

CHAPTER I

INTRODUCTION

This chapter concerns with the phenomena in relation to the current study on the dish names translation in food labels of instant cooking spice products, as well as the research questions, the objective, the significance, and the scope and limitation of this study.

1.1 Background of the Study

Indonesian food and beverage industry is one of the sectors that supports the country's economy. In 2018, the food industry sector contributed about 26.67% of the increase in the workforce (Kementerian Perindustrian Republik Indonesia 2019). With globalization, Indonesian food and beverage products have been recognized in various countries around the world. For example, *Rendang* is a typical Indonesian food that is considered the most delicious food in the world, as surveyed by CNN in 2017 (Cheung 2017). In addition, in the packaged or fast food sector, *Indomie* is the number one instant noodle product brand in the world which has been exported to various countries (Leimkuhler 2021). Various new variants are also made that are adapted to Western food culture.

The high percentage of exports and imports of food and beverages due to globalization requires translation, especially for food products which are the focus of this study (Chiaro and Rossato 2015). In fact, food is a cultural symbol of a nation such as Italy with pizza and pasta, Japan with *sushi*, Germany with *sausages*, the US with *burgers*, and Turkey with *kebabs* (Bubel and Spitz 2013). The purpose of

translating the product label is, in general, giving information to the target consumers about the products (Koen, Blaauw and Wentzel-Viljoen 2016). In a marketing perspective, a food label is used to promote the product of the brand in the global market (Mat 2014). The culture in question is the language and food names typical of the source culture. By translating product labels, from a cultural perspective, it also introduces the culture to the target country (Abdulrahman 2015). From a marketing perspective, this can attract the attention of buyers because it can help buyers identify information on the goods purchased. Thus, it is interesting to examine the translation strategies applied in translating Indonesian dish names in instant cooking products into English.

Dish names are parts of food that belong to culture (Newmark 1988). Translating dish names or dish translation is an act of rendering food-related text to a target language (Chiaro and Rossato, *Food and Translation, Translation and Food* 2015). Long (2018) stated that ethnic foods, such as dish, is partly defined by how they differ from the foods of the dominant culture, and their place within that culture reflects an otherness. Indonesia consists of more than 17.000 islands and each region offers its specific dish with a unique name. Translating cultural bound terms such as dish names is surely a challenging task.

As have been mentioned previously, the translation in food label is important to globalize the products. The label of food products consists of several information which need to be translated, such as the name of the food, quantity of the contents, list of ingredients, the label of nutrition, etc. (U.S. Department of Health and Human

Services 2013). According to skopos theory, the strategy used in translation depends on the purpose of the text in the target language (Reiss and Vermeer 2013). Instant cooking spice products, the case of the current study, is an informative text. Based on the function of the text, the strategies should use target-language oriented as it eases the target buyers. Abdulrahman (2015) states that the strategies commonly used in translating cultural items on a food product label are target-oriented. It was the result of his investigation of canned and packed food product labels' from Arabic to English.

On the other hand, in rendering cultural bound terms, such as dish name, strategies used in the translation tends to use source-language oriented as stated by Pedersen (2011) in the translation of cultural terms in subtitles. However, informative texts such as food labels in instant cooking spice products tend to use target-oriented language strategies. The current study is aimed at discovering the common strategy in translating Indonesian dish names on the food label of instant cooking spice products and testing whether the strategy tends to be source or target oriented.

The current study investigated the strategies used in translating Indonesian dish names on food labels of instant cooking spice products. A taxonomy applied in classifying the strategies found in the dish name translation was Pedersen's Extralinguistic Cultural References (ECRs). ECRs are references to people, places, customs, institutions, food, etc. (Pedersen, Subtitling Norms for Television 2011). This taxonomy consists of six strategies, which are divided into two categories;

source-oriented and target-oriented. The source-oriented strategies are Retention, Direct Translation, and Specification; whereas the target-oriented strategies are Generalization, Substitution, and Omission.

Since this study is focused on investigating the strategies of dish name translation in food labels of instant cooking spice in which the form of the data are words, a qualitative approach is used in the current study. Qualitative research, as stated by Kothari (2004) is concerned with phenomena related to quality or kind. The approach is applied by giving the description of the common practice in translating dish names.

Based on the phenomena of dish name and food label translation explained previously, the writer is interested in conducting research about the translation of dish names in food labels of instant cooking spice products as those packaged food products introduce Indonesian food or flavors. Instant cooking spice product is a packaged of already-cooked mixture of spice used as a base to cook a dish (Nggoweng, Singapurwa and Rudianta 2020). The data of this study was taken from the Indonesian and English translation of dish names in the food label of the cooking spice products which can be found in cover package. There are seven brands of instant cooking spice products used; *Bamboe*, *Munik*, *Finna*, *Indofood*, *Kokita*, *Mamasuka* and *Enak Eco*. The data are taken from the images of the instant cooking spice package provided in the official websites of each brand. The total amount of data collected are 125 pairs of Indonesian dish names and the English translation.

