

ABSTRACT

Jati, Yudantia Sekar. 2024. *Translation Techniques and Its Readability of Food Names on Two Indonesian Restaurant Menus in the United States.* Thesis. English Literature Study Program. English Language and Literature Department. Faculty of Humanities. Universitas Jenderal Soedirman. Purwokerto. Supervisor 1: Raden Pujo Handoto S.S., M.Hum. Supervisor 2: Dyah Raina Purwaningsih, S.S., M.Hum. External Examiner: Asrofin Nur Kholifah, S.S., M.Hum.

Keywords: Translation Studies, Translation Techniques, Readability, Menu Translation, Restaurant Menu.

This research purposes to observe the practice of translation techniques used and the readability of food names on the menus of two Indonesian restaurants in the United States: Awang's Kitchen and Medan Kitchen. By employing the descriptive qualitative method, the translation techniques theory referring to Molina and Albir's (2002) and for the readability theory referring to Nababan, Nuraeni, and Sumardiono (2012). From the 135 data examined, 10 translation techniques are identified, i.e. description (39%), borrowing (23%), calque (22%), particularization (4%), variation (4%), established equivalence (3%), adaptation (2%), literal translation (1%), modulation (1%), and reduction (1%). As for the readability level, the majority of the data showed a high readability level (88%), followed by a medium readability level (11%), and a low readability level (1%) of the total data. There are writing errors in four food names, however, this has no impact on the result of the readability level. There is a significant correlation between translation techniques and readability. Techniques such as description, calque, particularization, and established equivalence tend to produce high readability levels, whereas pure borrowing techniques produce medium to low readability levels. Hence, description proves to be the most ideal technique for translating food names as it enhances readability and conveys the uniqueness of the food.

ABSTRAK

Jati, Yudantia Sekar. 2024. *Translation Techniques and Its Readability of Food Names on Two Indonesian Restaurant Menus in the United States.* Skripsi. Program Studi Sastra Inggris. Jurusan Bahasa dan Sastra Inggris. Fakultas Ilmu Budaya. Universitas Jenderal Soedirman. Purwokerto. Pembimbing 1: Raden Pujo Handoto S.S., M.Hum. Pembimbing 2: Dyah Raina Purwaningsih, S.S., M.Hum. Penguji Eksternal: Asrofin Nur Kholifah, S.S., M.Hum.

Kata Kunci: Studi Penerjemahan, Teknik Penerjemahan, Keterbacaan, Penerjemahan Menu, Menu Restoran.

Penelitian ini bertujuan mengamati teknik penerjemahan yang digunakan dan keterbacaan nama-nama makanan pada dua menu restoran Indonesia di Amerika Serikat: Awang's Kitchen dan Medan Kitchen. Dengan menggunakan metode deskriptif kualitatif, teori teknik penerjemahan mengacu pada Molina dan Albir (2002) dan teori keterbacaan merujuk pada Nababan, Nuraeni, dan Sumardiono (2012). Dari 135 data yang diteliti, teridentifikasi ada 10 teknik penerjemahan, yaitu *description* (39%), *borrowing* (23%), *calque* (22%), *particularization* (4%), *variation* (4%), *established equivalence* (3%), *adaptation* (2%), *literal translation* (1%), *modulation* (1%), dan *reduction* (1%). Sementara untuk tingkat keterbacaan, mayoritas data menunjukkan tingkat keterbacaan tinggi (88%), diikuti tingkat keterbacaan menengah (11%), dan tingkat keterbacaan rendah (1%). Ditemukan adanya kesalahan penulisan pada empat nama makanan, meskipun begitu, hal ini tidak mempengaruhi hasil tingkat keterbacaan. Terdapat korelasi yang signifikan antara teknik penerjemahan dan tingkat keterbacaan. Teknik seperti *description*, *calque*, *particularization*, dan *established equivalence* cenderung menghasilkan tingkat keterbacaan yang tinggi, sebaliknya, teknik *pure borrowing* menghasilkan tingkat keterbacaan menengah hingga rendah. Oleh karena itu, *description* terbukti sebagai teknik paling ideal untuk menerjemahkan nama-nama makanan karena mampu meningkatkan keterbacaan dan menyampaikan keunikan makanan.