Investigating Food Names Translation of Restaurant and Cafe Menus

Yoanita Azzahra[a*], Asrofin Nur Kholifah[b], Hanifa Pascarina[c]

[abc]Universitas Jenderal Soedirman, Purwokerto, Indonesia

A B S T R A C T

This research investigates the translation of food names on menu lists by employing a Linguistic Landscape approach, focusing on public spaces such as restaurants and cafes. The goal is to recognize the categorization of menu types and structures and to identify the translation methods. Four types of menu classification are found in the menu list, and more frequently provided to cater to the requirements of the local community. The usage of menu types is evenly distributed across food in the Northern Purwokerto area, starting from bite-sized food to traditional food. The menu types tend to be used in Western culture and are rarely applied to Indonesian food conditions. The prevalence of main courses as a predominant menu structure is attributed to the common preference among Indonesians for substantial meals. Therefore, various dining establishments adapt to the cultural preferences prevalent in their surroundings. There is also a descriptive translation method being the most commonly employed. It involves providing a detailed of the process and elaborating on the food menu by explaining how the dishes are served. Moreover, the food menu served aligns with the local culture, characterized by a prevalence of hearty portions.

A R T I C L E I N F O

1. Introduction

Most restaurant and cafe owners in Purwokerto write their food menus in English. This is supported by Koinwork (2010) which states that the city of Purwokerto is a city that is developing into a central city characterized by many malls, supermarkets and very busy business areas such as restaurants and cafes. Merakarno Rahursa, the Regent of Banyumas, also believes that the city of Purwokerto has potential for culinary businesses, which has sufficient market prospects. The culinary industry is highly competitive, thus many business owners use various strategies to promote their goods, including adding additional languages to their offerings.

Currently, the phenomenon of using English in product attributes is also found in some restaurants or cafes. The choice of the name of the restaurant or cafe as well as the names of the menu options-available, are also in English. In the culinary sector, English is the most commonly used language. In contrast, the majority of restaurant owners in the culinary industry choose to name food menu items in their application in English. It turns out that using a menu in English influenced the selling price of the food. This is also supported by research conducted by Putra (2014), which shows that when the attributes of a product use a foreign language, the product will be perceived as having more value. On the other hand, Cyril (2012) said that the use of English in a marketing strategy will not necessarily make the product more attractive to consumers. It is believed by restaurant or cafe marketers that when a product is given a foreign name and a high price, consumers' perception of the product will become more positive and they will be willing to pay more and will even be loyal to the product. There is a trend towards the phenomenon of restaurants and cafes providing two languages on the menu list they provide.

Local people's tastes are still focused on inadequate local language, so the pair languages are presented on menus in restaurants and cafes. In the ASEAN Economic Community (AEC) era, Indonesia itself has human resources that have opportunities as well as challenges to be able to survive and compete in a fast-paced era.

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[*]yoanabhin@gmail.com (Azzahra)

Currently, the phenomenon of using English in product attributes is also found in some restaurants or cafes. The choice of the name of the restaurant or cafe as well as the names of the menu options available, are also in English. According to the Creative Economy Agency, food preparation operations in Indonesia reached 5.55 million units in 2018, or 67.66% of the total 8.20 million economic operations. The average rate of economic growth over the last seven years was 9.82% (Kholisdinuka, 2019). With the increasing number of culinary businesses developing in Indonesia, the development of the culinary world in Purwokerto is increasing. Improving English language competency needs to be carried out continuously through non-formal education institutions while remaining side by side with the implementation of formal education. Indonesian, which is the first and unifying national language, needs to be balanced with English, which is the unifying language in the international world. However, this is needed to increase capabilities in the economic and business sectors, as well as assets to win competition in the fields of education, culture, and tourism, as well as various other sectors (Muhyiddin, 2015).

Translation activities include both spoken and written language. Supporting Brislin and Newmark's statement, Catford (1965) explains that translation is the activity of replacing textual material in Source Text (ST) with equivalent textual material in Target Text (TT). Reinforcing the concept of 'replacement', Larson (1984) argues that translation is basically an activity of changing the form of language. Translation can provide access between language, society, literature and through translation and cultural barriers can also be overcome. Translation is secondary communication, because it provides access to something, and some messages that already exist. Translation can be said to be successful if it succeeds in meeting the needs of the audience or target, either in terms of appropriate structure or form or in terms of transferring the right meaning from the Source Text (ST) to the Target Text (TT) in English.

The application of English into the menu list is what makes the researcher interested in researching the language pair process between the two languages, English-Indonesian and Indonesian-English, which are then classified into food groups based on translation theory.

