Translation Strategies of Nusantara Food Menu

(Strategi Penerjemahan Menu Makanan Nusantara)

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Abstrak

Penelitian ini bertujuan untuk menganalisis strategi penerjemahan dan penggunaan Culture-Specific Items (CSI) pada menu makanan nusantara di Indonesia. Penerjemah biasanya menggunakan persepsinya untuk menerjemahkan menu berbahasa Indonesia ke bahasa Inggris tanpa campur tangan juru masak. Akibatnya, hasil terjemahan menu makanan bisa berbeda dari satu restoran ke restoran lainnya karena setiap juru masak memiliki cara yang unik dalam menyiapkan makanannya. Kolaborasi antara penerjemah dan juru masak dalam membuat menu terjemahan sangat diperlukan untuk memastikan bahwa menu yang diterjemahkan tetap menonjolkan ciri khas dan keunikan dari setiap hidangan. Hasil penelitian ini menunjukkan bahwa strategi penerjemahan yang digunakan adalah *Reduction and Expansion* (81 data), *Couplets* (34 data), *Cultural Equivalence* (8 data), *Transference* (7 data), *Descriptive Equivalence* (5 data), *Functional Equivalence* (4 data), and *Naturalization* (2 data). Penggunaan *CSIs* yang ditemukan pada menu makanan nusantara yaitu *Ingredients* (186 data), *Cooking Techniques* (113 data), *Seasoning* (83 data), *Proper Name* (39 data), *Flavor* (9 data), *Color* (7 data), dan *Texture* (4 data). Namun, strategi penerjemahan *Synonymy, Through-Translation, Shift or Transposition, Modulation, Recognised Translation, Translation Label, Compensation, Componential Analysis, Paraphrase,* dan *Other Procedures* tidak ditemukan dalam data.

Kata kunci: bahasa sasaran, bahasa sumber, *Culture-Specific Items*, menu makanan nusantara, strategi penerjemahan

Abstract

The research aims to analyze the translation strategies and the use of Culture-Specific Items (CSIs) in nusantara food menus in Indonesia. Translators usually use their perception to translate the menu without the involvement of the chefs. As a result, the translation of food menus can vary from one restaurant to another because each chef has their unique way of preparing their food. Collaboration between translators and chefs is necessary to ensure that the translated menus highlight the characteristics and uniqueness of each dish. The results show that the translation strategies used are Reduction and Expansion (81 data), Couplets (34

data), Cultural Equivalence (8 data), Transference (7 data), Descriptive Equivalence (5 data), Functional Equivalence (4 data), and Naturalization (2 data). The use of CSIs found in the data are Ingredients (186 data), Cooking Techniques (113 data), Seasoning (83 data), Proper Name (39 data), Flavor (9 data), Color (7 data), and Texture (4 data). However, the translation strategy of Synonymy, Through-Translation, Shift or Transposition, Modulation, Recognised Translation, Translation Label, Compensation, Componential Analysis, Paraphrase, and Other Procedures are not found in the data.

Keywords: Culture-Specific Items, nusantara food menu, source language, target language, translation strategy

INTRODUCTION

The diverse cultures of the Nusantara have influenced almost every aspect of people's lives in Indonesia, even attracting foreigners to visit Indonesia. The Nusantara's culture includes a variety of regional clothing, traditional houses, regional languages, and regional specialties. Food is a very important staple in people's lives because it is a means to support life. Food is also one of the main factors that describe how a person views a culture and how that view influences their culture. Basically, food describes an approach to the culture of people's lives through the flavours and uniqueness displayed in the food itself. The various types of culture have led to the emergence of various variations of food with distinctive characteristics and uniqueness.

Nusantara food is Indonesian dish that is very rich in the use of local Indonesian herbs and spices. Nusantara food has a wide range of amazing flavours and it attracts both domestic and international consumers. Many of the Nusantara specialties are served in middle-class restaurants to high-end restaurants using translation menus that vary from restaurant to restaurant.

During the research, it was found that 18 restaurants spread across Indonesia with Nusantara food menus translated from Indonesian (BSu) to English (BSa), including Bunga Rampai Restaurant, Harris Café, Kembang Goela, Lara Djonggrang & La Bihzad Bar, Little Mars, Sansekerta, Ria Indonesian, Taste van Java, Dream of Kahyangan Resto, Rama Shinta Resto, Tawangmangu Terrace, Agnaya Restaurant, Rasa Rasa Indonesian Cuisine, Bumbu Bali, Locavore by Nusantara, Raja's Balinese Cuisine Restaurant, The Cafe Lotus, and Restaurant Merah Putih. The Nusantara food menus offered include gado-gado, otak-otak, sambal matah, and oxtail soup that arouse the appetite of the buyers. Customers of these restaurants and food stalls not only come from domestic tourists, but also international tourists. Therefore, the food menu is also provided in the form of a translation menu which included Indonesian and English language.

