References

- #Big Bussines. (2017, December 12). Retrieved December 27, 2017, from Forbes: https://www.forbes.com/pictures/591c79084bbe6f1b730a5811/2017-global-2000-restaura/#6cb89c3e6d2a
- Agustin, W. (2015, October 14). 20 Menu sarapan yang paling banyak dijumpai di Indonesia. Retrieved March 23, 2018, from BRILIO: https://www.brilio.net/life/20-menu-sarapan-yang-paling-banyak-dijumpai-diindonesia-151013n.html
- Al-Agha, B. A. (2006). *The Translation of Fast Food Advertising Texts from English to Arabic.* Pretoria: University of South Africa.
- America, W. C. (2019, December 12). United States Dining Etiquette Guide. Retrieved from What's Cooking America: https://whatscookingamerica.net/Menu/DiningEtiquetteGuide.htm
- Bacon [Def.1],(n.d.). In Merriam-Webster Dictionary. Retrieved March 22, 2018 from https://www.merriam-webster.com/dictionary/Bacon
- Bacon [Def.1],(n.d.). In Oxford Dictionaries. Retrieved March 22, 2018 from https://en.oxforddictionaries.com/definition/bacon
- B.V., V. d. (2018). Agama di Indonesia. Retrieved March 22, 2018, from INDONESIA-INVESTMENTS: https://www.indonesiainvestments.com/id/budaya/agama/item69?
- Baker, M. (2011). In Other Words. New York: Routledge.
- Campbell, J. T. (2016, February 21). *Web Design : Introductory*. Retrieved November 3, 2016, from EBOOK LIBRARY: http://elib.press/ovh-books/1285170628
- Chen, W., Li, P., & Liu, y. (2013). Product localization in the fast food industry. *Innovative Marketing*, 9(1), 36-45. Retrieved from https://businessperspectives.org/images/pdf/applications/publishing/templates/arti cle/assets/5137/im_en_2013_01_Chen.pdf
- Christensson, P. (2006). *Hypertext Definition*. (Sharpened Productions) Retrieved May 15, 2020, from TechTerms: https://techterms.com/definition/hypertext
- Costales, A. F. (2009). Translation 2.0. The localization of institutional websites under the scope of functionalist approaches. *CETRA*, 1-18.
- Dewees, N. (2019, December 28). *What Is America's Food Culture?* Retrieved from the Middleburry site network:

- https://sites.middlebury.edu/exploringlocalfoodsystem/2015/06/15/what-is-americas-food-culture/
- Djayaputra, R. D. (2019, January 24). *Alasan Mengapa Makanan Cepat Saji Mendominasi di Indonesia*. Retrieved March 8, 2020, from Winnetnews: https://www.winnetnews.com/post/alasan-mengapa-makanan-cepat-sajimendominasi-di-indonesia
- Doniger, W. (2017, July 17). *Hinduism and its complicated history with cows (and people who eat them)*. Retrieved December 20, 2019, from The Conversation: https://theconversation.com/hinduism-and-its-complicated-history-with-cows-and-people-who-eat-them-80586
- *Don't Risk it.* (n.d.). Retrieved March 8, 2020, from Fast Food Statistics + What They Mean For Your Helath: https://www.partnersforyourhealth.com/fast-food-statistics
- Dornyei, Z. (2007). Research Methods in Applied Linguistics Quantitative, Qualitative, and Mixed Methodologies. New York: Oxford University Press.
- English Muffin [Def.1},(n.d.). In Merriam-Webster Dictionary. Retrieved March 22, 2018 from https://www.merriam-webster.com/dictionary/ English%20muffin
- ETSI. (2017). *Localisation Industry Standards*. Retrieved November 11, 2017, from ETSI: http://www.etsi.org/technologies-clusters/technologies/past-work/localisation-industry-standards
- Fast Food [Def.1],(n.d.). In Oxford Dictionaries. Retrieved March 22, 2018 from https://en.oxforddictionaries.com/definition/Fast_Food
- FDA. (2017, December 12). FDA: Foods Must Contain What Label Says. Retrieved February 20, 2018, from U.S. FOOD & DRUG ADMINISTRATION: https://www.fda.gov/ForConsumers/ConsumerUpdates/ucm337628.htm
- Guerra, A. F. (2012). Translating culture: problems, strategies and practical realities. *[sic] a journal of literature, culture and literary translation*, 1-27.
- Hariyanto, S. (2015). Website Translation. Malang: Inspira.
- Hedges, k. (2015, January 7). What is the difference between tomato sauce and tomato ketchup? Retrieved march 3, 2018, from Quora: https://www.quora.com/What-isthe-difference-between-tomato-sauce-and-tomato-ketchup
- Hermans, J., & lambert, J. (1998). From Translation Markets to Language Management: The Implications of Translation Services. *Target*, 113-132.