The researcher first classified menu types as conducted by Arnawa (1995) supported by Suwena's (2010) research. This theory was chosen because the research topic is relatively new, sparking the researcher's interest. Additionally, the theory is appropriate for the study and serves as a bridge for analysis, providing a solid basis for the research. The researcher then used Suarthana's (2002:74) classification of menu structures to adapt Indonesian food, which has a limited variety of menu structures, further classifying them into three parts. Lastly, and most importantly, the researcher analyzed and defined food translation methods using Stovianova's (2013) theory of translation methods with Kwiecinski's (2001) about the localization taste which elaborated in Katan (2009).

In this study, the researcher analyzed food structure based on how it is served in this research, as an appetizer, a main course, and a dessert. An appetizer is the first dish of a multi-part meal, served in small portions, and also acts as an appetite starter. The main course is referred to as the main or core dish between the other two menus. For the last one, dessert is known as the last meal, served with a sweet and refreshing taste. As is the case in one of the cafes, Fore Coffee which provides a variety of coffee menus. On one of the menus, "Buttercream Latte" is translated into Target Text (TT) as Nikmatnya Buttercream Coffee Sebagai Topping Kopi Susu Karamel. The "Buttercream Latte" here is positioned as a topping to enhance the taste of caramel milk coffee. The use of English in several restaurants and cafes in Purwokerto is still relatively small, especially in several restaurants and cafes that provide dual language pairs such as English-Indonesian and Indonesian-English.

North Purwokerto as the research location, is the center of an educated city where research can be carried out, and where several restaurants and cafes can be visited by students, the majority of whom come from outside the city. Purwokerto is the capital of Banyumas district, Central Java, Indonesia. According to the Central Statistics Agency, the population was around 249,618 people in October 2020 (BPS, 2020). This central city is in terms of economy and education in the western part of Central Java.

The study of the Linguistic Landscape in translation research has not been previously investigated in Purwokerto, particularly in the context of culinary business signage or textual elements. Linguistic Landscape research explores the interactions between language and society by analyzing the presence of written and visual elements within the linguistic environment. The presence of bilingual texts in various language pairs within public spaces presents a compelling subject for investigation, aligning with research objectives that involve sampling multiple menu lists featuring language pairs relevant to translation theory. The existence of language pairs in this context provides data for the analysis of translation, given the availability of numerous food menu lists in public

spaces that can be subject to examination. Written language communicates with target readers through various signs in public spaces, making the Linguistic Landscape a significant area of study within language research (Burenhult and Levinson, 2008). Landry and Bourhis (1997:24) define all linguistic signs that mark public spaces—including street signs, names of sites, roads, buildings, places, institutions, advertising billboards, advertisements, and even personal visiting cards—as components of the Linguistic Landscape. These written language features serve multiple purposes, including commercial ones. Consequently, language signs intended for commercial use are frequently found in businesses such as clothing stores, grocery shops, and restaurants. Cenoz and Gorter (2008:55) argue that many language signs displayed on streets possess economic significance, providing information about the location of shops or the types of goods being sold, and thus play a crucial role in the commercial dynamics of public spaces. Furthermore, a menu is defined as a list of dishes available for order in a restaurant or to be served at a banquet (Merriam-Webster, 2023). Menus are critical tools for promotion and branding, offering valuable insights into a restaurant's offerings, cuisine, and the quality of its food and service. Consequently, menus play a pivotal role in shaping and conveying a restaurant's identity.

Research on food name translation was previously conducted by Setyaningsih (2020), which focused on translating food names in food culture entitled "Food Name Translation Practice: A Case Study of Indonesian English Menus". This research was also inspired by research conducted by Huebner (2006) which examined the linguistic landscape in Bangkok, Thailand. Huebner analyzed multilingualism, code-mixing, and language changes that occurred. Apart from that, research was carried out by Barni et al (2014) to look at the language of the population occupying an area at a certain time through LL (Linguistic Landscape) approach. Therefore, this study focuses on language variations in public spaces, especially in resto and cafes that form the linguistic landscape of the North Purwokerto area.

As a reform theory, this research uses a new theory. It conducted by applying Stovianova's (2013) theory to clarify the titles of the food names through menu lists by analyzing the translation method. Based on a pre-survey conducted on research on the application of foreign languages, especially English, it turns out that research is still rarely carried out, so it is very necessary to compare it with food names so that in some cases it is not uncommon for some owners to translate their products into certain target languages, as based on Stovianova's (2013) theory, in relation to the menu translation method, there are three kinds of methods applied: transliteration, loan translation (calque), and descriptive translation.

