

## I. INTRODUCTION

Chiaro and Rossato (2015, p. 237) argue that food is “deeply ingrained in our cultural identity”. Similarly, Newmark (1988) also stated that for many, food is one of the most important manifestation of national culture. This means that food are closely tied to culture, and food menus should also introduce cultural aspect lies within the food served. This is in line with Saleh (2011) who emphasized that menus have two main functions: to inform and to attract.

Menu serves as an important tool for restaurants and hotels to communicate their products to the customer, and to inform customers of the type, quality and variety of food available to be served (Al-Rushaidi & Ali, 2017) Menus also contain visuals and attractive description of the dish with “appealing adjectives like rich, crisp, special, choice, generous, natural, zesty, and of course fresh”, as argued by Zwicky & Zwicky (1980, p. 91).

In international hotel or restaurant, such food items are classified into several sections such as “Continental Breakfast” (Goldfarb, 2017). The assortment of global dishes offered by hotel, restaurant and cafés, may be absolutely new to clients, particularly those of different cultural background. Furthermore, the phrasings used to depict such dishes may be explicit to certain culture, and can't be effectively and straightforwardly interpreted, particularly when such things has no comparable in the target language.

In order to inform and to attract tourist, a proper menu translation is needed. An effective menu translation can help facilitate a greater understanding between hotel or restaurant and their clients, and assume a tremendous job as a publicizing technique for pulling in clients especially in international context. As an international language, English has been spoken widely as international communication in many sectors among countries in the world. Tourism and hospitality sector are the most sector that need English as the prior requirement in communication, since it is used by people all over the world with different languages and cultures. In tourism and hospitality, translation plays a key role since it enables “access to a different world of knowledge, traditions, ideas” (House, 2015, p. 3).

Therefore, the translator needs to pay attention to cultural aspects when translating food menus as they assume a significant part in passing on their cultural significance to the intended customer. Translators ought to know about the contrasts between the two language systems, their societies and existing culture-explicit ideas to convey meaning precisely and effectively. Otherwise, a poor translation work will confuse customers and refuse to try such food. Worse, a bad menu translation will make customer expectation misguided and inevitably disappoint them when they have a taste of the food.

Nida & Taber (2003, p. 14) described that translation consists of reproducing in the target language the closest natural equivalence of the source language messages, both in terms of meaning and style. According to this definition, the most important aspect in translation is the messages from source language (SL) delivered well to the target language (TL). This definition of translation emphasized 'the closest natural equivalence', which means Nida and Taber tend to think that translation that provides the target reader's need is a good translation. This belief is in line with what Venuti's translation theory of Domestication, where foreign texts are reduced to target-language cultural values, bringing the reader back home.

On the other hand, Larson (1984) argued that translation is transferring the meaning of the source language (SL) into the target language (TL) by going from the form of the SL into the TL by way of semantic structure. He emphasized that the meaning "transferred must be held constant" (Larson, 1984, p. 3). This belief is what Venuti considered as Foreignization. In Foreignization, the translator mainly transferred the subtlety and culture of the source language to the objective language. Such interpretation probably won't be immediately seen, yet one of the points of Foreignization is to give extra information on unfamiliar culture to the reader. This philosophy is a direct inverse of the Domestication system.

In a smaller scale, ideology can be reflected in the translation technique used in each items. A technique is the result of a choice made by a translator, and appropriateness of technique used will depend on various questions related to the context, the purpose of the translation, audience expectations, etc.

Albir (1996) defined translation technique as an analytical and classifying process of the translation equivalence. Further, Molina and Albir (2002), proposed the following translation techniques:

### 1.1. Adaptation

Adaptation is also called cultural substitution or cultural equivalent. This technique can be used to replace a cultural element with one from the target culture.

(SL): His leg **felt like a stone**

(TL): Tungkai kakinya **seperti terpaku**

### 1.2. Amplification

Amplification introduces details that are not formulated in the SL. Amplification is in opposition to reduction.

(SL): There are many **Indonesian** at the ship.

(TL): Banyak **warga negara Indonesia** di kapal itu.

### 1.3. Borrowing

This technique is taking a word or expression straight from another language. It can be pure without any change, or naturalized into TL linguistic norm. Borrowing is about reproducing an expression in the original text to the target text.

(SL): The cheetah runs in a **zig-zag** pattern.

(TL): Sang cheetah berlari secara **zig-zag**

### 1.4. Calque

It is a literal translation of a foreign word or phrase; it can be lexical or structural. Calque is created in TL by adopting the structure of the SL.