- Hipwee. (2018, August 2). *Begini Sejarah Restoran Cepat Saji di Indonesia. Ternyata yang Pertama Udah Ada dari Tahun 1959 Lho*. Retrieved March 8, 2020, from Hipwee: https://www.hipwee.com/feature/begini-sejarah-restoran-cepat-saji-di-indonesia-ternyata-yang-pertama-udah-ada-dari-tahun-1959-lho/
- Holmes, J. S. (n.d.). *Main issues of translation studies*. Retrieved March 3, 2018, from Routledge Translation Studies Portal: http://cw.routledge.com/textbooks/translationstudies/data/samples/978041558489 0.pdf
- Hotcake [Def.1],(n.d.). In Merriam-Webster Dictionary. Retrieved March 22, 2018 from https://www.merriam-webster.com/dictionary/hotcake
- Hrubá, P. (2015). *The Translation of Czech Restaurant Menus into English*. Zlin: Tomas Bata University.
- Hsieh, H.-F., & Shannon, S. E. (2005). Three Approaches to Qualitative Content Analysis. *Qualitative Health Research*, 15(9), 1277-1288.
- Jamorabo-Ruiz, A. (2017, May 17). *The Cultural Food in Southeast Asia*. Retrieved from First International Conference on Food, Environment and Culture: http://icfec.weebly.com/uploads/9/4/4/2/94425229/the_cultural_food_in_southea st_asia_-_dr_aj_riuz.pdf
- Junk Food [Def.1],(n.d.). In Oxford Dictionaries. Retrieved March 22, 2018 fromhttps://en.oxforddictionaries.com/definition/Junk_Food
- Ketchup [Def.1],(n.d.). In Oxford Dictionaries. Retrieved March 22, 2018 from https://en.oxforddictionaries.com/definition/Ketchup
- Kress, G. (2009). *Multimodality: A social semiotic approach to contemporary communication*. Routledge: London.
- Lauer, C. (2009). Contending with Terms: "Multimodal" and "Multimedia" in the Academic and Public Spheres. *Elsevier*, 225-239.
- Leeuwen, T. V. (2017, March). *Multimodal literacy*. Retrieved October 6, 2017, from National Videncenter For Laesning: http://www.videnomlaesning.dk/media/2127/21_theo-van-leeuwen.pdf
- LevinInstitute. (2016). *What Is Globalization?* Retrieved December 27, 2017, from Globalization 101: http://www.globalization101.org/what-is-globalization/
- Lingle, B. (2016). *Fries!: An Illustrated Guide to the World's Favorite Food.* San Fransisco: Chronicle Books.
- Lutkewitte, C. (2013). *Multimodal Composition: A Critical Sourcebook*. Boston: Bedford/ St. Martin's.