Transliteration is the practice of writing or describing words or letters with the use of letters from another alphabet or language (Wehmeier, McIntosh, Turnbull, & Ashby. 2005, p.1632). For instance, a pin yin-written Chinese cuisine is translated into the Roman language of English. Meanwhile, Loan Translation (Calque) is a phrase borrowed from another language and translated word-for-word (Umamaheswari, 2017). For example, Mie Aceh is translated into "Aceh Noodle". Then, Descriptive Translation itself is the use of a description to translate a term or a phrase in the source by characterizing it instead of translating it directly (Darwish, 2010). For example, Gado-Gado is translated into a traditional Javanese mixed vegetables with peanut sauce as a dressing. However, it is also frequently served with a plate of steamed rice cakes. In order to fill the gaps, this research examines (1) the frequency of language usage on the menu lists of food stalls, restaurants, and cafés, (2) the method for composing English-language texts, and (3) the methods used to write the language pair.

The language pair in restaurants and cafes in Northern Purwokerto tends to have a duality language, such as Indonesian-English; and English-Indonesian. The researcher took the duality language pair as one of the gaps in the research because everything is based on how restaurants and cafés present their identity to the public without compromising their identity as Indonesians. This research is an attempt to identify, classify, analyze and describe the terms of food that are used in English and the local language. Some points are conducted in this research to answer the research aims, such as the menu types, the menu structures, and the translation methods including the localization terms that found in food names in public spaces.

2. Methods

In completing this research, the researcher used a qualitative descriptive method. The purpose of using a qualitative approach is to examine the food name translation in public spaces, especially in restaurants and cafes. The data were collected through the process of photographing menu lists in menu books in eating places such as

restaurants and cafes in Taman Coffee, LAV Cafe, and Oemah Batir by taking screenshots of digital menu lists. The data were presented in the form of words or phrases which contained food menus. The researcher then observed the language pairs and interpreted them descriptively to reach the research objectives. Data processing methods are carried out one by one according to the data obtained. The used of Arnawa's (1995) in classifies the menu types into six types; a la carte, du jour, cycle, static, fixed, and digital menu. The kind of a la carte, for example, could be find in the LAV Tenggiri Sambal Matah food, which was obtained from the LAV Cafe. The data served with the others menu with its single own price, which is one of the characteristic from a la carte itself.

Then used Suarthana's (2002:74) in classifies menu structures into three types; appetizer, main course, and dessert. For instance, the type of appetizer, could be find in "Potato Fritters" served warm made from potato pieces. The type of appetizer itself served with small dishes meant to stimulate the appetite that will be served afterwards will be even tastier.

Final classification in translating the food names used Stovianova's (2013), which classifies three methods; transliteration, loan translation (calque), and descriptive translation. For example, the term Tempeh Goreng in loan translation method is translated into "Fried Tempeh", which means it is translated literally word for word. The equivalent of the word "Fried" is for various types of fried foods, and Tempeh is the equivalent of the original Indonesian word for processed soybeans. The characteristic of loan translation is used to bring the atmosphere in the source language (SL) into the target language (TL), but still has an equivalent meaning.

The research involved detailed observation and descriptive interpretation of the language pairs to achieve the research objectives. The study aimed to understand how the source language's atmosphere is conveyed in the target language while ensuring the translations remain meaningful by analyzing how food names are translated. Through this meticulous process, the researcher gained comprehensive insights into the translation practices of food names in public dining spaces. The study highlights the significance of cultural and linguistic nuances in ensuring effective communication within a multicultural context. This approach provided a deeper understanding of the role of translation in bridging cultural gaps and enhancing the dining experience for a diverse audience.

3. Results and Discussion

In transferring one language into another, a method term is needed to elaborate the translation. The collected data is associated with a specific language pair. Utilizing Stovianova's (2013) framework, the researcher investigated the translation methods applied to food menu data in public spaces, notably restaurants and cafes. Subsequently, Arnawa et al.'s (1955) classification of menu types and structures was employed for analysis.

3.1.1 Classification of Menu Types and Structures

Each food menu list that is found has been analyzed into 6 types based on Arnawa (1955), including *a la carte, du jour*, cycle, static, fixed, and digital menus. In previous research regarding the classification of food names translation, it was carried out by Setyaningsih (2020) in her journal entitled "Food Name Translation Practice: *A Case Study of Indonesian-English Menus*", only classifies food appearance to English and generalize the traditional food. In contrast, this research takes a gap in classifying menu types and menu structures through a Linguistic Landscape approach so as to produce data.

The most commonly found classification of food menu types in restaurants and cafes is *A La Carte* and Cycle menu type. The second highest menu type Digital menu. Lastly, the third commonly found of menu types is Static. The following is an example of *a la carte* menu which used in some restaurants and cafes in Northern Purwokerto.

Figure 1. *A La Carte* menu (Source: beambox.com)

The term "*à la carte*" translates to "according to the menu.", which means the customers can order products individually from this menu, which offers more flexibility. Each restaurant item is listed and priced individually on an *a la carte*. This type of menu is more commonly associated with premium restaurants, and the menu items are typically more costly than other forms of menus.