In menu translation, the cultural part is also one of the challenging aspects for translators (Ciolăneanu & Nanu 2018). The purpose of translated food menus is not only a communication instrument that will be used by customers, but also used to facilitate processes in tourism and consumerism in general (Li 2018). The content and appearance of food menus influence customers' reactions to the food provided at the food stall or restaurant.

Translated menus refer to food information delivered in different languages to help customers understand the menu. As a result, customers feel more comfortable reading the food in their own language. In addition, translated menus make it easier for servers to communicate with

customers from different cultures and languages. In other words, a high-quality translated menu can connect with customers who want to experience different foods, unfamiliar and unique flavors, but still know what they are eating (Edmonds, Petrc, & Mikinac 2019).

To understand the quality of food menu translation, a proper translation strategy is needed. Translation strategy deals with the best method that can be used to translate the whole text from the source language to the target language. There are several translation strategies, such as transference, naturalization, and modulation (Newmark 1988). However, in translating the food menu, there are various differences in the translation of Culture-Specific Items (CSIs) which result in different translation results of the same menu in one restaurant to another (Aixelá 1996). Some CSIs that are usually used in translating food involve various compositions such as ingredients, cooking techniques, and proper names (Feng 2008).

A number of studies have been conducted on menu translation. Ghafarian, Kafipour, & Soori (2016) stated in their study "Domestication and Foreignisation Strategies in Restaurant Menu Translation" that foreignization is the most common strategy in food menu translation. In addition, an adequate number of translations is usually more than enough, which indicates the translator's translation ability. Amenador & Wang (2022) stated in their study "The Translation of Culture-Specific Items (CSI) in Chinese-English Food Menu Corpus: A Study of Strategies and Factors" that neutralization strategies are more widely used than foreignization and domestication strategies. Tanudirjo (2020) stated in his research "The English Translation of Food Menu in Three Restaurants in Yogyakarta: The Acceptability and Strategies" that the translated menu was considered acceptable (59.5%), quite acceptable (38.1%) and unacceptable (2.4%), while the most widely used translation strategy was the addition of semantic meaning features.

It can be seen that previous studies only looked at translation strategies and the acceptability of food menu translations. In this study, the translation strategies used in Indonesian food menus are further analysed using Newmark's (1988) theory, then compared and ranked the most used strategies in Indonesian restaurants. This was intended to measure which strategy can explain the menu completely and clearly in the target language. In addition, the analysis of the use of CSIs in Indonesian menus and the order of the most commonly found CSIs is new to this study. This research contributes to the study of menu translation and establishes principles of menu translation that are useful in culinary business development.

METHOD

This research refers to qualitative descriptive research whose purpose is to understand descriptively the phenomena experienced by the subject. This research was conducted with several stages including data collection methods, data analysis methods and data presentation methods. The object of this research is the Nusantara food menu in several restaurants throughout Indonesia, namely Bunga Rampai Restaurant, Harris Café, Kembang Goela Restaurant, Lara Djonggrang & La Bihzad Bar, Little Mars, Sansekerta, Ria Indonesian, Taste van Java, Dream of Kahyangan Resto, Rama Shinta Resto, Tawangmangu Terrace, Agnaya Restaurant, Rasa Rasa Indonesia, Bumbu Bali, Locavore by Nusantara, Raja's Balinese Cuisine Restaurant, The Cafe Lotus, and Restaurant Merah Putih. There were only 18 restaurants selected for analysis. This selection was based on the presence of unknown SL concepts in the TL which can be seen from the diversity of cultural races in food names as well as some specific cuisine terms.

Data collection was conducted by downloading some of the archipelago's food menus offered by several restaurants in Indonesia. This was followed by reading the translated menus and taking notes to categorize them according to the theory of translation strategies and composition on Culture-Specific Items (CSIs). In this case, one menu of Indonesian food with various translation strategies was analyzed to provide a comparison of strategies that are close to the closest equivalent of Indonesian food in the target language. In addition to the data in the form of words, phrases, or sentences, the researcher also collected data in the form of images using screen recording techniques to see the role of visuals in supporting the conveyance of meaning. The data collected were only the archipelago food menus offered in the 10 restaurants.

The data that has been collected is followed by the data analysis process using the predetermined theories. The first analysis refers to translation strategies using Newmark's (1988) theory to find out what strategies are most widely used by various restaurants in Indonesia. The second analysis refers to the composition of Culture-Specific Items (CSIs) using Feng's theory (in Yingmin & Malini 2021, 20) to find out how the cultural terms are translated into the target language and which composition is most widely used.