- McDonald Inc. (n.d.). *Our History*. Retrieved march 23, 2018, from McDonald: https://www.mcdonalds.com/ca/en-ca/about-us/our-history.html
- mcdonald's corporate. (2017). *History*. Retrieved March 3, 2020, from The McDonald's Story: https://corporate.mcdonalds.com/corpmcd/about-us/history.html
- McDonald's Indonesia. (n.d.). *Promo*. Retrieved 2017, from McDonald's Indonesia: http://www.mcdonalds.co.id/promo
- McDonald's. (n.d.). *Our History*. Retrieved from McDonalds: https://www.mcdonalds.com/us/en-us/about-us/our-history.html
- Meikle, J. (2014, May 8). What exactly does the halal method of animal slaughter involve? Retrieved from The Guardian International: https://www.theguardian.com/lifeandstyle/2014/may/08/what-does-halal-methodanimal-slaughter-involve
- Melissa, M. (2019, April 12). *Butter vs Spread*. Retrieved from Healty Food Guide: https://www.healthyfood.com/healthy-shopping/butter-vs-spread/
- Molina, L., & Albir, A. H. (2002). Translation Techniques Revisited : A Dynamic and Functionalist Approach. *Meta*, 498-512.
- Munday, J. (2008). Introducing Translation Studies. New York: Routledge.
- Nestle, M. (2006). Food Marketing and Childhood Obesity A Matter of Policy. *The New England Journal of Medicine*, 2527-2529.
- Newmark, P. (1988). A textbook of Translation. New York: Prentince Hall.
- Ordurari, M. (2007). *Translation procedures, strategies and methods*. Retrieved October 3, 2017, from Translation Journal: http://translationjournal.net/journal/41culture.htm
- *Our Story Bakmi Gm.* (n.d.). Retrieved March 8, 2020, from BakmiGm: http://www.bakmigm.com/about-us
- Ozan, K. M. (2016, December 31). UNITED STATES SECURITIES AND EXCHANGE COMMISSION. Retrieved December 27, 2017, from UNITED STATESSECURITIES AND EXCHANGE COMMISSION: http://d18rn0p25nwr6d.cloudfront.net/CIK-0000063908/62200c2b-da82-4364be92-79ed454e3b88.pdf
- Pancake [Def.1],(n.d.). In Merriam-Webster Dictionary. Retrieved March 22, 2018 from https://www.merriam-webster.com/dictionary/pancake
- Pancake [Def.1],(n.d.). In Oxford Dictionaries. Retrieved March 22, 2018 from https://en.oxforddictionaries.com/definition/ Pancake

- Panwar, D., & Patra, S. (2017, Jully). LOCALIZATION IN FAST FOOD INDUSTRY: A CASE STUDY ON MCDONALD'S STRATEGY IN INDIA. International Refereed Research Journal, VIII(3), 71-74. Retrieved from https://www.researchgate.net/profile/Sidheswar_Patra/publication/318470523_L OCALIZATION_IN_FAST_FOOD_INDUSTRY_A_CASE_STUDY_ON_MC DONALD'S_STRATEGY_IN_INDIA/links/5983402d45851531048f8ab0/LOC ALIZATION-IN-FAST-FOOD-INDUSTRY-A-CASE-STUDY-ON-MCDONALDS-STRATEGY
- Payne, N. (2004, October 8). Culture and Website Localization . Retrieved January 7, 2015, from WebProNews: http://www.webpronews.com/culture-and-websitelocalization-2004-10
- PT Nestlé Indonesia. (n.d.). *Kampanye Kesadaran Nutrisi: Perhatikan Label Gizi*. Retrieved from sahabat Nestle: https://www.sahabatnestle.co.id/content/gayahidup-sehat/inspirasi-kesehatan/kampanye-kesadaran-nutrisi-perhatikan-labelgizi.html
- Pym, A. (2009). *The Moving Text. Localization, Translation, and Distribution*. Amsterdam: John Benjamins Publishing Company.
- Pym, A. (2010, January 28). Website localization . Retrieved March 19, 2017, from © Anthony Pym 2010 : http://usuaris.tinet.cat/apym/online/translation/2009_website_localization_feb.pdf
- Rachel, S. (2019, June 26). Fast-food restaurants represent the best and worst of America. Retrieved March 8, 2020, from Vox: https://www.vox.com/thegoods/2019/6/26/18700762/fast-food-america-adam-chandler-drive-thru-dreams
- Roman, B., & Susan, R. (2009). *Southeast Asian Food and Culture*. Retrieved from Southeast Asian Food and Culture: https://www.niu.edu/cseas/_pdf/lesson-plans/k-12/southeast-asian-food-culture.pdf
- Sandrini, P. (2005). Website Localization and Translation. MuTra, 1-8.
- Sandwich, H. (2020, April 16). What is Difference Between Junk food and Fast Food and Which is Healthier? Retrieved from Medium: https://medium.com/@haidasandwich.canada/what-is-difference-between-junkfood-and-fast-food-and-which-is-healthier-732b910f8cc1
- Sausage [Def.1],(n.d.). In Oxford Dictionaries. Retrieved March 22, 2018 from https://en.oxforddictionaries.com/definition/sausage
- Sausage [Def.1],(n.d.). In Merriam-Webster Dictionary. Retrieved March 22, 2018 from https://www.merriam-webster.com/dictionary/Sausage

