

Balinese Food Menu in Translation

Agus Darma Yoga Pratama*

Universitas Warmadewa

DOI: <https://doi.org/10.24843/JKB.2023.v13.i01.p04>

Abstract

Translation plays an important role in transferring the data among languages. Thus, translation is not just about translating languages, but also exploring cultures. This can be seen from the translation of traditional Balinese food menus which used to present various names of special dishes as part of Balinese local wisdom. The translation of traditional Balinese food menus is interesting to study since there are no professional translators involved in making it and the emergence of various technical terms are not easy to translate. This research was conducted with a qualitative descriptive method to analyze data and determine the translation strategy by considering the aspects of ingredients, taste, size, process, and shape. The theoretical framework by Newmark (1988) was applied to examine the data. The results of the analysis show that the food menu translation strategy which includes expansion and descriptive equivalent are based on several aspects of food menu translation.

Keywords: Balinese food menu; translation strategy; translation aspect

1. Introduction

Culture-as-totality processes and regurgitates the everyday (Hobart, 2022). It is a form that includes the whole of ideas, behavior, and the results of behavior. Culture as 'interworked systems of construable signs' mean that culture is not a power, something to which social events, behavior, institutions, or processes can be causally attributed; it is a context, something within which they can be intelligible (Johnson, 2013). Culture is also a collection of patterns of life learned by a group of humans from previous generations and will be passed onto future generations. Culture is embedded in the individual and expected by others in society (Santrock, 1998). There are various types of culture, one of which is Balinese culture. Balinese culture influences almost every aspect of life and attracts people to Bali to see and experience it (Rasna et al., 2016). Having

* Corresponding author: agusdarmayoga85@yahoo.com
Article submitted: 27 September 2022; Accepted: 2 April 2023

the opportunity to know and explore Balinese culture is a blessing. Balinese culture is filled with unforgettable adventures, unique dances, and delicious Balinese food.

Balinese foods are Bali's most renowned dishes, made rich by the heavy use of local herbs and spices. Balinese foods offer a mind-blowing assortment of indulgences. Bali, an island with diverse cultures, could provide the tourists with no less diverse foods. These days though, plenty of Balinese foods are served everywhere in food stalls through to high-end restaurants (Photo 1 and Photo 2). In this case, Balinese food menus in Jimbaran Garden Restaurant, Pizza Bagus, Ubud Kitchen, Mr. Wayan by the Sea, Raja Bali, Warung Nasi Babi Guling Sote, Bebek Bengil, and Warung Makan Soka become the data source due to various unique and specific food menu translation aspects which then these are challenging and interesting to be discussed further in order to develop the study of Balinese food menu translation.



Photo 1. Restaurant Mr. Wayan By The Sea (Photo: Agus Darma Yoga Pratama)



Photo 2. *Sela Magoreng* (Photo: Agus Darma Yoga Pratama)

The first is Jimbaran Garden Restaurant. It is located beside Intercontinental Bali Resort's main pool which has a serene al fresco beachfront setting, perfect for casual dining at any time of the day, accompanied by stunning views of the ocean and Jimbaran beach. The food menus at Jimbaran Gardens specialize in seafood caught by local fishermen. Various choices of food that are commonly popular include *tuna sambal matah* and *ayam betutu*.

The second is Pizza Bagus. It is a tiny food stall serving pizza and some authentic Balinese foods in the periphery of Ubud, Bali. Pizza Bagus offers a large space to come with friends, family and children, to enjoy Italian and Balinese specialties with great flavors. Regarding Balinese specialties, *tahu & tempe sambal matah* is one of the best food menus that must be enjoyed.

The third is Ubud Kitchen. It is located in Pengosekan, Ubud, Bali. This food stall offers the deliciousness of authentic Balinese foods such as *topot ala peliatan*, *bulung base lalah*, *tipat blayag*, *nasi bira*, and *pisang rai*. Besides Balinese foods, Ubud Kitchen also offers a cozy, natural, and warm vibe which then is very suitable to be the place for enjoying food while hanging out and chic chatting with loved ones.

The fourth is Mr. Wayan By the Sea which is located on Jalan Pantai Kuta, Badung Regency. This restaurant offers a variety of Balinese dishes including *nasi goreng embe*, *nasi goreng bongkot*, and others. Meanwhile, the fifth restaurant which serves Balinese specialties is Bebek Timbungan Sunset. This restaurant is located on Jalan Sunset Road – Kuta, Badung Regency. The Balinese food menu offered includes *batun bedil*, *bubuh injin*, *nasi yasa*, and others.

The fifth is Raja Bali in Nusa Dua, Badung, Bali. It boasts the authentic Balinese dining experience with sumptuous Balinese food cooked by our Balinese master Chef, in an extraordinary setting, with a menu customized just for you and your beloved one. This Balinese restaurant provides *tum udang mekaput*, *pesan be pasih*, *lawar ayam*, and others.