Meanwhile according to Sudiarta (1999: 208-210), food is classified as following; Cold Appetizer, Hot Appetizer, Soup, Larger, Cold Entree, Hot Entree, Shorbet, Roast, Vegetables, Savory, and Dessert. However, in adapting Indonesian food which does not have many types of menu, it is further classified into 3 parts based on Suarthana (2002:74), including; Appetizer, Main Course, and Dessert. Each food menu list that is found has been analyzed into 3 types based on Suarthana (2002:74). The most commonly found classification of the food menu structure in restaurants and cafes is Main Course. The second highest occupied by Dessert, lastly, the Appetizer. The following is an example of main course menu which used in some restaurants and cafes in Northern Purwokerto.

Picture 2. Main course structure (Source: self-documentation from LAV Café)

Main course is the main of several menus served. (for example, full course dinner with 10–12 types of dishes). In America, Northern and English main courses are also called entrée. Sometimes, it is also called a meat dish. Main course is the most nutritious menu compared to other menus. The main ingredients of this dish are usually meat, fish, or poultry. For vegetarians, ingredients that resemble meat or synthetic meat made from gluten are used. According to Setiawati (2020), the main course is the staple dish from a complete menu that is served at a meal, such as lunch or dinner, with a larger size than the appetizer.

3.1.2 Translation Methods Found in Menu List

According to Stovianova (2013), in relation to the menu translation method, there are three types: transliteration, loan translation (calque), and descriptive translation. The result of translation methods classification shows the most used method using the language pair in the food menu list is Descriptive Translation, followed by Loan Translation (Calque), and Transliteration which is not found in any data. The restaurants and cafes use all of the translation methods proposed by Stovianova (2013). The existence of language pairs in food menu translation most profoundly found is the Indonesian-English translation applied in public spaces.

Language pair

Indonesian-English	English-Indonesian
A. /Tempeh goreng /	A. Chicken and prawn dumpling.
B. Fried tempeh.	B. /Siomay ayam udang/

The language pair in restaurants and cafes in Northern Purwokerto tends to have a duality language, such as Indonesian-English; and English-Indonesian. The term *tempeh goreng* in SL is translated into "Fried Tempeh", which means that in this type of calque method, it is translated literally word for word. The equivalent of the word "Fried" is for various types of fried foods, and Tempeh is the equivalent of the original Indonesian word for processed soybeans. The menu structure classification is Main Course, with data obtained from the digital menu type in a restaurant.

"Chicken and prawn dumpling" is translated as *siomay ayam udang* in TL. The word "prawn" here is categorized as "shrimp", because "Prawn" tends to be a type of shrimp that is processed into food such as dumplings. Based on Stovianova's (2013) theory, this analysis is included in the loan translation (calque) method which preserves the meaning of culinary terminology along with the exotic language nuances. This data was obtained through the Static Menu type at the Oemah Batir restaurant, and is an Appetizer menu classification structure.
Out of the three restaurants and cafes studied, there are 26 food items with language pairs in the data. The predominant data includes a la carte options and main courses, in conjunction with the Descriptive Translation method.

3.2.1 The Existence of Menu Types and Structures
Linguistic Landscape research explores the interactions between language and society by analyzing the presence of written and visual elements within the linguistic environment. The occurrence of bilingual texts (in various language pairs) in public spaces presents an intriguing subject for investigation, aligning with research objectives that involve sampling from multiple menu lists featuring language pairs suitable for study based on translation theory. The restaurant name system considers terms that are already well-liked in the restaurant industry and have well-known menus. Linguistic Landscape approach examines the roles that information and symbols play. Laundry and Bourhis (1997) assert that the symbolic function establishes culture, power, dynamics, and status. The linguistic aspect of restaurants and cafes as public space provides customers with sufficient information about the establishment, including its name, menu, and characteristics.

Nowadays, the menu form is still used but the types of dishes are more limited, consisting of 7-8 types, especially state banquets (state luncheons / dinners). Meanwhile, the second form developed in the United States and is known as a modern menu that is widely used in large hotels in large chains such as Holiday Inn, Inter Continental, Hilton, Sheraton, etc. However, within the scope of daily food menus in this study, the researcher only used six types of menus that are in accordance with current globalization conditions. According to Arnawa et al (1955) in Hayati's journal entitled "*Tata Hidang Pengetahuan Menu* ", the types of menu are divided into six types; *a la carte, du jour*, cycle, static, fixed, and digital menu. Out of the six types, there were only four types that exist in the menu list; *a la carte*, cycle, static, and digital menu.

