoretical framework (Palupi, 2021). In this study, the coding process involved assigning each menu translation a specific code corresponding to the translation procedure applied, based on Kwiencki's culture translation theory.

- **Categorization**

The categorized data were organized based on the translation procedures identified during the coding process. The classification was conducted using Microsoft Excel, where the researcher sorted and grouped the translated menu items according to the translation strategy applied. This categorization facilitated the identification of dominant translation tendencies and allowed for a clear visualization of the distribution of procedures used by Ditas Market and Awang Kitchen.

- **Theme Determination**

The process of identifying themes was carried out by analyzing the categorized data to find recurring patterns and dominant translation tendencies. Thematic analysis is an essential component of qualitative data analysis, aiming to identify significant themes that represent the findings (Braun & Clarke, 2006). In this study, themes were identified based on the frequency and conformity of each translation procedure category.

- **Memoing**

Throughout the data analysis process, the researcher recorded memos to document emerging insights, reflections, and analytical thoughts. According to Rofiah & Burhan Bungin (2024), memoing serves as a valuable tool for clarifying thoughts about the research topic, articulating assumptions and subjective perspectives, and refining the research design as analysis progresses.

In addition, the feedback obtained from the Likert scale questionnaire (Data 2) was analyzed by calculating the percentage of respondents' agreement for each statement. These percentages were then interpreted using the interval categorization table proposed by Djajanegara (2019) to determine the respondents' preferences regarding the clarity, attractiveness, and cultural appropriateness of the menu translations. The results were subsequently used to support the qualitative description of the translation procedures' effectiveness.

## 1.6 Scope of The Study

This study analyzes the cultureme translation procedures applied in translating menus at Ditas Market and Awang Kitchen and examines which procedure better conveys the intended meaning to the target audience.

## 1.7 Previous Studies

The first research is titled *Indonesian Dishes in the English Target Novel* (2020). This study discusses how Indonesian food terms in an Indonesian novel were translated into English using Baker's taxonomy of translation strategies. The focus was on literary translation within a novel text, identifying how food-related culture-specific items were rendered for English readers. The difference between this study and the present research lies in the object of study and the translation strategy framework. While the previous study focused on food terms within a novel and used Baker's taxonomy, the present study analyzes real restaurant menu items in the United States and applies Kwiencinski's cultureme translation procedures combined with customer feedback, making it more practical in a real-service context.

The second study, *Domestication and Foreignisation Strategies in Restaurant Menu Translation* (2016), focused on identifying foreignization and domestication strategies in the translation of 40 Persian restaurant menus into English. It comprehensively classified translation choices based on the two strategies without involving customers' perspectives. The difference with the present research is that while this study only examined the translation strategies conceptually, this research not only identifies translation procedures but also involves respondents to evaluate the effectiveness of the procedures applied in two Indonesian restaurants in the United States, thus providing practical insight into customer preferences.

The third research is a thesis titled *The Analysis of The Translation Quality and Translation Strategies Used in The Menus Translated into English in the Online Food Delivery Service in Thailand* (2020). This study analyzed the translation quality and identified the translation strategies applied to menus in online food delivery services in Thailand. It focused solely on identifying

strategies and translation patterns without emphasizing cultural adaptation concepts or applying cultureme theory. In contrast, the present research applies Kwiencinski's cultureme translation procedures, focuses on offline physical menus in restaurants, and compares two establishments while integrating customer feedback, making the research scope broader and more culturally oriented.

The fourth research is *Strategic Approaches to Menu Translation Analysis* (2019). This study analyzed the translation quality of restaurant menus in the Kvarner region and examined how menus function as a marketing tool that affects restaurant image and profitability. However, it did not use a culture-specific theoretical framework nor did it compare translation procedures between different establishments. The novelty of the current research lies in its application of cultureme theory in analyzing translation procedures and directly comparing two different Indonesian restaurants in the U.S. while also involving customer responses to measure the practical impact of these procedures.

The fifth study is *The Analysis of The Translation Strategies Used in Translating Thai Food Menus of The Michelin Guidebook 2021* (2021). This study identified the strategies of translation adopted in food menu translation from Thai into English in the Michelin Guidebook using Baker's taxonomy and quantified the frequency of each strategy. The difference is that this study focused on a guidebook context, did not involve customer feedback, and used Baker's theory, whereas the present study compares translation procedures in two Indonesian restaurants in the United States using Kwiencinski's cultureme translation categorization and integrates customer preferences to assess the effectiveness of the translation procedures.

In conclusion, although previous studies have examined translation strategies in various contexts such as literary texts, restaurant menus, and guidebooks, the present research offers a more practical and comprehensive approach. This study shares a common focus on translation procedures but differs in the object of study, theoretical framework, and methodology. Unlike earlier research that often relied solely on textual analysis, this study analyzes

real menus from two Indonesian establishments in the United States using Kwiencinski's culture translation procedures and integrates customer feedback to evaluate their effectiveness. The novelty of this research lies in its combination of theory and practice, allowing a deeper understanding of how culture-specific translation strategies influence customer perception in real service settings.

## **1.8 Organization of the Study**

The purpose of the organization is to make sure readers understand more clearly about the study. The details are as follows:

1. Chapter 1 – Introduction

This chapter provides the background of the study, the statement of the problem, the purpose of the study, the significance of the study, the research methodology, the scope and limitations of the study, the status of the study, and the organization of the study.

2. Chapter 2 – Review of Related Literature

This chapter describes the approach and theory employed by the author in the study.

3. Chapter 3 – Findings and Discussion

This chapter presents the findings and discussion of the study, providing a detailed analysis of the data collected and interpreting the results in relation to the research objectives and theoretical framework.

4. Chapter 4 – Conclusion

The conclusion of this study summarizes the key findings, addresses the research questions and objectives, and offers recommendations for future research based on the results and insights obtained.