There are several previous studies related to the current study which studied about food translation strategies and procedures from different sources, such as in subtitles, menu, food labels, and a novel. A study conducted by Farkhan, Naimah, and Suriadi (2020) about translation strategies in a Netflix cooking show *The Finale Table* showed that retention is frequently used in the subtitle from English to Indonesian. A study on novel done by Mahmud, Ampera, and Sidiq (2020) using Baker's taxonomy resulted that strategies found were Generalization, Substitution, Loan Word, Paraphrase, and Omission.

Another study which focused on food name translation in restaurant menus was done by Setyaningsih (2020). The study analyzed the English translation of Indonesian traditional menus on five chained hotel restaurants and found that rich explicatory procedures constitute most of the data. Similar study was conducted by Egretta (2017) who analyze the translation of restaurant menus in three-star hotels from Indonesian into English. The study showed that Literal Translation procedure was frequently found in the data.

Further back, other study investigated the translation of food label products conducted by Pangestu (2014) analyzed the translation of product labels in food, medicine, and cosmetics. It is found that Transposition strategy and Formal Equivalence were commonly found on the data.

A study on the translation of dish names on food labels was not found in the aforementioned previous studies. The current study is aimed at revealing the translation strategies of culture-specific items, in this case dish names, to see

whether it tends to the source language or not. As previously explained, translating cultural aspects is very important because cultural differences make it difficult to find equivalent words in the target language or culture (Setyaningsih 2020). In addition, the writer uses ECRs translation strategies proposed by Pedersen which were usually employed for analyzing subtitles. The writer chose Pedersen's taxonomy as subtitles and packaging labels have limited spaces. Based on Chiaro (2009), product labels have limited space so that the translation on product labels is also limited.

The current study focused on the translation of dish name in food label using Pedersen's strategies of ECRs which is commonly applied in subtitle. It is expected that this research could illustrate the trend in Indonesian dish name translation for the international market since food name is one of the elements required in a food label. This is because the food label aims to provide product-related information, such as product names, ingredients, and nutrition facts to help buyers in making informed choices of the food they want to buy (U.S. Department of Health and Human Services 2013).

1.2 Statement of the Problem

1. What are the strategies identified in the English translation of Indonesian dishes in food label of instant cooking spice products?
2. What is the most common strategy applied in translating Indonesian dishes in food label of instant cooking spice products into English using Pedersen's translation strategies of ECRs?

1.3 Objectives of the Study

Based on the aforementioned research problems, this study aims:

1. To list the translation strategies applied in the English version of Indonesian dishes in food label of instant cooking spice products.
2. To determine the most frequently found strategy in translating Indonesian dishes in food label of instant cooking spice products using Pedersen's taxonomy of Extralinguistic Cultural References (ECRs).

1.4 Significance of the Study

This study is aimed to identify the strategies used in the English translation of Indonesian food names in instant cooking spice products and discover the most common used strategy in the translation. The writer hoped that this study, theoretically, could provide information about translation strategies of cultural bound terms, as well as to enrich discussion in translation studies, especially in food translation. Practically, this study is expected to show the tendency in translating Indonesian food names into English in packaged products like instant cooking spice for practitioner's consideration. In addition, this study may become a reference for other students in English Department interested in analyzing packaged product label translation.

1.5 Scope and Limitation

This current study focuses on the dish names and the translation on instant cooking spice product labels within the scope of food translation studies. The object in this study is the Indonesian dish names and the English translation which were

transcribed from the cover label pictures of Indonesian instant cooking spice products, which are available on the official websites of seven Indonesian cooking spice brands. Among other food-related test, the name of food in food label is necessary to be translated for global market trade. Hence the data of this study is limited to food label products which have the English translation on the cover pack of the Indonesian dish names. Moreover, this study used a taxonomy in rendering ECRs, proposed by Pedersen (2011), to identify strategies in the translation.

1.6 Definition of Key Terms

- Translation strategies** : categories into which translation solutions can be grouped, on the basis of their having been arrived at through the same or at least a similar process of going from ST to TT (Pedersen 2011).
- Dish** : food usually eaten at or prepared for a special occasion or constitute an everyday staple (Bubel and Spitz 2013)
- Dish translation** : an act of rendering food related text to target language (Chiaro and Rossato 2015).
- Food label** : information provided on a food package such as name of food, quantity, and nutrition content (U.S. Department of Health and Human Services 2013).

Instant cooking spice : a mixture of several spices found in store or market at an affordable price, and are usually used immediately as a base for certain foods (Nggoweng, Singapurwa and Rudianta 2020).