The sixth is Warung Nasi Babi Guling Sote in Seminyak, Badung – Bali. This offers authentic Balinese food such as sate babi, sate lilit, urutan, and also sate samcan. Then, the seventh is Bebek Bengil. It is located in Ubud, Gianyar. This restaurant provides great service in a friendly, comfortable and relaxed atmosphere and serves delicious food like cumi goreng bumbu Bali, bebek bengil, and bebek pelalah. Meanwhile, the eighth is Warung Makan Soka. It is located in Soka, Tabanan. This also provides Balinese specialties such as sate lilit, be pasih goreng, mujair sambal matah.

Customers of these eight restaurants are certainly not only coming from domestic tourists, but also foreign tourists. So, the food menu is expressed in the form of menu translation in order to create customer's attention that would be geared towards specific items in the food menu content, automatically leading to purchase and consumption.

Translation is a multifaceted task that necessitates a translator's knowledge of not only the source and target languages, but also other topics such as both countries' cultures (Mahmud, 2022). Menu translation is somewhat at the border between specialized translation and general translation. Despite the inherent technical terminology, the menu does not display language with a very high degree of specialization. It may even verge on literature when the author possesses literary skills besides cooking talent. Creativity plays a role in areas of menu translation where cultural transfer is important and pragmatic and rhetoric parameters come into play.

The purpose of the translated food menus is not just to be a communication tool which will be used by the customers and hosts, but to facilitate processes in tourism and consumerism in general (Li, 2018). The food menus' contents affect the reaction of the customers' conclusions on the basis of simple rules and personal decisions. These contents should be translated into multiple languages in a way that is just as appealing as the original in order to attract customers from different countries and cultures. The primary purpose of creating a menu is communication. Sensibly selected words can make fascinating and unforgettable impressions, which also transfers to menus. A well-designed menu is a map that navigates the customer to reach their satisfaction and exceed their expectation (Chiaro & Rossato, 2015). In this way, the customers would feel more comfortable reading about food in their own language, and the waiters would have a tool that would make it easier to communicate with their customers. In other words, a quality translated food menu inevitably creates a bond with a foreign tourist who wants to experience a different cuisine, unfamiliar flavors, but also on top of that, to exactly understand what they are eating (Edmonds, et al., 2019).

Jakobson (2013) in his book stated that all thinking processes can be conveyed in language, and that as translating, 'loanwords,' 'neologisms,' and 'figurative words' are useful to fulfill this need. In order to achieve quality of menu translation, it is very necessary to know and choose the most suitable translation strategy. Translation strategy is "a potentially conscious procedure for the solution of a problem which an individual is faced with when translating a text segment from one language to another (Plonska, 2014). A translation strategy is reconsidered as a flexible and variable category, with a technical distinction between micro and macro strategies formulated on textual, discursive and communicative levels (Volkova, 2014). Translator needs every method or strategy to be able to understand and translate source language texts into the target language. Good translation plays a very important role because it is a way to communicate messages accurately to the reader (Loescher, 1991). Translation strategy relates to the best way which can be used in translating the whole texts from source language to target language. Nord (2005) allows the translator to adjust the necessary functions to achieve the intended function of the translation on the basis of analyzing the original text, including changing the content and stylistic features of the original text. It can be seen that the primary purpose of the menu translation is also to achieve its function.

The translation of food names in menu requires translators to consider both the cultural associations embedded in the names, their meaning and function in the source language (SL) as well as the translatability of the terms in the target language (TL) (Setyaningsih, 2020). In the practice of menu translation,

the translator should first ensure that the information functions. On this basis, the cultural transmission and aesthetic function should be realized as much as possible. Menu can be a genuinely distinguishable feature of a specific culture—the variety of foods that belong to peculiar countries can astonish, as in many cases, local foods or drinks have no equivalents or share no similarities with other cultures. Some translation strategies proposed by Newmark (1998) are applied to menu translation such as transference, naturalization, reduction, expansion, synonymy, descriptive equivalent, and many more.

This article aims to contribute to the menu translation study and create the principle of menu translation which then are useful to the development of culinary business and also as a correct introduction of traditional Balinese menus for tourists and the international community. Therefore, this research is necessary to help the owner of the restaurant to increase their income and develop the study of Balinese food menu translation.

2. Literature Review

There are some research regarding menu translation. Ghafarian et al. (2016) in their research ‘Domestication and Foreignization Strategies in Restaurant Menu Translation’ stated that foreignization was the most pervasive strategy in the translation of food menus. At the same time, more inadequate translations were found when the translator resorted to foreignization translation strategies in comparison with domestication strategies. Moreover, the number of adequate translations in general was significantly more than inadequate ones, which implies the translator’s skill in translation. Amenador & Wang (2022) in their research ‘The Translation of Culture-Specific Items (CSIs) in Chinese-English Food Menu Corpus: A Study of Strategies and Factors’ found that neutralizing strategy is employed more than foreignizing and domesticating strategies, with the latter being last in descending order. The major factors identified were metonymic use of the culture specific items, brand, polysemous nature of source culture specific items, degree of cultural markedness, and false relationship of the SL item with the TL item. Tanudirjo (2020) in her research ‘The English Translation of Food Menu in Three Restaurants in Yogyakarta: The Acceptability and Strategies’ stated that the translated menu is perceived to be acceptable (59,5 %), adequately acceptable (38,1 %), and unacceptable (2.4%), while the most translation strategy applied was semantic addition.