Data presentation in this research can be divided into two, namely formal methods (certain signs or symbols such as arrows, stars, curly brackets, letter symbols such as abbreviations and various diagrams) and informal methods (words or descriptions). Sudaryanto (1993) also emphasized that the presentation of data can make it easier for readers to understand the results of the research and of course it is very interesting to be presented using a combination of two formal and informal methods.

RESULTS AND DISCUSSION
1. Nusantara Food Menu Translation Strategy
After data analysis has been conducted, it was found that the dominant translation strategy used is Reduction and Expansion (81 data). The other strategy used are Couplets (34 data), Cultural Equivalence (8 data), Transference (7 data), Descriptive Equivalence (5 data), Functional Equivalence (4 data), and Naturalization (2 data). The most frequently used of CSIs types is Ingredients which appeared in 186 data and the least type is Texture which showed in 4 data only. The analysis of translation strategy used in the data can be summarized in the Table 1 below.

Table 1. Nusantara Food Menu Translation Strategy

No.	Translation Strategy	Total	Percentage
1	Transference	7	0,04%
2	Naturalisation	2	0,01%
3	Cultural Equivalence	8	0,06%
4	Functional Equivalence	4	0,03%
5	Descriptive Equivalence	5	0,04%
6	Synonymy	0	0%
7	Through-Translation	0	0%
8	Shift or Transposition	0	0%
9	Modulation	0	0%
10	Recognised Translation	0	0%
11	Translation Label	0	0%
12	Compensation	0	0%
13	Componental Analysis	0	0%

No.	Translation Strategy	Total	Percentage
14	Reduction and Expansion	81	0,57%
15	Paraphrase	0	0%
16	Other Procedures	0	0%
17	Couplets	34	0,24%
	TOTAL	141	100%

However, in the Table 1 above, the translation strategy of Synonymy, Through-Translation, Shift or Transposition, Modulation, Recognised Translation, Translation Label, Compensation, Componential Analysis, Paraphrase, and Other Procedures does not found in the data. The analysis of the data can be seen in the explanation below.

1.1 Reduction and Expansion
These are accurately imperfect translation processes that translators use instinctively in some circumstances and haphazardly in others. However, for each, there is at least one change that the translator should be aware of, especially in poorly written language (Newmark, 1988). Several data that found use these strategies could be seen as follows.

1.1.1 Gado-gado
Gado-gado is a food consisting of vegetables, potatoes, tempeh, tofu, boiled eggs, etc. seasoned with peanut sauce etc. (Badan Pengembangan dan Pembinaan Bahasa 2023). Among the 10 gado-gado translations found in the 10 restaurants, that was 4 restaurants used expansion strategies, namely Bunga Rampai, Harris Cafe, Sansekerta, and Rasa-Rasa Indonesian Cuisine restaurants. In Bunga Rampai, gado-gado was translated into *assorted boiled vegetables, served with peanut sauce* that describe the ingredient of the gado-gado. It was expanded by adding *assorted boiled vegetable*, the same thing is done by other restaurants such as Little Mars, Sansekerta, and Rasa Rasa Indonesia Cuisine. On the other side, as well as the other restaurants that imply Expansion strategy, Harris Café also imply this strtegy. However, Harris Café add some additional information such as *traditional Indonesian vegetable*. It shows that Harris Café wants to emphasize that gado-gado is an Indonesian signature.

1.1.2 Otak-otak
Otak-otak is a food made from fish and other ingredients mixed with spices, wrapped in banana leaves or coconut leaves, and grilled (Badan Pengembangan dan Pembinaan Bahasa 2023). There are three restaurant used this strategy: Bunga Rampai, Kembang Goela, and Ria Indonesia. Bunga Rampai explains its otak-otak as *deep fried fish and shrimp cake served with hot, sweet and sour sauce*. It shows an expansion strategy by adding *served with hot, sweet and sour sauce* in their translation. Moreover, Kembang Goela explain its otak-otak as *deep-fried mixed fish vegetables wrapped in spring roll sheet*. The *mixed fish vegetable* explain that the otak-otak in this restaurant have special ingredient, which are fish and vegetables and it shows that expansion strategy applied here. Last, Ria Indonesia explains its otak-otak as *stuffed milk fish, deep fried and served with sweet sambal sauce*.