- Savin-Baden, M., & Major, C. H. (2013). *Qualitative Research: The Essential Guide to Theory and Practice*. London: Routledge.
- Schlossberg, M. (2015, July 1). 26 crazy McDonald's items you can't get in America. Retrieved February 20, 2018, from Bussiness Insider: http://www.businessinsider.com/mcdonalds-international-menu-items-2015-7/?IR=T/#donalds-portugals-soups-12
- Shelly, G. B., Napier, H. A., & Rivers, O. (2009). Web Design Introductory Concepts and *Techniques*. Massachuttes: Course Technology.
- Srinivas, S. C. (2015). 'Ad'apting to Markets: Repackaging Commercials in Indian Languages. New Delhi: SAGE.
- Stack Exchange Inc. (2014, September 8). Difference between "fast food" and "junk food". Retrieved March 28, 2018, from English Language Learners: https://ell.stackexchange.com/questions/32983/difference-between-fast-food-andjunk-food
- Taanonen, M. (2014). Targeting language markets through Web localization: A case study of a digital cloud service. *Targeting language markets through Web localization: A case study of a digital cloud service*. Espoo, Finlandia: Department of Management Studies Aalto University School of Business.
- Takayoshi, P., & Selfe, C. L. (2007). *Multimodal Composition Resource for Teachers*. New jersey: Hampton Press, INC.
- Tan, S. (2001, August 06). Translators go beyond language as Web sites cross borders. Retrieved November 10, 2015, from WebCite: http://www.webcitation.org/5uabN4muG
- Taylor, k. (2017, December 31). We ate at dozens of fast-food chains in 2017 here's the best. Retrieved March 3, 2018, from Business Insider: http://www.businessinsider.com/raising-canes-best-fast-food-we-ate-thisyear2017-12/?IR=T
- Terestyényi, E. (2011). Brochures, Translating Culture-specific Items in Tourism. SKASE Journal of Translation and Interpretation, 13-22.
- The Jakarta Post. (2017, December 26). *Survey reveals poor eating habits of Indonesians*. Retrieved from The Jakarta Post: https://www.thejakartapost.com/life/2017/12/24/survey-reveals-poor-eating-habits-of-indonesians.html
- Venuti, L. (1995). The Translator's Invisibility. London: Routledge.

- W3C. (2005, July 16). "What is the difference between the Web and the Internet?". Retrieved November 11, 2017, from W3C Help and FAQ: https://www.w3.org/Help/#webinternet
- Wahyuningsih, A. (2015, October 14). 20 Menu sarapan yang paling banyak dijumpai di Indonesia. Retrieved March 23, 2018, from BRILIO: https://www.brilio.net/life/20-menu-sarapan-yang-paling-banyak-dijumpai-diindonesia-151013n.html
- Wilson, T. V. (2006, August 22). How Fast Food Works. Retrieved March 8, 2020, from HowStuffWorks: https://science.howstuffworks.com/innovation/edibleinnovations/fast-food3.htm