It can be seen that the previous researches are only examining the translation strategy and the acceptability of food menu translation. In this research, it is more analyzed the translation strategies by considering important aspects of food menu translation. This research will contribute to the menu translation study and create the principle of menu translation which then are

useful to the development of culinary business and also as a correct introduction of traditional Balinese menus for tourists and the international community.

3. Method and Theory

A research can lead to new contributions to the existing knowledge. The research method is the actual data collection and data analysis method is described (Goundar. 2012). Method of research includes data source, data collection, data analysis, and presentation of the result of data analysis. Data source in this research were taken from food menus of Jimbaran Gardens Restaurant, Pizza Bagus, Ubud Kitchen, Mr. Wayan by The Sea, Bebek Timbungan Sunset, Raja Bali, Bebek Bengil, Warung Nasi Babi Guling Sote, and Warung Soka which have been downloaded from their Instagram accounts. These food menus were selected because the food menus present various unique Balinese food terms which are interesting to be analyzed and discussed more from the perspective of translation strategy and food menu translation aspects. The data were in the form of words and pictures which describe what kind of food offered. There were only 20 selected pieces of data which were representative to be analyzed. This selection was based on the existence of SL unknown concept in TL which can be seen from the variety of cultural sense in food names and several specific cooking terms. Data were screen-captured, classified, and noted in a table. The collected data were analyzed using Newmark (1988).

The translation strategies by Newmark (1988) are literal translation, cultural equivalent, synonymy, transference, descriptive equivalent, reduction, expansion. Literal translation is a translation strategy in which the SL grammatical constructions are converted to their nearest TL equivalents but the lexical words are again translated singly, out of context. Transference is the process of transferring a SL word to a TL text. Naturalization as the adaptation of a SL term to the pronunciation and to the word-forms of the TL. Cultural equivalent procedure is a near translation of a SL cultural term into a TL cultural term. Functional equivalent requires the use of a culture-free word, sometimes with a new specific term. Descriptive equivalent means explaining the ST expression in several words to the TL.

Unlike the functional equivalent, the descriptive equivalent focuses on describing the cultural expression. Descriptive equivalent and functional equivalent are necessary elements in translation. Synonymy is used by Newmark (1988) to refer to an approximate TL equivalent of a SL word when there is no precise equivalent in the TL. This strategy is applied when there is no clear equivalent and when the word is insignificant in the text. Naturalization is done through adaptation of the sound and spelling. As Newmark (1988) stated that this strategy succeeds transference and adapts the SL word first to the normal

pronunciation, then to the normal morphology (word-forms) of the TL. The transfer of meaning is done by adjusting the pronunciation and spelling from source language into target language. Reduction strategy means the way to compress the word from source language text into target language text without subtracting the information in the target text. Meanwhile, expansion is the strategy to add words that are not formulated in the source text: information, explicative paraphrasing.

4. Result and Discussion

4.1 Data Description

The analysis aims to know the translation strategies by considering some important aspects of food menu translation especially on Balinese dishes. Balinese dishes present various names of special dishes as part of Balinese local wisdom with specific characteristics in taste, texture, cooking method and process which are culturally bound. In food menu translation, these are presented in another language which is mostly added by the words and even picture description also the other Balinese food terms changing. The data are grouped in the table. The description of the data can be seen in Table 1 as follows.

Table 1. Data Description

No	Source Language	Target Language	Restaurant Name	Strategy and Aspect of Translation
1	Tuna Sambal Matah	Chargrilled maguro tuna, served with raw chili and lime sambal.	Jimbaran Garden Restaurant	Expansion / Cooking Method – Ingredient
2	Ayam Betutu	Braised chicken in local spices served with vegetables, steamed rice and <i>sambal ulek</i> .	Jimbaran Garden Restaurant	Descriptive Equivalent / Cooking Method – Ingredient
3	Ayam Sambal Matah	Shredded chicken breast in Balinese chili sauce with vegetable & rice.	Pizza Bagus	Descriptive Equivalent / Cooking Method – Ingredient
4	Tahu & Tempe Sambal Matah	Fried tahu & tempe in Balinese chili sauce with vegetable & rice	Pizza Bagus	Expansion / Cooking Method – Place – Ingredient