1.1.3 Nasi Goreng Kampoeng
Nasi Goreng or fried rice is a dish of rice fried in a wok or frying pan that produces a different flavor because it is mixed with spices such as garlic, shallots, pepper and sweet soy sauce (Fitriana et al. 2020). The word *kampoeng*, which is the old spelling of the adjective *kampung*, meaning not yet modern or related to the customs of the village. The word *kampoeng* is appended into the phsrase *nasi goreng* to show that the *nasi goreng* is made with the traditional

way or with special condiments. Haris Café and Little Mars is two of four restaurants that used this strategy into their menu. In Harris Café, the phrase *nasi goreng kampoeng* is translated into *Indonesian traditional fried rice*, the restaurant expands the translation by adding *Indonesian* to show that the traditional fried rice is from Indonesia, on the other hand, *famous Indonesia fried rice dishes* is translation used to describe *nasi goreng kampoeng* in Little Mars. This restaurant used the same concept with Harris Café, the difference is the word *famous* was added in front of *Indonesian* and they eliminated the word *traditional*.

1.2 Couplets

The couplets strategy is commonly used by combining two translation strategies to solve one translation process. Translation couplet is a type of over translation, or what can be referred to as translation gain, it is, however, distinguishable from adaptation, albeit both may involve the use of cultural equivalents (Cheng, Sin, & Wagner n.d.). Several examples of couplets strategy can be seen as follows.

1.2.1 Sambal Matah

One restaurant applied this translation strategy in its menu, namely Dream of Kahyangan Resto with its menu of *sambal matah*. According to Badan Pengembangan dan Pembinaan Bahasa (2023), sambal matah is a typical Balinese chili sauce made from a mixture of shrimp paste, salt, sugar, cayenne pepper, shallots, lemongrass, and lime leaves that are sliced raw and then doused in hot coconut oil. Two strategies used in this menu is expansion and transference. In this restaurant sambal matah is translated into *balinese raw sambal with fresh chili blenched with hot oil*. This translation is considered to use expansion strategy because mentioning *fresh chili* as the ingredients and its comprehend the meaning. In addition, the term *sambal* is still used in this translation and it is considered as transference strategy.

1.2.2 Sate Ayam

Sate Ayam is one of Indonesian cuisine made from chicken in skewer and grilled over the hot charcoal with some spices. Little Mars restaurant combines expansion and transference by using the term chicken satay which is expanded by mentioning the cooking method and the spices used. On the other side, Taste van Java also imply this strategy by combining cultural equivalent and expansion. They translated sate ayam into *BBQ marinated chicken skewer with chili and peanut sauce*. Taste van Java uses the term *BBQ*, which is familiar to English-speaking cultures, and then expands the definition by mentioning the cooking method and seasonings used.

1.2.3 Gurami Asam Manis

There is one restaurant applied this strategy, which is Sansekerta. The use of couplets strategy in Sansekerta restaurants is a combination of naturalization and expansion strategies. The naturalization strategy is shown in the word *gurami* which is translated into the target language into *gourami* by adapting words from the source language. While the expansion strategy is shown from the addition of the word *fried*.

1.3 Cultural Equivalence

Cultural Equivalence means replacing a cultural word in the SL with a TL one. However, "they are not accurate" (Newmark 1988). Cultural equivalence is the translation of source language cultural terms into target language cultural terms that at least have the same meaning and concepts as the source language. This strategy comes in 3rd place as the most common strategy

found in the 10 restaurants in the data. Several example of this strategy from the data can be seen as follows.

1.3.1 Rawon Buntut

Rawon is a unique Indonesian dish originating from East Java. This flavorful soup is usually made with slow-braised beef and other traditional Indonesian ingredients such as lime leaves, lemongrass, ginger, and chili. However, the key element is *keluak*, the Indonesian black nut (TasteAtlas Team 2023, Badan Pengembangan dan Pembinaan Bahasa 2023). Based on the data, the translation of rawon buntut uses a cultural strategy. The Sansekerta restaurant and Ria Indonesian translate rawon buntut by adapting the word *sup* from source language into *soup* in the target language.

1.3.2 Mie/Bakmi Godog dan Goreng Jawa

Mie godog jawa is a noodle stew originating from the Java region. This dish consists of noodles cooked with eggs and various vegetables (Rosadi 2023). The restaurant that uses the cultural equivalent strategy is Tawangmangu Terrace with their translation, *Javanese noodle in soup/Javanese fried noodle*. The other restaurant that use the similar strategy is Rasa Rasa Indonesian Cuisine with their translation, *Javanese fried noodle/ javanese boiled noodles*. It was found in the translation *soup* which describes in general terms related to soupy food so that there is an image of the *godog* noodles.