1) A La Carte

Figure 3. *A la carte* menu of *LAV Tenggiri Sambal Matah*

The data source of *LAV Tenggiri Sambal Matah* was obtained from the LAV Cafe. The data is served with the other menu, with its single own price. The mixed rice is served with pieces of cabbage plated in a circle according to the portion of rice served, with several other vegetables such as pieces of cucumber and long beans, and served with chili sauce on top together around the mixed rice to support the aesthetics. On top of it is a platting of mackerel fish and sambal *matah*. This sambal *matah* is a type of raw chili sauce that is served without cooking. The chili sauce consists of pieces of red onions and garlic, pieces of chili, and lime juice, creating a spicy, sour, and refreshing taste. Moreover, combine several combinations with mixed rice.

2) *Cycle*

Figure 4. Cycle menu of *Perkedel Kentang*

The data source from the term *Perkedel kentang* was obtained from Oemah Batir restaurant and served in cycle menu type because the restaurant offers this menu for several days, and then on certain days the menu is changed. In Oemah Batir, this food is made from mashed potatoes and mixed with other ingredients such as spring onions, eggs, and wheat flour.

3) Static

Figure 5. Static menu of *Siomay Ayam Udang*

The data source of "Chicken and Prawn Dumpling" was obtained from Oemah Batir with serveration in a static menu type. At the Oemah Batir restaurant, dumplings are served with sauce or even accompanied with sauce. The serving period will be changed according to the period set by the restaurant, bearing in mind that making dumpling stock requires a cooler in the form of a freezer so that the frozen dumplings can be used for the next few days and their freshness is still maintained.

4) Digital

Figure 6. Digital menu of Brownchiz

The data source from the term "Brownchiz" was obtained from a digital menu in Taman Coffee. In the form of digital, Taman Coffee can reach a wider audience, as well as market it to potential customers. The cheese-based biscuit menu has a savory taste covered in sweet palm sugar.

Meanwhile, Suarthana's (2002:74) theory elaborated on 3 types of menu structures; appetizer, main course, and dessert. The three components of Indonesian cuisine, which are divided into appetizer, main course, and dessert, are further divided when adapted.

1) Appetizer

Figure 7. Appetizer Structure of Vegetable Spring Roll

The data source from the term "Vegetable Spring Roll" is translated into *Lumpia Sayur* in the Indonesian target text (TT). The data has been analyzed and categorized as an appetizer in the form of Indonesian cuisine. This menu is made from spring roll skin which is filled with various vegetables. The vegetables stuffed into spring rolls have been seasoned with spices so they taste deliciously salty. Vegetable spring rolls are perfect dipped with chili sauce. Vegetable spring rolls are served in small portions, which is one of the characteristics of an appetizer.

2) Main Course

Figure 8. Main Coursse Structure of *Kwetiau Goreng LAV*

The data source from Kwetiau Goreng LAV is translated into "Javanese Style Kwetiaw" in the target language. The data served as a main course structure menu by using the stir-fry technique. This menu is made from kwetiau (the broad and slick) noodles mixed with several vegetables and other additional toppings which are served in large portions.
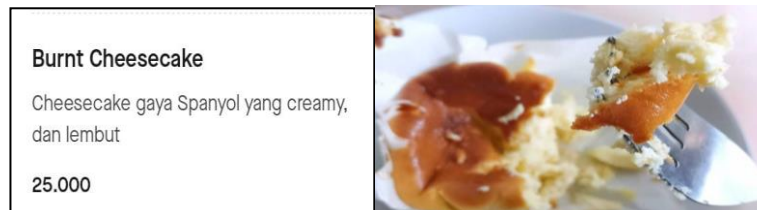
3) Dessert

Figure 9. Dessert Structure of Burnt Cheesecake

The data source from the term "Burnt Cheesecake" is translated into *Cheesecake Gaya Spanyol yang Creamy dan Lembut* in the Indonesian target text (TT). The data has been analyzed and categorized as a hot dessert with a baking technique which is a bakery-type cake.
From the examples above, the food existence gave some local atmosphere from the food ingredients that used have their characteristics. Such as vegetable spring rolls, which use spring roll skin and are rolled with additional chili sauce. However, *LAV Tenggiri Sambal Matah* also used mackerel fish, and sambal *matah* which is a local processed chili sauce.

3.2.2 Methods usage in Food Naming Translation

The three translation methods elaborated by Stovianova (2013), existed in some public spaces in Northern Purwokerto. Lav Café, Taman Coffee, and Oemah Batir were the three objects of the menu lists that data were found. Transliteration serves as a tool for individuals to learn how to speak a language by displaying its pronunciation in a language they are familiar with. Loan translation (calque) refers to a direct translation of a phrase from one language to another, maintaining the exact structure and wording. Meanwhile, Descriptive Translation serves as a technique used to accurately represent the values, prevailing viewpoints, or ideological positions of those involved in the target text. This paper explores the translation methods used by the restaurants and cafes that have the language pair in providing their menus.