(SL): The new plane model offers a wide **legroom**

(TL): Model pesawat yang baru menawarkan **ruang kaki** yang lebar

### 1.5. Compensation

This means to introduce a SL element of information or stylistic effect in another place in the TL because it cannot be reflected in the same place as in the SL.

(SL): I had, **alas!** No divine knowledge

(TL): Ya, **ampun!** Aku tidak punya pengetahuan ketuhanan

### 1.6. Description

Description refers to replace a term or expression with a description of its form or/and function.

(SL): I like **panetton**.

(TL): Saya suka panetton, (kue tradisional Italia yang dimakan pada saat tahun baru.)

### 1.7. Discursive Creation

Discursive creation is to establish a temporary equivalence that is totally unpredictable out of context.

(SL): Harry Potter and **Sorcerer's Stone**.

(TL): Harry Potter dan **Batu Bertuah**

### 1.8. Established Equivalent

This technique uses a term or expression recognized (by dictionaries or language in use) as an equivalent in the TL.

(SL): **Sincerely yours**

(TL): **Hormat Kami**

### 1.9. Generalization

Generalization is to translate a term for more general one or neutral term.

(SL): **Pistol**

(TL): **Senjata Api**

### 1.10. Linguistic Amplification

The characteristic of linguistic amplification is to add linguistic elements. This is often used in consecutive interpreting and dubbing.

(SL): Everything is up to you!

(TL): Semuanya terserah anda sendiri!

### 1.11. Linguistic Compression

Linguistic compression is about synthesize linguistic elements in the TT. This is often used in simultaneous interpreting and in subtitling.

(SL): Are you **sleepy**?

(TL): **Ngantuk?**

### **1.12. Literal**

This means to translate a word or an expression word for word.

(SL): **The President gave the present to Michael last week.**

(TL): **Presiden memberi hadiah itu pada Michael minggu lalu.**

### **1.13. Modulation**

Modulation changes the point of view, focus or cognitive category in lexical or structural.

(SL): Nobody doesn't like it.

(TL): Semua orang menyukainya.

### **1.14. Particularization**

Particularization uses a more precise or concrete term. It is in opposition to generalization.

(SL): She likes to collect jewelry.

(TL): Dia senang mengoleksi kalung emas.

### **1.15. Reduction**

Reduction suppresses a ST information item in the TT. It is in opposition to amplification.

(SL): She got a car accident

(TL): Dia mengalami kecelakaan

### **1.16. Substitution**

Changing linguistic elements for paralinguistic elements (intonation, gestures) or vice versa, mostly used in interpreting. For example, translating gesture of putting hand above chest in Arabic culture as an expression of "Thank you".

### **1.17. Transposition**

Transposition involves moving from one grammatical category to another without altering the meaning of the text. This technique introduces a change in grammatical category

(SL): I have no control over this condition

(TL): Saya tidak dapat mengendalikan kondisi ini

### **1.18. Variation**

Variation changes linguistic or paralinguistic elements (intonation, gestures) that affect aspects of linguistic variation: changes of textual tone, style, social dialect, geographical dialect, etc.

(SL): Return it to **me** now!

(TL): Balikin barang itu ke **gue** sekarang!

Food or menu translation has become an interesting topic for researchers. Al-Agha (2006, p. 2) discovered that “problems in translating fast-food menu in advertisements are due to the employment of non-professional translators.” Pouget (1999) also argued the poor quality of the menu translation is caused by amateur translators. In addition, Saleh (2011, pp. 14-15) also found that some menus contain “poor translation, wrong choice of lexical items, or misleading translations”. An understanding of how ideology of translation plays role in the translation process is necessary before translating food terms and will help translators to make decisions of which translation ideology they need to use.

## **II. METHOD**

This study analyzed the menu found in Room Service Restaurant Menu of Padma Hotel Bandung. Padma Hotel Bandung is a 5-star hotel that regularly deals with various languages and cultures of their guests. The research was conducted in several stages. First, forty one food terms found in the menu were collected, then 20 were chosen to be analyzed in this research. Second, the food terms in each SL and TL were looked up in CALD (2013) and KBBI (2008). Third, the data were analyzed using Molina & Albir’s (2002) Translation Techniques theory. Lastly, the food terms were analysed using SL bias and TL bias to fit Venuti’s (1995) theory of Domestication and Foreignization.