1.3.3 Nasi Goreng Kampoeng

It has been explained above that nasi goreng or fried rice is a dish of rice fried in a wok or frying pan that produces a different flavor because it is mixed with spices such as garlic, shallots, pepper and sweet soy sauce. In Bunga Rampai, they used this strategy to translated their nasi goreng kampoeng into *Javanese style fried rice with shredded chicken, scrambled egg, deep fried "engraulidae fish" and deep fried soya bean on top, served with pickles and shrimp crackers*. As can be seen above that the phrases *nasi goreng* translated into English as *fried rice* to equated the SL culture with TL culture.

1.4 Transference

Transference (word borrowing, transcription) refers to the strategy of transferring words from the source language into target language words. The transference strategy indicates that the translator takes a term from the source language into the target language without changing its formal form or semantics (Newmark 1988). Transference most common found strategy in this data and it became the 4th strategy most found. The example of this strategy could be seen below.

1.4.1 Sambal Terasi

Sambals, or Indonesian chilli sauces, are central to Indonesian cuisine. It can be spicy, sweet, salty, or sour depending on the region, and its texture can range from coarse to smooth. Several restaurants adapted this strategy, such as Lara Djonggrang & La Bihzad Bar, Sansekerta, and Rasa Rasa Indonesia Cuisine. *Shrimp and potato sambal* was used by Lara Djonggrang & La Bihzad Bar. It shows that this restaurant applies Transference strategy by using the Indonesian term *sambal*. Similar with Lara Djonggrang & La Bihzad Bar, Sansekerta also imply this strategy by adding the term *sambal* in their translation.

1.4.2 Sambal Pencit/Mangga Muda

Sansekerta restaurant and Agnaya restaurant translate sambal pencit/mangga muda with transference strategy because of the transfer of the word *sambal* from the original language to the target language. Ria Indonesia restaurant, on the other hand, uses the expansion strategy because of the expansion of the ingredient, salted fish.

1.5 Descriptive Equivalent

This strategy prioritizes the use of description in translation rather than its function to explain the meaning of words/sentences. This translation is caused by the fact that the words in the source language are not available in the target language, so the translator tries to describe the words in the source language to the target language. Several data of this strategy could be seen as follows:

1.5.1 Tahu Telor

Tahu telor translated as *beancurd omellete on roasted peanut sauce sweet soy tinted with shrimp paste* in Agnaya Restaurant. It shows that this restaurant uses descriptive equivalent strategy from their menu. Agnaya Restaurant describes tahu telor as *beancurd omellete* as well as the sauce of the food which made from roasted peanut sweet soy tinted with shrimp paste. It can be seen that Agnaya Restaurant applied descriptive equivalent strategy on their menu.

1.5.2 Lontong Cap Gomeh

Lontong cap gomeh resembles opor because it is a dish adapted by Chinese Indonesians to Javanese cuisine. One plate of lontong cap gomeh contains slices of lontong and an assortment of vegetables and side dishes, such as lodeh, sambal goreng, pindang eggs, shredded chicken, etc. Agnaya Restaurant translated this menu as *coconut braised chicken, shredded young papaya sauteed potato and beef liver sambal, herb boiled egg and beancurd banana leaf steamed rice cakes, soy bean powder, shrimp crackers*. This is shown that Agnaya restaurant uses a descriptive equivalent strategy by describing what the menu is. This is because the target language does not translate lontong cap gomeh literally so the word is an uncommon word.

1.6 Functional Equivalent

Functional equivalent is a translation strategy that emphasizes the similarity of function or meaning in the target language by using a different sentence pattern from the source language so that the reader still understands the function of the source language. The data of functional equivalent strategy could be seen as follows.

1.6.1 Nasi Liwet

Nasi liwet is rice cooked (boiled) with coconut milk (Badan Pengembangan dan Pembinaan Bahasa 2023). The functional equivalent strategy can be seen from the translation menu at Locavore by Nusantara restaurant which is "Hi-grade Balinese heritage rice (from Mas, central Bali)" which refers to its function to describe where nasi liwet is made from.

1.7 Naturalization

The last strategy found in the data is naturalization which refers to a translation strategy that successfully transfers and adapts source language words into the normal pronunciation, then into the normal morphology of the target language. The data that contain this strategy could be describe as follows.

1.7.1 Sup Kikil

Sup kikil is one of Indonesian cuisine made from the ox feet cook with special condiments and serve as a soup. There is a restaurant applied the naturalization strategy on this menu which is Taste van Java. It translates sup kikil as *ox feet soup* which is the literal meaning of sup kikil.

The strategies employed reflect the translators' efforts to adapt the source language (SL) to the target language (TL) while preserving the cultural essence of the dishes. The frequent use of Reduction and Expansion indicates a tendency to simplify or elaborate on menu items to enhance understanding for the target audience. Combining two methods, the Couplets strategy demonstrates the complexity and need for nuanced translation approaches to convey culinary details accurately.