In relation to Stovianova's (2013) theory, there should be mentioned 3 kinds of methods, but in existence in the menu list, it is only 2 kinds; loan translation (calque), and descriptive translation. It happened because transliteration did not find any data to process the method's existence.

1) Loan Translation (Calque)

Loan translation maintains the meaning of culinary terms, yet it may not consistently capture the national essence. It entails a literal approach, often resulting in the loss of national nuances. The aim is to bring the atmosphere in the source text (ST) into the target text (TT), but the target language also has the meaning of the words translated using the calque method.

Indonesian (Sneddon 1996:237)

Source Text	Target Text
A. /Tempe goreng/	B. Fried tempeh.

The data source of Tempeh Goreng is translated into "Fried Tempeh" in the target text (TT). The term Tempeh Goreng in the source text (ST) is translated into "Fried Tempeh", which means that in this type of calque method, it is translated word for word. The equivalent of the word "Fried" is for various types of fried foods, and Tempeh is the equivalent of the original Indonesian word for soybeans. The data was obtained from Oemah Batir, where the majority of the options on the menu have a local atmosphere. Tempeh is considered a traditional Indonesian food that is worldwide, first made by people in Central Java and appeared in the 1700s (Astuti et al., 2000).

'Fried food from processed soybeans'

Tempeh is widely known as a fermented food derived from soybeans (Nout and Kiers, 2005). In the example above, the method also reveals the way of presenting traditional food in the source language, by putting the traditional food name plus the cooking method. Seven out of 27 data or 25,9% are treated in this way. The traditional food name "tempeh" is obviously not translated, but rather transferred or borrowed into the target language together with further details about the condiments and side dishes. Through modifying the English pronunciation, the original language is subsequently translated as *tempe*.

Indonesian (Sneddon 1996:237)

Source Text	Target Text
A. Chicken and prawn dumpling.	B. /siomay ayam udang/

The data source of the term "Chicken and Prawn Dumpling" is translated into Siomay Ayam Udang in the Indonesian target text (TT). This data was obtained through the Static Menu type at the Oemah Batir restaurant. The word "Prawn" here is categorized as "shrimp", because "Prawn" tends to be a type of shrimp that is processed into food such as dumplings. Based on Stovianova's (2013) theory, this analysis is included in the loan translation (calque) method which preserves the meaning of culinary terminology along with the exotic language nuances. In fact, the term siomay itself is defined by KBBI as traditional Chinese food, made from fish, chicken, or shrimp mashed with sago flour and egg white, coated in dumpling skin, glued and shaped, then steamed, usually eaten with peanut sauce or spicy sauce, (KBBI, 2023).

'Processed-meat wrapped in spring roll skin'

The term "dumpling" here translated into *siomay* is a processed fish or chicken meat that is given spring roll skin and then steamed. However, in this case, the processed meat is made from prawns and chicken. Therefore, dumplings here indicate the processed meat that has become prawn and chicken, then wrapped in spring roll skin.

Indonesian (Sneddon 1996:237)

Source Text	Target Text
A. /Perkedel kentang/	B. Potato fritter.

The data source from the term *Perkedel Kentang* is translated into "Potato Fritter" in the target text (TT). This data was obtained at the Oemah Batir restaurant. In the case here, the term *perkedel kentang* is translated structurally using loan translation (calque), and it does not retain its lexical elements. The term *kentang* here is still translated structurally into "potato". The term "Fritter" refers to processed fried foods in small form. Which can be categorized as processed fried foods made from potatoes. Instead of using "fried potato" which also translated structurally or "french fries" which people tend to be more familiar with, the restaurant chose the term "potato fritters" itself. Fritters here means small pieces of food like meat, vegetables, fruit, or even dough. So in the target language, potato fritters tend to refer to small pieces of processed potato that have previously been mashed until they reach the stage of frying the potato pieces.

'Fried food from mashed potato'

A potato cake is a culinary preparation consisting of mashed potatoes combined with ingredients such as egg, flour, and salt, along with occasional additional components. The mixture is shaped into flattened patties and subsequently fried until a golden-brown exterior is achieved. From the examples above, it can be seen that most of the loan translation (calque) data is found in Oemah Batir restaurant, and the translation process is carried out structurally. The language pair that mostly exists from the data is Indonesian-English.

2) Descriptive Translation
In this paper, the data were found 17 that consisted of a descriptive translation method.

Indonesian (Sneddon 1996:237)

Source Text	Target Text
A. /Nasi ayam bakar/	B. Grilled half spring chicken served with mixed rice, salad, and *lamongan* sauce.

