

UNDERGRADUATE THESIS

**TRANSLATION STRATEGIES OF INDONESIAN DISH NAMES IN
FOOD LABELS OF INSTANT COOKING SPICE PRODUCTS**



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SURABAYA
2022**

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UNDERGRADUATE THESIS

**Submitted in Partial Fulfillment of the Requirements
for the Sarjana Degree of English Department
Faculty of Humanities Universitas Airlangga**

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2022**

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Surabaya, 24 July 2022



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To those who are still standing after riding the roller
coaster, passing ups and downs in storm.

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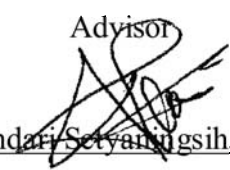
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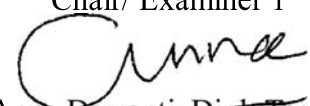
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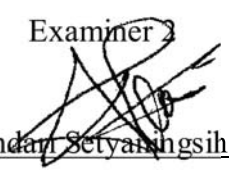
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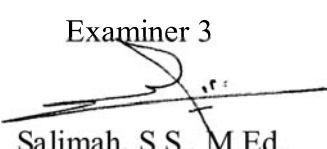
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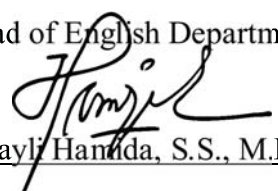
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Surabaya, 24 July 2022

Rummanatul Alaniyah

***“Karena sesungguhnya beserta
kesulitan itu ada kemudahan.
Sesungguhnya beserta kesulitan itu ada
kemudahan.”***

- Al-Insyirah 94: (5-6)

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ABSTRACT

Globalization drives the need for translation due to the increase of food production and distribution around the world. One of food-related translation is product labels. The aim of this study is to find out the strategy for translating Indonesian dish names into English on the food labels of instant cooking spice products. This study employed qualitative approach in which strategies were identified using Pedersen's translation strategy used in subtitles as labels and subtitles are space-limited and there are pictures accompanying the text. Data obtained from the official website of seven brands of instant cooking spice products are 125 Indonesian dish names and the translation. The results showed that there were five sub-strategies and six strategy combinations identified. These are three Complete Retention or 2.4%, 16 Addition or 12.8%, 27 Calque or 21.6%, 41 Paraphrase or 32.8%, 4 Cultural Substitution by Transcultural ECR or 3.2 %, and nine combination of Retention and Calque or 7.2%, one combination of Retention and Omission, one combination of Addition and Calque, one combination of Calque and Omission, one combination of Shifted Direct translation and Omission, and one combination of Retention, Calque, and Omission which constitute 0.8%. Paraphrase, a TL-oriented strategy, was the most frequently identified strategy. However, source oriented strategies were more frequently found which shows that there is an attempt to introduce Indonesian culture, Indonesian dishes, to the target market.

Keywords: *Dish Name, Food Label, Instant Cooking Spice, SL-Oriented Strategy, TL-Oriented Strategy*

ABSTRAK

Globalisasi mendorong kebutuhan akan penerjemahan karena distribusi produk makanan keseluruh dunia semakin meningkat. Salah satu produk terjemahan makanan adalah label kemasan. Tujuan dari penelitian ini adalah mengetahui strategi pada praktik penerjemahan nama makanan Indonesia kedalam Bahasa Inggris yang terdapat pada label kemasan produk bumbu masak instan. Penelitian ini menggunakan pendekatan kualitatif menggunakan strategi penerjemahan pada takarir oleh Pedersen karena label dan takarir terbatas pada ruang serta terdapat gambar yang mewakili pada teks. Data yang diperoleh dari survei pada website resmi tujuh brand produk bumbu masak instan adalah 125 nama makanan Indonesia beserta terjemahannya. Hasil analisis data menunjukkan bahwa terdapat lima substrategi dan enam kombinasi strategi, yaitu *Complete Retention* (2.4%), 16 *Addition* (12.8%), 27 *Calque* (21.6%), 41 Parafrasa (32.8%), 4 *Cultural Substitution by Transcultural ECR* (3.2%), and sembilan kombinasi *Retention* dan *Calque* (7.2%), satu kombinasi *Retention* dan *Omission*, satu kombinasi *Addition* dan *Calque*, satu kombinasi *Calque* dan *Omission*, satu kombinasi *Shifted* dan *Omission*, dan satu kombinasi *Retention*, *Calque*, dan *Omission* masing-masing 0.8%. Parafrasa, strategi yang berorientasi pada bahasa sasaran, paling banyak teridentifikasi pada data. Namun, secara keseluruhan, jumlah strategi yang berorientasi pada bahasa sumber lebih banyak ditemukan daripada strategi yang berorientasi pada bahasa sasaran dimana ini menunjukkan bahwa sebagian besar terjemahan berusaha mengenalkan budaya Indonesia, makanan Indonesia, pada negara sasaran.

Kata kunci: *Bumbu Masak Instan, Label Makanan, Nama Makanan, Strategi yang Berorientasi pada Bahasa Sasaran, Strategi yang Berorientasi pada Bahasa Sumber*