

**COMPARISON OF TRANSLATION PROCEDURES FOR
INDONESIAN MENUS AT DITAS MARKET AND AWANG
KITCHEN IN THE U.S.**

SKRIPSI

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**ENGLISH LITERATURE STUDY PROGRAM
FACULTY OF LETTERS AND LANGUAGES
UNIVERSITAS KRISTEN INDONESIA
JAKARTA
2025**

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MENUS AT DITAS MARKET AND AWANG KITCHEN IN THE U.S.**

SKRIPSI

Presented to Fakultas Sastra dan Bahasa Universitas Kristen Indonesia in partial
fulfilment of the requirements for the degree of Sarjana Sastra

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UNIVERSITAS KRISTEN INDONESIA
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Hereby declare that the *Skripsi* entitled “Comparison of Translation Procedures for Indonesian Menus at Ditas Market and Awang Kitchen in the U.S.” is:

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3. not a translation work from a collection of reference books or journals listed in the reference to the assignment.

If it is proven that I do not fulfill what is stated above, then this final project is considered null and void.

Jakarta, 03 July 2025



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Awang Kitchen in the U.S.

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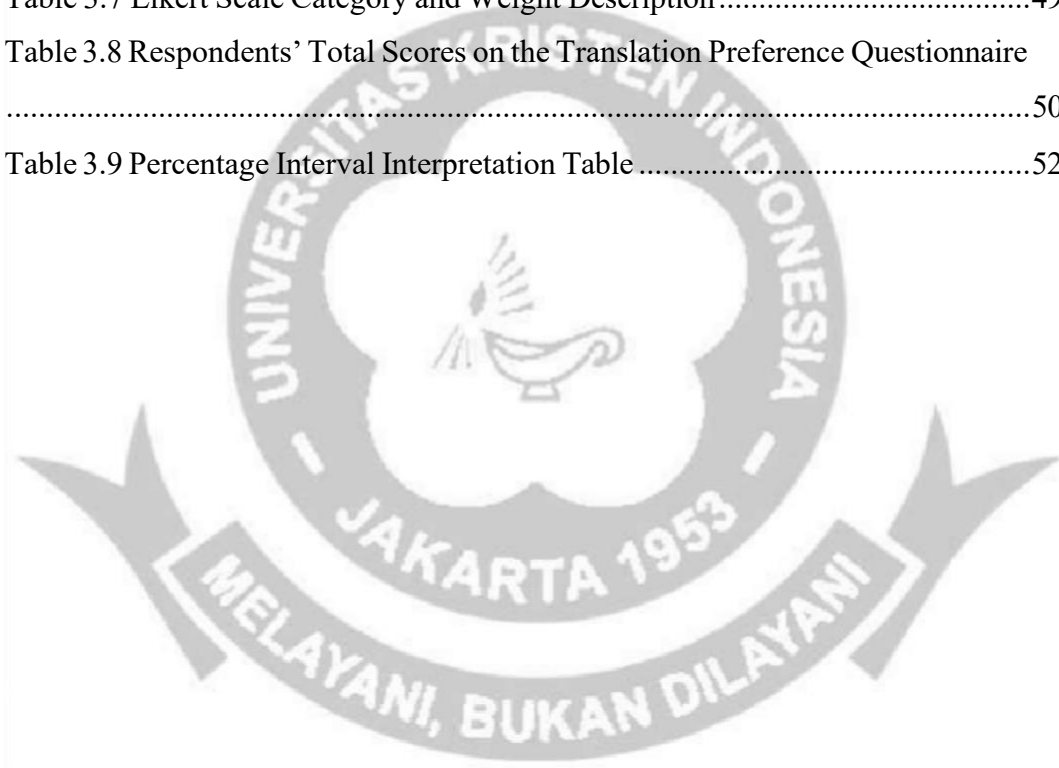
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ABSTRAK

Penelitian ini bertujuan untuk mengidentifikasi prosedur penerjemahan yang digunakan oleh Ditas Market dan Awang Kitchen dalam menerjemahkan menu makanan Indonesia ke dalam bahasa Inggris, serta mengevaluasi preferensi pelanggan terhadap prosedur-prosedur tersebut. Data dikumpulkan dari situs resmi kedua restoran dan dianalisis menggunakan *Menu Data Analysis Procedure* (MDAP), yang meliputi tahapan transkripsi, pengkodean, kategorisasi, identifikasi tema, dan penyusunan memo, sesuai dengan metode yang dijelaskan oleh Rofiah & Burhan Bungin (2024). Kerangka teoretis yang digunakan mengacu pada model prosedur penerjemahan dari Kwiencinski (2001), yang mencakup *Assimilation*, *Rich Explicative*, *Confirmed Exoticism*, dan *Exoticization*. Hasil penelitian menunjukkan bahwa *Assimilation* merupakan prosedur yang paling dominan ditemukan sebanyak 57 kali pada Ditas Market dan 7 kali pada Awang Kitchen. Preferensi pelanggan terhadap terjemahan menu diukur menggunakan kuesioner skala Likert yang diisi oleh 41 responden. Hasil pengukuran menunjukkan nilai persentase sebesar 65,32%, yang dikategorikan sebagai “mayoritas setuju” berdasarkan tabel interval Djajaneegara (2019). Temuan ini menunjukkan bahwa sebagian besar responden menghargai terjemahan yang jelas, informatif, dan tetap mempertahankan identitas budaya makanan Indonesia. Prosedur penerjemahan yang digunakan oleh kedua restoran berhasil mencapai keseimbangan antara keterbacaan dan pelestarian budaya. Hal ini menunjukkan bahwa penerjemahan menu tidak hanya berfungsi sebagai alat informasi, tetapi juga sebagai sarana diplomasi budaya yang memperkenalkan keunikan kuliner Indonesia kepada audiens internasional secara efektif dan menarik.

Kata Kunci: *Terjemahan Menu, Prosedur Terjemahan, Preferensi Penerjemahan MDAP.*

ABSTRACT

This study aims to identify the translation procedures used by Ditas Market and Awang Kitchen in translating Indonesian food menus into English, as well as to evaluate customer preferences regarding those procedures. Data were collected from the official websites of both restaurants and analyzed using the Menu Data Analysis Procedure (MDAP), which includes the stages of transcription, coding, categorization, theme identification, and memo formation, in accordance with the method described by Rofiah & Burhan Bungin (2024). The theoretical framework is based on Kwiencinski's (2001) model of translation procedures, which includes Assimilation, Rich Explicative, Confirmed Exoticism, and Exoticization. The findings show that Assimilation was the most dominant procedure, with 57 occurrences in Ditas Market and 7 in Awang Kitchen. Customer preferences for the menu translations were measured using a Likert scale questionnaire completed by 41 respondents. The results showed a percentage score of 65.32%, categorized as "mostly agree" based on Djajanegara's (2019) percentage interval table. This indicates that most respondents appreciated translations that are clear, informative, and still preserve the cultural identity of Indonesian dishes. The translation procedures used by both restaurants successfully achieve a balance between readability and cultural preservation. This suggests that menu translation functions not only as an informational tool, but also as a form of cultural diplomacy that effectively and attractively introduces the uniqueness of Indonesian cuisine to an international audience.

Kata Kunci: *Menu Translation, Translation Procedure, Translation Preferences, MDAP.*