The data source of *nasi ayam Bakar* is translated into "Grilled half spring chicken served with mixed rice, salad, and *lamongan* sauce" in the target language. This data was obtained at the LAV Cafe. It is applied with a descriptive translation method because in target language defines in detail and clearly how the grilled chicken is served. With mixed rice, salad, and also *lamongan* sauce which shows the local taste that is served in *nasi ayam Bakar*. The locality of taste is used in the term *lamongan*, as Newmark (1988) stated that food is a part of the culture and may have "cultures" that offer local color and atmosphere.
In the example above, the method also reveals the way of presenting traditional food in the source language, by putting the traditional food name plus the cooking method.

'The grilled chicken with mixed rice'

The term *bakar* means food with the cooking method of grilling the main ingredient, *nasi ayam* (the mixed rice chicken). From the target text, the food also reveals the way of presenting traditional food by putting names of appearance, such as mixed rice, salad, and *lamongan* sauce. The term *lamongan* itself is one of the districts located

on the coast North coast of East Java, but in this context, *lamongan* sauce is a typical sauce originating from the *lamongan* district in East Java. So, in the context of this translation, it cannot be categorized as traditional food names plus place names but is included in appearance names. The name of appearance lies in the look of the food menu which is also covered in the typical *lamongan* sauce. If connected to Kwiecinski's four translating cultural categories, the example, in this case, is classified as an exoticizing procedure which is supported by Newmark's (1988) theory regarding food that provides a local taste in his journal entitled "Approaches to Translation". The exoticizing procedure itself permits the use of terminology from beyond the target language.

Indonesian (Sneddon 1996:237)

Source Text	Target Text
A. /Mie goring LAV/	B. Javanese Style Noodle.

The data source of *Mie Goreng LAV* is translated into "Javanese Style Noodle" in the target language. This data was obtained at the LAV Cafe. The term *mie goreng* is translated structurally into "noodle", but it is also given the "Javanese style" to show that this menu has a local taste, especially for Javanese people. It has previously been noted that a tribe's traditional foods or meals are a heritage in a particular area (Sabana, 2007). In Indonesia, it is common practice to include the name of a person or location, the primary ingredient or ingredients, or the cooking process in the name of the dish.

'Fried noodle with Javanese style from LAV Café'

This data was obtained from LAV Cafe, so it is clear that this cafe owned the menu by naming the food with the term "LAV" as a modifier after the food. The food itself is an identity for the cafe by naming the food, then putting the place name. In the target language, it also uses the "Javanese" term to indicate that this menu is prepared according to typical Javanese tastes by putting the food name plus the name of the place, it has an exotic taste. The term of "LAV" in *Mie Goreng LAV* the source text is not translated into the target text. Instead, LAV is interpreted as the "Javanese style noodle", where the restaurant also brings typical Javanese flavors into its cuisine.

Indonesian (Sneddon 1996:237)

Source Text	Target Text
A. /LAV tenggiri sambal matah/	B. Tenggiri served with mixed rice and sambal matah kecombrang.

A further instance of acknowledged exoticism may be observed in the data source of *LAV Tenggiri Sambal Matah* which is translated into "*Tenggiri* served with mixed rice and *sambal matah kecombrang*" in the target text. This data was obtained at the LAV Cafe. The term *tenggiri* is an Indonesian style of naming the mackerel fish.
'Mackarel fish with mixed rice and Balinese sauce'

  Mackerel fish (Scomberomorus sp) is a fast-swimming fish and is often used as a raw material in making fishery products (Maulid et al., 2015). The name *sambal* is another example of an acknowledged effort at exoticism. According to Webster (2019), *sambal* is a spice that is often produced from paprika, pickled, shredded coconut, salted fish, or fish eggs. It is typically consumed with rice and curry in Indonesia and the surrounding Malay, especially in Indonesian communities. The exoticism here refers to the term *sambal matah kecombrang* which has been borrowed from the source language. Bali province, Indonesia, is the place where this spice comes from. This food example also uses the local atmosphere, typically this kind of spice elaborated clearly from the term *matah* in the source t. The language used in the translated text can be elaborated by clarifying that the dish is introduced by combining the traditional name of the food with the names of its components. The usage of the form "LAV" in the source text is not reused in the target language. This term "LAV" is interpreted according to the meaning conveyed in the translation. Where the LAV Cafe restaurant provides processed fish in its restaurant style.

