

CHAPTER V

CONCLUSION AND SUGGESTION

In this chapter, the researcher presents an overview of the research, comprising two segments: conclusions and suggestions. The initial part encapsulates conclusions drawn from the outcomes and discussions related to research questions and the objectives of the research. The second part furnishes recommendations for readers, particularly for other researchers who will conduct food name translation using a linguistic landscape approach within the domain of translation methods.

5.1. Conclusion

This research analyzes the primary object, the translation methods of food names throughout menu lists in restaurants and cafes in Northern Purwokerto. The first thing that the researcher has to do is, to make sure that the data have the language pair; Indonesian-English, and English-Indonesian. From the 27 text data that has been found and analyzed in food names throughout the menu list in public space in Northern Purwokerto, the most profound method used is descriptive translation with the frequency of 17 times and 63% percentage. Followed by loan translation (calque) with the frequency 9 times and 33,3% percentage, and transliteration which is used 1 times or 3,75% percentage.

There were only four types of menu where foods were classified. From the 27 text data of the menu, the most profoundly used is *a la carte* and cycle menu type with the same position with the frequency 8 times and 29,63% percentage, the second is digital menu with frequency 7 times and 25,93% percentage, and lastly is static menu type with frequency 4 times and 14,81% percentage. From 27 text data of food names, the most profoundly used is main course with 16 times of frequency and 59,3% percentage, the second place is appetizer with 6 times

frequency and 22,2% percentage, lastly is dessert with 5 times frequency data and 18,5% percentage.

According to the data that has been provided, *a la carte* menus are typically found for main course dishes that have unique culinary qualities, are priced individually, and contain menu items with photos. Even while the appetizer contains data, the cycle kind of menu is also frequently seen for meals in the main course. In the cycle menu, this type of menu is found in meals that have a period of once a week. To ensure that it does not change all the time, the menu display for the static menu type is refreshed every few months and usually has a wide variety of options. Meanwhile the digital type of menu tends to be found for dessert food, which provides various variants of meal menus and snacks. This type of menu gives the consumer an introduction to the establishment. It offers expense control for sales and marketing initiatives.

Apart from that, classification structure menus are also discussed in this research. The first one is, appetizer. This structure is found for food served in small portions of one to two bites to stimulate appetite. The second structure is the main course, which is found for food served in a large portion. The last structure is dessert, which has a sweet taste and is served cold or hot. The function of dessert in the course of the meal is as a refreshing dish after eating the main dish which sometimes has a fishy taste or aroma.

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 have 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 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 cooking method.

5.2. Suggestion

In this research, the focus is given to analyzing methods of translating food names and classifying menu types and structures. This research is still far from perfect so it requires further and in-depth research regarding translation, especially research on accuracy, readability of text on food menus, whether the writing is acceptable or the choice of diction used. This research did not use accuracy or even readability, so more in-depth research needs to be done, especially on food names translation using a linguistic approach.

According to the focus that the researcher used in this research, there are several suggestions that need to be considered by the next researcher. Below are the suggestions:

5.2.1. Other Researchers

The researcher wishes that this study proves valuable for other researchers undertaking similar research. This study is specifically centered on examining translation methods and categorizing menu types and structures in food names across the menu list in Northern Purwokerto. The researcher encourages more in-depth and detailed exploration in this area in future research. It is also recommended that other researchers interested in conducting similar studies consider employing different theories for translation methods, exploring the cultural terms related to food names, the way the food name translation exists, the classification of menu types and

structure, and employing alternative classifications for menu types and structures. Additionally, the use of diverse approaches within translation methods theories can enhance the comprehensiveness of the research.

5.2.2 Translators

It is suggested that this research be done in order to improve the understanding of translation methods among linguistic analysts and translators working in translating linguistic landscapes work. In order to accomplish a whole linguistic landscape approach in translation, the researcher hopes that this research can serve as a reference for translating language pairings, particularly in public space work.

5.2.3 Food or culinary sectors

The researcher hopes that this researcher could be a reference for the food sectors who are wants to naming their food menu name with the language pair, especially English-Indonesian and Indonesian-English with foreign languages used in naming food menus without losing the cultural element, this research can be useful in implementing the language pairs for their menus.