5	Bulung Base Lalah	Authentic Balinese salad made with seaweed, nuts, aromatic grated coconut and sambal.	Mr. Wayan by The Sea	Descriptive Equivalent / Place – Ingredient
6	Pisang Rai	Traditional Balinese dessert made with steamed banana coated in fresh grated coconuts.	Mr. Wayan by The Sea	Descriptive Equivalent / Place – Ingredient – Cooking Method
7	Nasi Yasa	Yellow rice with side dish including prawn, shredded chicken, chicken satay, sweet bean cake, potato cake, boiled egg, and urab vegetables	Ubud Kitchen	Descriptive Equivalent / Cooking Method – Ingredient
8	Tipat Belayag	Belayag rice cake served with roasted chicken, serundeng, kalasan, urab, satay and sambal	Bebek Timbungan Restaurant	Descriptive Equivalent / Cooking Method – Ingredient – Form
9	Urab Timun	Fresh sliced cucumber with spiced grated coconut topping & fried shallot	Bebek Timbungan Restaurant	Descriptive Equivalent / Cooking Method – Form – Ingredient
10	Plecing Kangkung	Blanched water spinach served with plecing sambal made of ground chili, shrimp paste, and lime	Bebek Timbungan Restaurant	Descriptive Equivalent / Ingredient
11	Bubur Injin	Black sweet sticky rice with coconut milk	Kemangi restaurant	Descriptive Equivalent / Place – Form – Texture
12	Batun Bedil	Sweet & rich flavor of glutinous rice flour dumpling on coconut milk & palm sugar sauce	Mr. Wayan by The Sea	Descriptive Equivalent / Ingredient – Taste – Texture

13	Bubuh Sumsum Don Sugi	Balinese coconut & rice flour mixed with pandan juice and palm sugar	Mr. Wayan by The Sea	Descriptive Equivalent / Place – Ingredient – Cooking Method
14	Nasi Goreng Embe	Favorite spicy fried rice with egg and choice of crispy chicken or pork belly	Mr. Wayan by The Sea	Descriptive Equivalent / Ingredient – Taste – Cooking Method
15	Sela Magoreng	Hand cut sweet potato chip with garlic and lime served with chili mayo	Mr. Wayan by The Sea	Descriptive Equivalent / Cooking Method – Form – Ingredient
16	Lawar Ayam	Minced Chicken with long bean and coconut	Raja Bali	Descriptive Equivalent / Cooking Method – Ingredient
17	Urutan	Pork Sausages	Warung Nasi Babi Guling Sote	Descriptive Equivalent / Form – Ingredient
18	Nasi Campur Bali	Steamed rice with on assortment of Balinese	Bebek Bengil	Descriptive Equivalent / Cooking Method – Ingredient – Place
19	Sate Lilit	Pork patty satay	Warung Nasi Babi Guling Sote	Descriptive Equivalent / Ingredient – Form
20	Mujair sambal Matah	Fried Tilapia fish with Balinese Raw Sambal	Warung Makan Soka	Descriptive Equivalent / Cooking Method – Ingredient – Place

4.2 Data Analysis

4.2.1 Translation Strategies in Food Menus

When it comes to translating food menus, the challenge becomes bigger. No doubt, there are several issues with specific local vegetables, spices, types of cooking technique, which have no direct translation in the target language. The biggest problem, however, remains the name of the dishes. They cause a challenge even for the seasoned culinary translator. On the other hand, quite often the menus are translated by people with no experience in translation at all. This case can be covered by knowing and choosing the most appropriate translation strategies for creating the quality food menu translation. Based on the analysis, there are paraphrases and additional strategies to translate food menus with regard to the aspects of cooking method, place, ingredients, shape, process, taste, texture.

Cooking methods and process refers to the way or technique to cook food and beverage. Cooking methods will vary due to the cultural specialty. In Balinese dishes, the cooking methods are unique because they use charcoal grilling, cooking in hot ashes for *Betutu*, deep frying, and steaming to get the right balance of flavor and texture. Then, the aspect of place describes the specific taste, ingredients, cooking method, or even serving of Balinese dishes from certain areas in Bali like the name '*Nasi Campur Bali*' and the others.

In Bali, using as many fresh ingredients as possible is essential to achieving the perfect balance of flavor and taste. With regard to the aspect of taste, it is mostly about aromatic spices and chili peppers, also the spices are tempered by fragrant herbs which give Balinese dishes their rich yet delicate taste, while texture can be soft or hard, mushy or crunchy, or smooth or lumpy.

4.2.1.1 Cooking Method – Ingredients

SL : *Tuna Sambal Matah*

TL : Chargrilled maguro tuna, served with raw chili and lime sambal.

It can be seen that the SL text '*tuna sambal matah*' is translated into TL text '*chargrilled maguro tuna, served with raw chili and lime sambal*'. In this respect, the translator presents SL '*tuna sambal matah*' in target language as the main course which comes from a specific cooking process and ingredients. The cooking process refers to TL '*chargrilled*' – grilling '*tuna*' at very high heat (to cook meat, fish or vegetables over a very high heat so that the outside is slightly burnt). (Oxford Learner's Dictionaries, 2022). The ingredients can be seen from TL '*maguro tuna*', '*raw chili*', and '*lime sambal*'. '*Maguro tuna*' is less oily and fishy tasting bluefin tuna as the main ingredients, meanwhile '*raw chili*' and '*lime sambal*' are as additional ingredients to cook and serve '*Tuna Sambal Matah*'.