Based on the data, this study revealed that the strategy of food translation in each restaurant was varied. Even for the same menu, the translation strategy applied are different based on menu speciality cooked by the chef, i.e. gado-gado in Ria Indonesian restaurant used the strategy of couplets: cultural equivalent and expansion because the translator compared gado-gado into salad and added some information to the menu. However, gado-gado in Agnaya Restaurant used the strategy of descriptive equivalent because the translator focused on describing the menu in details by mentioning the shape and how to serve.

2. Nusantara Food Menu Translation CSIs

Based on the findings as described above, the dominant CSIs type used is Ingredients (186 data), followed by Cooking Technique (113 data), Seasoning (83 data), Proper Name (39 data), Flavor (9 data), Color (7 data), and the least type that used in this CSI's menu translation is the Texture (4 data). The summarized of the data can be seen in the Table 2 below.

Table 2 Nusantara Food Menu Translation CSIs

No.	CSI's Type	Data Total	Percentage
1.	Ingredients	186 data	42%
2.	Cooking Technique	113 data	26%
3.	Seasoning	83 data	19%
4.	Proper Name	39 data	9%
5.	Flavor	9 data	2%
6.	Color	7 data	2%
7.	Texture	4 data	1%
	TOTAL	**441 data**	100%

2.1 Ingredients

2.1.1 Gado-gado

Based on the data collected from translating the gado-gado food menu in the 10 studied restaurants, there are 4 types of CSI being used: ingredients, seasoning, cooking techniques, and proper names. Out of the four CSI types, ingredients and seasoning are the most frequently utilized ones across the 10 restaurants: Bunga Rampai, Harris Cafe, Little Mars, Sansekerta, Ria Indonesian, Tawangmangu Terrace, Agnaya Restaurant, Rasa Indonesia Cuisine, The Cafe Lotus, and Restaurant Merah Putih, with each of these restaurants employing them 10 times. The technique of translating through ingredients type is more widely employed by most restaurants, as the ingredients themselves play a crucial role in crafting a

distinct flavor within the dish. Accurate translation of the ingredients aids in preserving the essence of the intended flavors from the original recipe. Furthermore, it provides customers with a clearer understanding of the gado-gado's flavour.

2.1.2   Otak-otak
There are 4 restaurants that mentioned 3 types of CSI in the translation of the otak-otak menu: ingredients, cooking techniques, and seasoning. From three different types, ingredients and cooking techniques are the most used CSI types, such as ingredients 4 times used in 4 restaurants: Bunga Rampai, Kembang Goela, Lara Djonggrang & La Bihzad Bar, and Ria Indonesian. Ingredients type is often combined with cooking technique type by most restaurants because ingredients and cooking techniques also play an important role in determining the taste, texture, and flavour of a dish. This will certainly provide more complete information to customers.

2.1.3 Sate Ayam
According to the data collected from the translation of sate ayam in the 7 restaurants studied, there are 4 types of CSI used: ingredients, seasoning, cooking techniques, and proper name. Among the four types of CSI that have been mentioned, the ingredients type of CSI was used the most in 7 restaurants: Kembang Goela, Little Mars, Taste van Java, Tawangmangu Terrace, Agnaya Restaurant, Rasa Rasa Indonesian Cuisine, and The Cafe Lotus 7 times. From the data, the translation of the sate ayam food menu is highly dependent on the CSI ingredients type, as this type represents sate ayam in general.

2.2 Cooking Technique
2.2.1 Mie Goreng
From the data of mie goreng menu translation in three restaurants that have been studied, there are 2 types of CSI used: cooking techniques and ingredients. Both types of CSI appear equally 3 times in 3 restaurants: Kembang Goela, Little Mars, and The Cafe Lotus. In addition, there is also the same order of mention where the cooking techniques CSI type is in the first order of mention in all three restaurants. Cooking techniques and ingredients are widely used because these two types can clearly describe this mie goreng menu. These 2 types can provide good information to consumers regarding what type of food and what ingredients are contained in the menu.

2.2.2 Sop Buntut
The CSI types that appear in the translation of sop buntut food menu in 4 restaurants studied are ingredients, cooking techniques, and seasoning. In the translation of this food menu, the most common types of CSI are ingredients and cooking techniques, which were found 3 times each in 3 restaurants: Bunga Rampai, Kembang Goela, and Taste van Java. The type of cooking techniques itself is placed at the very first order in the translation of the sop buntut food menu because this type can provide information related to the texture felt by consumers from the cooking process of the dish.

