

CHAPTER V

CONCLUSION AND SUGGESTION

This chapter summarizes the main findings of the study and offers suggestions for relevant parties. The conclusions are based on a profound analysis of the data collected and presented in the previous chapters, while the suggestions are designed to direct actions that can be taken based on the research results.

5.1 Conclusion

Having explored and analyzed the process of translating food names in two Indonesian restaurants in the United States, which are Awang's Kitchen and Medan Kitchen, this research has found its key results. This research is guided by the theory provided by Molina and Albir (2002) on translation techniques as well as the theory developed by Nababan, Sumardiono, and Nuraeni (2012) on the readability of translation.

Out of a total of 18 translation techniques, 10 techniques have been identified in the examined food names. The most common technique is description, which is found in 52 data from the total 135 data, reaching a proportion of 39%. The borrowing technique follows with a percentage of 23% which includes 31 data. There is a slight difference with the calque technique which reaches 22% or 30 data. Then, there is particularization which has a value of 4% or 6 data. Variation which has 5 data with a 4% value. Followed by established equivalence as much as 4 data with a rate of 3%. Adaptation with 3 data comes next with a value of 2%. Then, literal translation has 2 data with a percentage rate of 1%. Meanwhile, the least frequently used techniques are modulation and reduction, each of which is only found in one data, representing 1% of the total. This shows that there are certain preferences in the choice of translation techniques, which may be influenced by the purpose of translation, context, and specific communicative needs.

Moving on to the discussion of the readability level, the results show that 120 data or 89% have a high readability level and fall into category A with a range of

scores determined between the intervals of 2,34 to 3,0, whilst 10% or around 14 data belong to category B with a medium level of readability in the range of scores 1,67 to 2,33, and only 1 data or 1% is in category C which is a low level of readability with a range of scores 1,0 to 1,66. The overall research indicates that the readability of the translations of food names consistently reached an average readability score of 2,8, indicating that the readability is at a high level in general. This means that they can be easily understood by the reader without any significant difficulty, which has a positive impact on the reader's experience of making decisions. Apart from that, there are writing errors in four food names. Even so, the readability level of the data remains high. This shows that the writing errors are minor and do not affect the readability of the translated text.

Furthermore, there is a significant correlation between the translation techniques used and its readability. This is proven by the techniques used predominantly produce a high level of readability. Some techniques even consistently produced high readability, while only a few data showed medium or low readability. Techniques that produce high readability level tend to be more effective in conveying information in a clear and understandable way, making them more suitable for application in the context of restaurant menus. Such description techniques prove to be the most ideal technique for translating food names as they not only improve readability and reader comprehension, but also help deliver the uniqueness of the food. On the other hand, the pure borrowing technique, proved to be non-ideal as it produced more data with medium to low readability. Food names translated using this technique without any adaptation or information preface could leave customers unsure about what exactly is being offered, which could ultimately reduce their interest in the food.

5.2 Suggestion

There are several suggestions that can be implemented by restaurant parties, translators, and future researchers, based on the findings and analysis in this research. The suggestions are designed to assist the relevant parties in improving the understanding, decision-making or future actions related to the issues under

investigation. These suggestions are developed with the aim of providing positive contributions and actionable inputs in the respective matters concerned.

1. Restaurant Parties

For restaurant parties, it is important to pay attention to their relationship with customers in the context of their menus. First of all, restaurants are advised to understand the needs and preferences of their target customers better. This can be done through surveys, observation, or direct interaction with customers. Besides, remain open to feedback from customers about the menu as it is directly related to bilingualism. Frequent evaluation can help restaurants see if any changes or adjustments need to be made to improve the customer experience especially in relation to the menu offerings and the name of the food served.

2. Translators

For translators, this research offers some suggestions that can improve the quality of translating food names in the context of restaurant menus. First of all, it is necessary for the translator to carefully understand the communication goals of the restaurant in question, including the target audience and the message to be conveyed. This will help in choosing the appropriate translation technique to use. Next, the translator needs to be aware of the readability of the translated food names. Make sure that the translation is not only linguistically accurate, but also easy for the reader to grasp without losing the original meaning of the food name. Last but not least, it is also crucial to carefully check each part of the translation. In this research, it was found that some parts of the food names writing errors. Therefore, translators are expected to be more cautious and thorough in the translation process, as well as double-checking every detail of the translation before it is published or used officially.

3. Future Researchers

The focus of this research is on Indonesian restaurants based and operating in the United States. For future researchers, it is essential to consider research into different restaurants as well as expanding the research into different cultural and

geographical contexts. By collaborating with different restaurants, research can gain a wider insight into how food name translation varies across regions and cultures. This may help recognize differences in customers' preferences of translated menus. As such, researchers can identify common patterns that may arise in food name translation, as well as the cultural and geographical factors that influence them. This could enable future researchers to make further contributions to the understanding of how food name translation affects customer experiences and preferences extensively.

