

## TABLE OF CONTENTS

	<b>Page</b>
Cover.....	i
Inside Title Page.....	ii
Thesis Supervisor's Approval.....	iii
Thesis Examiners' Approval.....	iv
Declaration of Authorship.....	v
Acknowledgement.....	vi
Dedication Page.....	vii
Abstract.....	viii
Table of Contents.....	ix
List of Abbreviation.....	x
List of Figure and Table.....	xi
 <b>Chapter I Introduction.....</b>	<b>1</b>
1.1 Background of the Study.....	1
1.2 Research Questions .....	9
1.3 Research Objective.....	10
1.4 Significance of the Study.....	10
1.5 Scope and Limitation.....	11
 <b>Chapter II Literature Review.....</b>	<b>12</b>
2.1 Translation.....	12
2.2 Translation Strategy.....	14
2.3 Translation Techniques.....	18
2.4 Website Localization.....	22
2.5 McDonald's and Indonesian Fast Food Restaurant History .....	29
2.6 Related Studies.....	31
 <b>Chapter III Research Methods.....</b>	<b>35</b>
3.1 Research Approach.....	35
3.2 Source of Data.....	36
3.3 Methods of Data Collection.....	37
3.4 Methods of Data Analysis.....	38
 <b>Chapter IV Findings and Interpretation.....</b>	<b>39</b>
4.1 Localized and Non-localized List of food names and descriptions.....	39
4.1.1 Breakfast and Sarapan .....	41
4.1.1.1 Breakfast (SL).....	41
4.1.1.2 Sarapan (TL).....	42
4.1.1.3 Breakfast Menu List.....	44

4.1.1.3.1 Big Breakfast.....	44
4.1.1.3.2 Hotcakes.....	46
4.1.1.3.3 Egg McMuffin.....	48
4.1.1.3.4 Sausage McMuffin.....	50
4.1.1.3.5 Sausage McMuffin with Egg.....	51
4.1.2 Burgers and Andalan.....	53
4.1.2.1 Big Mac.....	56
4.1.2.2 Cheeseburger.....	58
4.1.2.3 Double Cheeseburge.....	59
4.1.2.4 Triple Cheeseburger/Triple burger with Cheese.....	60
4.1.2.5 Chicken McNuggets® .....	62
4.1.2.6 World Famous Fries.....	64
4.2 Translation Techniques.....	66
4.2.1 Menu Title.....	66
4.2.2 Big Breakfast.....	66
4.2.3 Hotcakes.....	68
4.2.4 Egg McMuffin.....	69
4.2.5 Sausage McMuffin.....	70
4.2.6 Sausage McMuffin with Egg.....	71
4.2.7 Big Mac.....	72
4.2.8 Cheeseburger .....	73
4.2.9 Double Cheeseburger.....	74
4.2.10 Triple Cheeseburger/Triple burger with Cheese.....	75
4.2.11 Chicken McNuggets® .....	75
4.2.12 World Famous Fries.....	76
<b>Chapter V Conclusion .....</b>	<b>78</b>
5.1 Conclusion .....	78
5.2 Suggestion for Further Research.....	87
<b>References .....</b>	<b>89</b>
<b>List of Abbreviations</b>	
SL : Source Language	
TL : Target Language	
ST : Source Text	
LISA : Localization Industry Standards Association	

## LIST OF FIGURE AND TABLE

Figure 1.1 Original and Localized Smurf .....	29
Figure 4.1 SL Breakfast menu .....	42
Figure 4.2 TL Breakfast menu.....	42
Figure 4.3 SL and TL Big breakfast.....	44
Figure 4.4 SL and TL Hotcakes .....	46
Figure 4.5 SL and TL Egg McMuffin.....	48
Figure 4.6 SL and TL Sausage McMuffin .....	50
Figure 4.7 SL and TL Sausage McMuffin with Egg.....	52
Figure 4.8 SL Menu List .....	54
Figure 4.9 TL Menu List.....	54
Figure 4.10 SL and TL Big Mac .....	56
Figure 4.11 SL and TL Cheeseburger .....	58
Figure 4.12 SL and TL Triple Cheeseburger .....	60
Figure 4.13 SL Chicken McNuggets® .....	63
Figure 4.14 SL Chicken McNuggets® Nutritional Information.....	63
 Table 2.1 List of Website Localization Elements .....	28
Table 4.1.1 Equivalent SL and TL Menu List .....	39
Table 4.1.2 Localized and not localized SL and TL breakfast.....	42
Table 4.1.3 Exclusive menu.....	43
Table 4.1.4 Big Breakfast.....	44
Table 4.1.5 Hotcakes.....	46
Table 4.1.6 Egg McMuffin.....	48
Table 4.1.7 Sausage McMuffin.....	50
Table 4.1.8 Sausage McMuffin with Egg.....	52
Table 4.1.2.1 SL Burgers.....	53
Table 4.1.2.2 TL Andalan.....	54
Table 4.1.2.3 Localized item.....	55
Table 4.1.2.4 Exclusive Menu.....	55
Table 4.1.2.5 Big Mac.....	56
Table 4.1.2.6 Cheeseburger.....	58
Table 4.1.2.7 Double Cheeseburger.....	59
Table 4.1.2.8 Trple Cheeseburger/ Triple Burger with Cheese.....	61
Table 4.1.2.9 Chicken McNuggets® .....	62
Table 4.1.2.10 World Famous Fries.....	64
Table 4.1.2.11 List of Localized Menu Descriptions.....	65
Table 4.1.2.12 List of Non-localized Menu Names.....	65