4.2.1.2 *Cooking Method – Place – Ingredients*

SL : *Tahu & Tempe Sambal Matah*

TL : Fried tahu & tempe in Balinese chili sauce with vegetable & rice.

From the data, SL text '*tahu & tempe sambal matah*' is translated into TL text 'Fried tahu & tempe in Balinese chili sauce with vegetable & rice'. It can be seen the translator still preserves the naturalness of the SL food term in TL, but it is followed by the additional information, such as 'fried tahu & tempe', 'Balinese chili sauce', and 'with vegetable & rice' which shows the use of translation strategy by paying attention to the cooking method, place, ingredients of the food. The TL word 'fried tahu & tempe' means the process of cooking the food '*tahu & tempe*' in hot oil till the color is golden brown. The TL words 'Balinese chili sauce' describes special sauce from Bali which functions as the ingredient as well to serve the food, meanwhile the TL words 'with vegetable & rice' refer to ingredients which function as the side dish of food menu *tahu & tempe sambal matah*.

4.2.1.3 *Cooking Method – Ingredients*

SL : Ayam Betutu

TL : Braised chicken in local spices served with vegetables, steamed rice, and *sambal ulek*

The data presents that SL text '*ayam betutu*' is transferred into TL text 'braised chicken in local spices served with vegetables, steamed rice, and *sambal ulek*'. The translator restates the meaning of SL '*ayam betutu*' in the target language by adding some information in the terms of process and ingredients. The TL word 'braised chicken' is the aspect of cooking method which clarifies how to cook '*ayam betutu*' very slowly with a little liquid in a closed container (to cook meat or vegetables very slowly with a little liquid in a closed container). (Oxford Learner's Dictionaries, 2022). The words 'in local spices' indicate the ingredients used to make '*ayam betutu*' are from local spices, meanwhile the words 'vegetables, steamed rice, and *sambal ulek*' are also as ingredients to complete the serving of the food '*ayam betutu*'.

4.2.1.4 *Cooking Method - Ingredients – Shape*

SL : *Tipat Belayag*

TL : Belayag rice cake served with roasted chicken, serundeng, kalasan chicken, urab, satay and sambal

SL '*tipat belayag*' is translated into TL 'belayag rice cake served with roasted chicken, *serundeng*, *kalasan*, urab, satay, and *sambal*'. This translation is the result of the implementation of adding some important information in the food menu to make it easier to understand for the target language reader. The additional information includes 'Belayag rice cake', 'roasted chicken', and '*serundeng*, *kalasan*, urab, satay, and *sambal*'. 'Belayag rice cake' represents the main ingredient 'ketupat' which is cut into a certain size and poured with a gravy with a slightly thick texture. The TL words 'roasted chicken, *serundeng*, *kalasan*, urab, satay, and *sambal*' refers to additional ingredients with certain processes which complete the food serving '*tipat belayag*'. 'Roasted chicken' is the chicken which is cooked in the grilling process, '*serundeng*' is sautéed grated coconut mixed with spice and other ingredients. 'Kalasan chicken' refers to braised chicken in coconut milk and spices, then deep-fried with savory taste. 'Balinese vegetable urab' is mixed vegetables and grated coconut with special taste'. 'Satay' in this case refers to skewered chicken that is served with '*tipat belayag* sauce' around, meanwhile 'Chili sauce' is the sauce made of chilies and other condiments with resulting spicy taste.

4.2.1.5 *Ingredients*

SL : *Plecing Kangkung*

TL : Blanched water spinach served with plecing sambal made of ground chili, shrimp paste, and lime

SL '*plecing kangkung*' is transferred into TL 'blanched water spinach served with plecing sambal made of ground chili, shrimp paste, and lime'. In this case, the translator uses the expansion strategy. It is explained the meaning of SL in the target language with some information related to the ingredients of the food such as 'blanched water spinach' and 'plecing sambal'. 'Blanched water spinach' is as the main ingredient which cooked in blanch process; by putting water spinach into boiling water for a short time. 'Plecing sambal' is the additional ingredient to serve '*plecing kangkung*'. It is made of ground chili, shrimp paste, and lime so the taste becomes spicy.

4.2.1.6 *Place – Ingredients – Cooking Method*

SL : *Pisang Rai*

TL : Traditional Balinese dessert made with steamed banana coated in fresh grated coconuts.

It can be seen the SL text '*pisang rai*' is translated to TL text 'traditional Balinese dessert made with steamed banana coated in fresh grated coconuts.' In

this respect, the translator attempts to convey SL message in the target language by applying expansion strategy in translation wherein there is additional information regarding the place, ingredients, and cooking method. The TL words ‘traditional Balinese dessert’ represents ‘pisang rai’ is as one of desserts from Bali made of several ingredients like ‘steamed banana’ -banana which is cooked in steaming process’ and ‘fresh grated coconut’ with savory taste as the ingredient as well to complete the serving of ‘pisang rai’.