English

Source Text	Target Text
A. Tiramisu mille crepe.	B. /Coffee crepe dengan tiramisu cream dan cocoa powder/

The data source of "Tiramisu Mille Crepe" is translated into *Coffee Crepe dengan tiramisu cream dan cocoa powder*. This data was obtained at Taman Coffee. Looking at the translation process that occurs, the target language uses terms from the source language to provide a detailed explanation. With the term "tiramisu" is maintained because it is a dessert term originating from Italy that has soft characteristics and a delicious taste (Jong et. al., 2012). Meanwhile, Mille Crepe here refers to the term cake dish which consists of a pile of thin crepe dough spread with various flavors of cream (Bobo.id, 2023).

'Mille crepe with creamy coffee taste'

Thus, translating into the target text as *Coffee crepe dengan tiramisu cream dan cocoa powder*. It gives customers the impression that the "Tiramisu Mille Crepe" has a coffee flavor that is accompanied by tiramisu cream and sprinkled with cocoa powder. Since some culinary terminology is utilized in the target text in this translation, improving cross-cultural awareness can help prevent translation problems (Siregar, 2018).

Indonesian (Sneddon 1996:237)

Source Text	Target Text
A. /Nasi Goreng Indonesia/	B. Fried Rice with Chicken and Shredded Vegetables Served with Chicken Satays Shredded Eggs, and Shrimp

From the fifth example, the data source from the term *Nasi Goreng Indonesia* is translated into "Fried Rice with Chicken and Shredded Vegetables Served with Chicken Satays, Shredded Egg, and Shrimp Cracker". This data was obtained at the LAV Cafe. In the source text of *Nasi Goreng* itself, the term "Fried Rice" in the target language is translated generally, often translated by adding several complementary foods. It can be said that the translation is done by putting traditional food names plus the appearance of the food. It implies that it is done by observing how the food plate appears.

'Fried rice with Javanese style from LAV Café'

The translation tends to describe the information by utilizing generic terms, indicating the use of general expressions to convey the meaning of the source text. The use of the name of the country Indonesia and the borrowing of the name of the food, Nasi Goreng, shows that this dish is a distinctive culinary creation. Where the term Indonesia is not translated into the target language, but instead states that it is served along with several preparations such as chicken, satays, shredded vegetables, eggs, and also shrimp crackers.

From the examples above, it is clear that LAV Cafe contains the majority of the descriptive translation data, with some additional data found in Taman Coffee. The descriptive translation process gives the menu names an exotic atmosphere, as supported by Newmark (1988), who emphasizes the cultural significance in culinary translation. Moreover, the data predominantly features the Indonesian-English language pair. In Northern Purwokerto's restaurants and cafes, the prevalent menu types are a la carte and cycle menus, as the collected data suggests. This trend is not coincidental; it reflects a deliberate strategy by local establishments to align their offerings with the preferences of the bilingual local population.

This alignment underscores the argument that descriptive translation not only enhances the exotic appeal of the menu items but also serves a practical function in meeting the cultural and linguistic expectations of the region's clientele. The prevalence of Indonesian-English menus indicates a conscious effort to cater to a diverse customer base, ensuring accessibility and appeal. Therefore, the data strongly supports the view that descriptive translation

is a vital tool in the culinary industry, particularly in culturally rich and linguistically diverse areas like Northern Purwokerto, where it bridges cultural gaps and enriches the dining experience.

4. Conclusion

The main focus of this research is the way the translation methods are made. It can be concluded that in the data that has been analyzed only 2 methods have had their data verified. The first method is Loan Translation (Calque), which is found in food that has a language pair and the translation is carried out structurally. It also reveals the way of presenting traditional food in the source language, by putting the traditional food name plus the cooking method. The second method that has been analyzed is Descriptive Translation, which is found in foods that have an exoticism atmosphere for naming the menus. It elaborated the culturemes in culinary. The method also reveals the way of presenting traditional food in the source language, by putting the traditional food name plus the cooking method.

The *a la carte* menu simplifies the selection process for customers, providing individual prices for each dish, and facilitating easier decision-making based on their budget. On the other hand, the cycle menu allows locals to sample various variants of the same dish before the menu type changes in the subsequent week. This rotation is implemented to ensure that customers who have not yet tried the available menu variants get the opportunity to do so in the future. Meanwhile, the menu structure that occurs in restaurants and cafes in Northern Purwokerto shows that the main course menu structure is far superior and is often found in several restaurants such as LAV Café, and Oemah Batir. This occurs because of the tendency of local people to prefer eating heavy foods, and the tendency of Indonesian culture not to adhere to western food structuring. In Indonesian culture, eating rice is considered an important moment and is the essence of the meal (Nurmalasari, 2023). Based on the research questions that have been given, it also can be concluded that in the translation method process, the generated data is frequently observed in descriptive translations, predominantly in the structure of main course menus and commonly found in a la carte food options. This implies that descriptive translation is more widely used in restaurants and cafes in Northern Purwokerto, basically to convey clear information about food names

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