2.2.3 Tahu Isi
According to the data collected from the translation of tahu isi in the 3 restaurants studied, there are types of CSI used: ingredients, cooking techniques, and texture. From the three types of CSI, ingredients and cooking techniques each appear 3 times in 3 restaurants: Ria Indonesian, Rasa Rasa Indonesian, and Sanskerta which means that these two types are the most common types of CSI in the three restaurants. The cooking technique type always appears

in the first order of the tahu isi menu translation because the three restaurants that have the same menu want to highlight to consumers the cooking technique of the tahu isi itself so that consumers can imagine the texture and taste that will be given if they taste the menu.

2.3 Seasoning
2.3.1 Sambal Terasi
In the translation data of sambal terasi menu in 6 restaurants studied, 3 types of CSI were found in the translation of the food menu: seasoning, ingredients, and cooking techniques. In this analysis, seasoning type appears most frequently, 6 times in 6 restaurants: Bunga Rampai, Lara Djongrang & La Bihzad Bar, Sansekerta, Taste van Java, Agnaya Restaurant, and Rasa Rasa Indonesian Cuisine. Flavor, aroma, and texture are important elements in a culture's signature cuisine. By using seasoning type, restaurants can create a more immersive sensory experience for customers, allowing them to experience true flavors.

2.3.2 Rujak Cingur
In the rujak cingur food menu translation, there are three CSI types: ingredients, seasoning, and proper name. In the three types, ingredients and seasoning are the types that appear most often in the translation of this rujak cingur food menu, which is 2 times in 2 restaurants: Sansekerta and Ria Indonesian. Some cultures have unique ingredients and cooking methods that do not always have direct equivalents in other languages. Using specific seasoning terms can help communicate these ingredients and techniques of rujak cingur menu more accurately.

2.3.3 Gurame Asam Manis
The results of the analysis in the translation of the gurami asam manis menu from three different restaurants show that there are 3 types of CSI applied: cooking technique, ingredients, and seasoning. The most frequently used CSI types in the translation of the gurame asam manis menu are ingredients and seasoning, each of which is mentioned 3 times in 3 different restaurants: Sanskerta, Ria Indonesian, and Dream of Kahyangan Resto.

2.4 Proper Name
2.4.1 Sambal Matah
The CSI types used in the translation data of sambal matah in the 6 restaurants that have been studied are ingredients, cooking techniques, proper name and seasoning. For CSI type proper name appears twice in 2 restaurants: Lara Djonggrang & La Bihzad Bar. In the food and beverage industry, many brands and specialties are known by their own names. When translating the proper name type incorrectly, it can affect the marketing, brand and image that the manufacturer or seller has built.

2.4.2 Bakmi Godog
The translations of bakmi godog menus in the 4 restaurants studied showed that there are 4 types of CSI used: ingredient, cooking techniques, proper name, and flavor. Cooking techniques and proper name appear 5 times each in the 4 restaurants: Sansekerta, Rama Shinta Resto, Tawangmangu Terrace and Rasa Rasa Indonesian Cuisine. Of the four restaurants, three of them mentioned the ingredient first, while the other restaurant mentioned the proper name. Judging from the order of mentioning the ingredient in the first order, which is always followed by the proper name in 3 out of the 4 restaurants studied, the uniqueness that each restaurant wants to highlight is their main ingredient as well as the origin of the bakmi godog menus.

2.4.3 Ayam Betutu

From the data obtained in 2 restaurants, Raja's Balinese Cuisine Restaurant and The Cafe Lotus, it was found that in the translation of ayam betutu menu, there were 4 types of CSI: ingredient, cooking techniques, seasoning, and proper name. The CSI type proper name itself was used 3 times by the 2 restaurants that served ayam betutu. Ayam betutu itself is a menu of a menu, meaning that is not translated literally, with an accurate proper name, people who are not familiar with the food can clearly understand what is meant.

2.5 Flavor
2.5.1 Nasi Liwet

Based on the translation of nasi liwet in 3 restaurants, there are 5 CSI types found: ingredient, cooking techniques, proper name, flavor, and seasoning. The flavor type itself is used in 2 out of 3 restaurants that provide the same men: Agnaya Restaurant and Rasa Rasa Indonesian Cuisine. Instead, 2 out of the 3 restaurants studied mentioned flavor in the first place. Judging from the choice of order of mention, it can be said that both restaurants prioritize the taste of the liwet rice menu itself over other CSIs.

2.5.2 Sate Lilit

In the translation of the sate lilit menu analyzed in 5 restaurants, there are 4 types of CSI used: ingredients, cooking techniques, seasoning, and flavor. The flavor type itself is only used once in 1 restaurant, which is in Rasa Indonesian Cuisine. Flavor type appears in the first place in the translation of Satay Lilit menu in Rasa Rasa Indonesian Cuisine restaurant, this could be because the restaurant wants to emphasize the taste given from the sate lilit menu.