4.2.1.7 Cooking Method - Shape – Ingredients

SL : *Sela Magoreng*

TL : Fried sweet potato chip with garlic and lime served with chili mayo

Based on the data above, SL ‘*sela magoreng*’ is translated into ‘fried sweet potato chip with garlic and lime served with chili mayo’ in TL. ‘*Sela magoreng*’ means sweet potato that is cut into pieces in such a way which is then fried and can be enjoyed immediately. In TL, the words ‘*sela magoreng*’ is transferred into ‘hand cut sweet potato chip with garlic and lime served with chili mayo’. This translation describes the use of cultural equivalent translation strategy. There is cultural adaptation from SL to TL by considering aspect of cooking method, shape, and ingredients. The TL words ‘fried sweet potato chip’ means the main ingredient which is hand cut with long and thin piece wherein cooked in frying process till the color becomes golden brown. Meanwhile, ‘garlic’, ‘lime’, and ‘chili mayo’ are additional ingredients with the savory and spicy taste which used to serve the food.

4.2.1.8 Place – Ingredients

SL : *Bulung Base Lalah*

TL : Authentic Balinese salad made with seaweed, nuts, aromatic grated coconut, and sambal.

The data shows the SL text ‘*bulung base lalah*’ is transferred into ‘authentic Balinese salad made with seaweed, nuts, aromatic grated coconut and sambal’ in TL text. In this case, ‘*bulung*’ refers to seaweed which is commonly served with other condiments, while ‘*base lalah*’ means seasoning with spicy taste. ‘*Bulung base lalah*’ indicates seaweed dishes with a variety of seasonings that produce spicy taste. However, in TL text, it changes into ‘authentic Balinese salad made with seaweed, nuts, aromatic grated coconut and sambal’. By translating ‘*bulung base lalah*’ into ‘authentic Balinese salad made with seaweed, nuts, aromatic grated coconut and sambal’, there is a difference in perspective or cultural term shift from SL text into TL text with several information with

regard to place and ingredients. The TL words ‘authentic Balinese salad’ refers to special dessert from Bali which is cooked through mixing all ingredients like seaweed, nuts, aromatic grated coconut, and other Balinese condiments with savory and spicy taste.

4.2.1.9 *Cooking Method – Ingredients – Shape – Place*

SL : Ayam Sambal Matah

TL : Shredded chicken breast in Balinese chili sauce with vegetable & rice.

The data above presents that SL text ‘*ayam sambal matah*’ is transferred into TL text ‘shredded chicken breast in Balinese chili sauce with vegetable & rice’. In this respect, the translator states the meaning of SL text in the TL text by giving explanation in the aspects of cooking method, ingredients, shape, and place. ‘Shredded chicken breast’ shows the chicken breast which is cut into small pieces then mixed with ‘Balinese chili sauce’. Meanwhile ‘Balinese chili sauce’ represents the aspect of place of the food wherein the chili sauce is special from Bali, then ‘vegetable & rice’ are additional ingredients with fresh, spicy, and savory taste to complete the serving of ‘*ayam sambal matah*’.

4.2.1.10 *Cooking Method – Ingredients*

SL : Nasi Yasa

TL : Yellow rice with side dish including prawn, shredded chicken, chicken satay, sweet bean cake, potato cake, boiled egg, and urab vegetables

Based on the data, the SL text ‘*nasi yasa*’ is translated into ‘yellow rice with side dish including prawn, shredded chicken, chicken satay, sweet bean cake, potato cake, boiled egg, and urab vegetables.’ The translator re-explains the meaning contained in the SL ‘*nasi yasa*’ with other words in the target language. The words are as additional information from the aspect of process and ingredients. The TL words ‘yellow rice’ means white rice that is colored by the spices turmeric then cooked. It functions as main ingredient. Meanwhile, ‘prawn, shredded chicken, chicken satay, sweet bean cake, potato cake, boiled egg, and urab vegetables’ are ingredients to be side dish of ‘*nasi yasa*’.

4.2.1.11 *Cooking Method - Shape – Ingredients*

SL : Urab Timun

TL : Fresh sliced cucumber with spiced grated coconut topping & fried shallot

SL text '*urab timun*' is transferred into 'fresh sliced cucumber with spiced grated coconut topping & fried shallot'. In this respect, the translator transfers SL into TL by giving some information with regard to cooking method, ingredients, and shape. The TL words 'fresh sliced cucumber' indicates the main ingredient which the shape is thin and flat also the taste is fresh. The words 'spiced grated coconut topping' is as the ingredient with spicy taste and used as topping of SL '*urab timun*'. Whereas, the TL words 'fried shallot' is also functioning as ingredient which made of shallots in frying process.

4.2.1.12 Place – Taste - Ingredients - Texture

SL : Bubur Injin

TL : Balinese sweet dessert made from black glutinous rice porridge served with coconut milk & palm sugar

The data above indicates that SL text '*bubur injin*' is translated to 'Balinese sweet dessert made from black glutinous rice porridge served with coconut milk & palm sugar'. In this respect, the translator conveys the SL message in the target language by giving several information in the terms of place, taste, ingredients, and texture. The TL words 'black glutinous rice porridge' shows the ingredients and texture of '*bubur injin*' wherein it is made of black glutinous rice which boiled in certain time till sticky texture. Then, the words 'coconut milk' and 'palm sugar' are as ingredients with savory and sweet taste to complete the serving of '*bubur injin*'.

4.2.1.13 Ingredients – Taste – Texture – Shape

SL : Batun Bedil

TL : Sweet & rich flavor of glutinous rice flour dumpling on coconut milk & palm sugar sauce

SL '*batun bedil*' is translated into 'sweet & rich flavor of glutinous rice flour dumpling on coconut milk & palm sugar sauce'. The translator applies the translation strategy by interpreting the meaning contained in the Balinese food term '*batun bedil*' in TL. There is some information in the target language with regard to ingredients, taste, texture, and shape. In this respect, the TL words 'sweet & rich flavor' represents the taste of SL '*batun bedil*'. 'Glutinous rice flour dumpling' shows the shape and texture. The shape is pretty small and the texture is sticky. The words 'coconut milk' and 'palm sugar sauce' function also as ingredients to serve the food '*batun bedil*'.

4.2.1.14 Taste – Cooking Method – Ingredients

SL : Nasi Goreng Embe

TL : Favorite spicy fried rice with egg and choice of crispy chicken or pork belly

The data above shows that SL '*nasi goreng embe*' is transferred to 'favorite spicy fried rice with egg and choice of crispy chicken or pork belly'. In this respect, the translator applies translation strategy with additional information in the target language to be more understandable. The information is regarding about taste, cooking method, and ingredients. 'Spicy fried rice' refers to the main ingredient which the taste is spicy, meanwhile 'egg and choice of crispy chicken or pork belly' functions as additional ingredients to serve '*nasi goreng embe*'.

4.2.1.15 Place – Ingredients – Cooking Method

SL : Bubuh Sumsum Don Sugi

TL : Balinese coconut & rice flour mixed with pandanus juice and palm sugar

Based on the data above, SL '*bubuh sumsum don sugi*' is translated into 'Balinese coconut & rice flour mixed with pandanus juice and palm sugar'. The translator transfers SL into TL by adding some information regarding place, ingredients, and process. The TL words 'Balinese coconut & rice flour' are as the main ingredients special from Bali to make '*bubuh sumsum don sugi*'. The words 'pandanus juice' and 'palm sugar' refer to ingredients as well in order to complete the food serving, meanwhile the word 'mixed' emphasizes that the process of cooking '*bubuh daun sugi*' is combining Balinese coconut & rice flour into medium dough.

4.2.1.16 Cooking Method – Ingredients

SL : Lawar Ayam

TL : Minced chicken with long bean and coconut

Data above shows that '*lawar ayam*' is transferred into 'minced chicken with long bean and coconut'. The translator transfers SL into TL by applying translation strategy giving explanation related to cooking method and ingredients. The TL words 'minced chicken' indicates the main ingredients and process of cooking '*lawar ayam*' by cutting chicken into very small pieces. Whereas, 'long bean' and 'coconut' are also ingredients functioning as complement of serving '*lawar ayam*'

4.2.1.17 *Ingredients – Shape*

SL : Urutan

TL : Pork Sausages

Data above shows that SL '*urutan*' is transferred into TL 'pork sausage'. The translator translates SL into TL by giving some information to make it more understandable. The information is related to shape and ingredients. The TL words 'pork sausage' emphasizes that pork as main ingredient which then chopped into small pieces, mixed the pieces of pork with the Balinese special spices, and formed like sausage.

4.2.1.18 *Cooking Method – Ingredients – Place*

SL : Nasi Campur Bali

TL : Steamed rice with on assortment of Balinese

SL text '*nasi campur Bali*' is translated into 'steamed rice with on assortment of Balinese'. The translator expresses SL message in the target language through additional information with regard to process, ingredients, place. The TL words 'steamed rice' refers to the main ingredient to make 'nasi campur Bali' wherein it is cooked by a moist-heat method of cooking that works by boiling water. Then, TL words 'assortment of Balinese' shows 'nasi campur Bali' is special food from Bali with special spices.

4.2.1.19 *Ingredient – Shape*

SL : Sate Lilit

TL : Pork Satay

Based on the data above, SL text '*sate lilit*' is translated into 'pork patty satay'. The translator transfers the message/ meaning of the source language in the target language by giving additional information with regard to ingredients. The TL words 'pork' refers to the main ingredient to make 'sate lilit' wherein it is minced and wrapped around a flat skewer with medium shape.

4.2.1.20 *Cooking Method – Ingredients – Place*

SL : Mujair Sambal Matah

TL : Fried Tilapia fish with Balinese Raw Sambal

Data above shows that SL text '*mujair sambal matah*' is translated into 'fried tilapia fish with Balinese raw sambal'. The translator conveys the SL message in the target language through additional information about process

and ingredients. The TL words ‘fried tilapia fish’ is the main ingredient to make ‘mujair sambal matah’ in which it is cooked by frying process until golden brown, whereas ‘Balinese raw sambal’ is represents the place of the food wherein the chili sauce is special from Bali also ingredient used to serve ‘mujair sambal matah’.