2.6 Color
2.6.1 Rawon Daging

From the results of the translation of rawon daging in 3 restaurants analyzed, there are 5 types of CSI used: ingredient, color, proper name, seasoning, and flavor. The second type that appears most often is color 3 times in 3 restaurants: Ria Indonesian, Taste van Java, and Rasa Indonesian Cuisine. The color type itself is used by most restaurants that have the same menu because they want to highlight the characteristics of the rawon daging menu itself which is known to have a brownish sauce color.

2.6.2 Sambal Dabu-Dabu

The translation results of sambal dabu-dabu from the 3 restaurants analyzed show that there are 4 types of CSI that appear: ingredient, seasoning, color, and proper name. There is only 1 restaurant that translates the sambal dabu-dabu menu using the color type: Locavore by Nusantara. The restaurant is a restaurant that uses the color type in the translation of the sambal dabu-dabu food menu, but of course by combining other types, namely ingredients so that the translation further emphasizes the characteristics given by the restaurant on the sambal dabu-dabu menu.

2.7 Texture
2.7.1 Lumpia Goreng

The CSI types used in the lumpia goreng food translation data in the 3 restaurants studied are ingredient, cooking techniques, proper name, texture, and color. The CSI type texture was found to appear twice in 2 restaurants: Sansekerta and Ria Indonesian. The ingredient CSI type was placed last in all 3 restaurants, while the cooking techniques CSI type was placed first in 2 restaurants. While the texture CSI type was placed first in one restaurant and the color CSI

type was placed second in one restaurant as well. The order also determines the characteristics that want to be highlighted from the lumpia goreng menu in each restaurant.

2.7.2 Perkedel Jagung

Based on the data collected from the translation of perkedel jagung in the three restaurants studied, there are three CSI types used: ingredients, cooking techniques, and texture. The CSI type texture has appeared once in the first order also in one restaurant: Sansekerta. This restaurant use of texture type in the translation of the perkedel jagung menu helps explain how the food will feel in the mouth, which is important information for those who want to explore the taste of food.

The analysis of Culture-Specific Items (CSIs) revealed that the Ingredients (186 data) is the most commonly used, meanwhile the least type of CSIs used is Texture (4 data). This emphasizes the importance of accurately translating ingredients and cooking methods to maintain the dishes' authenticity and provide customers with precise information.

As the strategy of translation, the varied CSIs not only focused on the closest equivalent but also the menu speciality cooked by the chef. Therefore, the analysis not only about proper or improper translation but it showed how the chef making the menu with their own competency, quality, and experience. It is proved by the high percentage of ingredients (42%) as Indonesia has a lot of traditional recipes. The other CSIs with high percentage was cooking technique (26%) because as an archipelago country Indonesia has served many menu with diverse techniques to cook the food.

CONCLUSION

This study uncovered significant variations in food translation strategies among different restaurants, even for identical menus, depending on the specialties prepared by each chef. These diverse strategies emphasize that culinary translation isn't solely about finding direct equivalents but also reflects the chef's expertise, quality, and culinary background. Thus, the analysis extends beyond assessing translation accuracy to demonstrate how chefs craft menus based on their unique skills, standards, and culinary knowledge. The research findings of the translation of food menus in Indonesian restaurants are very significant and suggest that CSIs are challenging and crucial for accurate translation. The most frequent strategy used is Reduction and Expansion that has been used 81 times. Therefore, it can show a tendency of making something more or less complex to simplify the meaning of the dish. The strategy of Couplets was the second most frequent strategy type and has been used in 34 data. Other strategies include Cultural Equivalent (8 data), Transference (7 data), Descriptive Equivalent (5 data), Functional Equivalent (4 data), and Naturalization (2 data). During the analysis, Ingredients is applied in 186 data, emerge as the most common CSI type and, hence, of relevance to the authenticity of the dish in question. As such, Cooking Techniques (113 data) and Seasoning (83 data) allow expressing how the food is prepared and flavored. The other CSIs involve Proper Name (39 data), Flavor (9 data), Color (7 data), and Texture (4 data).

The findings pointed out the problems specifically and showed that there was a necessity of teamwork between the translator and the chef to prevent unsystematic translations. Good menu translation needs to find ways of handling difficult CSIs to assure cultural authenticity and correctness. A well-translated menu presents the international customer with good, useful information that makes dining satisfying. This research therefore brings out the necessity of retaining flavor, cultural nuances, and precise details in order for the Indonesian culinary

culture to be understood and appreciated. In general, it applies more focus to the use of appropriate translation strategies in knowledge of the customer-specific instructions when coming up with authentic and effective menu translations.

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