5. Conclusion

Balinese foods are Bali’s most renowned dishes, made rich by the heavy use of local herbs and spices. Balinese foods offer a mind-blowing assortment of indulgences. Bali, an island with diverse cultures, could provide the tourists with no less diverse foods. These days though, plenty of Balinese foods are served everywhere in food stalls through to high-end restaurants. Menu translation is somewhat at the border between specialized translation and general translation. Despite the inherent technical terminology, the menu does not display language with a very high degree of specialization. It may even verge on literature when the author possesses literary skills besides cooking talent. In order to achieve quality of menu translation, it is very necessary to know and choose the most suitable translation strategy.

The result of the analysis shows that there are two translation strategies used in translating Balinese food menu, namely expansion and description. Both translation strategies are complemented by paying attention to several aspects such as color, ingredients, taste, texture, cooking method, and place whose translation is based on the excellence or uniqueness of the cuisine. This concept proves that in translating Balinese food menus translators should understand the uniqueness of the food that will be translated in order to get an accurate translation that can be easily understood by the target readers.

The results of this study provide a new perspective in the translation of Balinese menus into English. Regardless, future research may continue to explore the translation of Balinese food by involving the understanding of the food that will be translated.

References

- Amenador, K. B., & Wang, Z. (2022). *The Translation of Culture-Specific Items (CSIs) in Chinese-English Food Menu Corpus: A Study of Strategies and Factors*. *SAGE Open*, 12(2), 215824402210966. <https://doi.org/10.1177/21582440221096649>.
- Chiaro, D., Rossato, L. (2015). Food and translation, translation and food. *The Translator*, 21(3). 237-243.
- Edmonds, I., Mikinac, K., Petrc, A.S. (2019). Strategic Approaches to Menu Translation Analysis. <https://doi.org/10.20867/tosee.05.31>.

- Ghafarian, M., Kafipour, R., & Soori, A. (2016). Domestication and foreignisation strategies in restaurant menu translation. *Pertanika Journal of Social Sciences and Humanities*, 24(4), 1417–1429.
- Goundar, S. (2012). *Research Methodology and Research Method*. Multiple Universities.
- Hobart, M. (2022). Cultural Studies and Everyday Life: A Balinese Case. *Jurnal Kajian Bali*, Vol.2, No.2, 627 - 632
- Jakobson, R. (2013). *On linguistic aspects of translation*. In *On translation* (pp. 232-239). Harvard University Press.
- Johnson, M.T. (2013). *What Is Culture? What Does It Do? What Should It Do*. Northumbria University.
- Li, S. (2018). A corpus-based multimodal approach to the translation of restaurant menus. *Perspectives Studies in Translatology*, 27(1), 1–19. <https://doi.org/10.1080/0907676X.2018.1483408>
- Loescher, W. (1991). *Translation performance, Translation Process and Translation Strategies*. Tuebingen.
- Mahmud, E. Z. (2022). The Translation of the Most Popular Indonesian Food into English in Novels. *International Journal of Social Science And Human Research*, Volume 05 Issue 02 February 2022. 543-550.
- Newmark, P. (1988). *Textbook of Translation*. Prentice Hall International.
- Nord, C. (2005). *Text Analysis in Translation: Theory, Methodology, and Didactic Application of a Model for Translation-Oriented Text Analysis*. Editions Rodopi B.V.
- Oxford Learner's Dictionaries. (2022). *Definition of Chargrill*. Oxford University Press.
- Plonska, D. (2014). *Strategies of Translation*. IT University of Copenhagen.
- Rasna, W., Tantra, D. K., Wisudariani, N. M. R. (2016). Harmonisasi Kearifan Lokal Nusantara dan Bali Untuk Pendidikan Karakter di Sekolah Dasar: Sebuah Analisis Etno-Pedagogi. *Jurnal Kajian Bali*, Vol. 6, No. 1, 275-290
- Santrock, J. W. (1998). *Adolescence*. McGraw-Hill Humanities, Social Sciences & World Languages.
- Setyaningsih, R.W. (2020). Food Name Translation Practice: A Case Study of Indonesian–English Menus. *NOTION: Journal of Linguistics, Literature, and Culture*, Vol. 2, No. 2, 124-130.
- Tanudirjo, R. (2020). *The English Translation of Food Menu in Three Restaurants in Yogyakarta: The Acceptability and Strategies*. Universitas Sanata Dharma Yogyakarta.

Volkova, T. (2014). Translation model, translation analysis, translation strategy: an integrated methodology. *Procedia-Social and Behavioral Sciences*. Elsevier.

Author Profile

Agus Darma Yoga Pratama is one of the lecturers at the Faculty of Letters, Warmadewa University, who completed his Doctoral Degree (S3) at Udayana University in 2016. Translation is one of the focuses of research that has been published in several seminars and journals, in addition to other linguistic fields. The main topic of the translation research such as: audiovisual, food, stories or news. Email: agusdarmayoga85@yahoo.com.