

# CHAPTER I

## INTRODUCTION

### **1.1 The Background of the Study**

The term translation as a meaning transfer today, may have been a little bit distracted from its true meaning. This distraction may be influenced by some phenomena in relation to translation and the “applied” translation which are commonly used in society. Some cases prove that the function of translation is not merely focused on the beauty of re-written text which is transferred from source language or how to re-construct such a source text into target text structurally. However, it is more about conveying and communicating what lies within the surface structure without regarding how a text is translated literally. This condition, of course, makes up our mind to see translation purpose and orientation from different points of view. In short, translation nowadays tends to focus on how to build an understanding which is based not only on the structure and rules but also on the aesthetical understanding.

One of the most provable evidences that support the related statement above is the culinary terms translation. Some restaurants in Indonesia provide their list of menu bilingually. As a matter of fact, some of Indonesian restaurants abroad also definitely provide their list of menu bilingually. In this case, the menu is usually provided in English and Indonesian. Here, Indonesian functions as the source language since the terms used in provided lists are Indonesian. While English functions as the target language since it is the translation of the source

text. It is done in order to facilitate foreign customers that may not understand the Indonesian culinary terms.

As it is cited from *Desa Authentiek Indonesisch Restaurant* (an Indonesian restaurant which is located in Netherland), the lists of menu are provided in two languages in which Indonesian is the source language and English is the target language. For example :

1. Soto ayam - *spiced chicken broth with vegetables and chicken* (01/DAI/01)
2. Lumpia - *springroll filled with vegetables and chicken* (02/DAI/01)
3. Gulai Kambing - *spicy lambmeat in curry sauce* (03/DAI/01)

The translating of *soto ayam*, *lumpia*, and *gulai kambing* into English causes some differences in structure. In other words, there are no exact terms in English which may replace those three terms. The English translations function to explain the terms instead of transferring their meaning. Here, the translator mostly uses the technique of description. This technique enables the readers to imagine and furthermore dig up the deep structure in target language with their own understanding. In short, translation can be defined based on the function-to-communicate, describe and explain the non-existing terms in target language without regarding the lexical terms in the source language. Accordingly, creating the same idea in people`s mind easily is the most significant aspect in translating a text.

However, the new phenomena in translation come up together with some questions related to the appropriate techniques and the level of fidelity, especially in culinary terms translating. These questions appear due to the facts that culinary

term is culture bound. Therefore, some terms that are translated may not have the same referent in target language. The difficulty may be found especially in conducting English-Indonesian translation or vice versa concerning some differences on culture and habits.

Nevertheless, some difficulties in translating Indonesian-English or English-Indonesian texts have not been solved yet. The following example may illustrate the intended problem :

Source text : Gulai ayam pedas

Target text : Hot gulai chicken (57/DAI/05)

The translating of the source text into the target text in the datum (57) implies that there is a big possibility that a translator uses the technique of borrowing. The English translation proves that the term *gulai* is taken straightly from the source language. Although the other elements, namely, *ayam* and *pedas* (flavor) are translated literally, the basic core of this term (*gulai*) has the same form both in source language and target language. In other words, the term *gulai* is not translated. Those related statements are the evidences that the technique of borrowing is applied.

Dealing with meaning, the respond of target language readers is different from the respond of target language readers in relation to the translation of the text. This is caused by the different culture in each language. Hence, this difference comes up together with the different perception. In addition, the translation of *gulai* does not fulfill the fundamental aspect in translation - transfer meaning. Besides, based on the function, the translating of *gulai* into the same

word fails to communicate, describe, explain and even convey the idea lying in the word. Therefore, the translation of *gulai* here is classified into the low level of fidelity, since the intended term is not understandable in target language.

Concerning to the current issue that is discussed in previous section, the technique of translation is a significant aspect in transferring a message from source language to target language. The use of appropriate translation techniques affects the product of translation. Therefore, those phenomena catch the researcher`s attention to conduct a research in the topic of discussion.

## **1.2 The Statement of the Problems**

In relation to the topic of discussion, two problems are formulated. They are as follows:

1. What techniques are used to translate the Indonesian culinary terms into English?
2. How is the fidelity of the translation?

## **1.3 The Objective of the Study**

To gain a good understanding comprehensively, this research tries to answer the intended problems. They are as the following :

1. To find the techniques used to translate Indonesian culinary terms into English
2. To search the level of fidelity of the translation of Indonesian culinary terms in English.

#### **1.4 The Scope of the Study**

Limiting the scope of the study in a certain research is needed in order to keep the discussion run on the right track. The research in translation may be conducted through many ranges of scopes. The discussion in this research concerns the technique of culinary terms translation. Moreover, the culinary terms translation in this case is discussed in terms of techniques and the fidelity. The techniques used to translate the culinary terms are the ones as proposed by Molina and Albir. While, the fidelity intended in this study includes accuracy.

#### **1.5 The Significance of the Study**

Hopefully this research may give a good contribution to both the readers and the researcher. Moreover, the readers are expected to gain some advantages that can improve their knowledge related to the topic, namely the translation of Indonesian culinary terms into English. In relation to the theory of translation, this research hopefully can increase readers' understanding about translation. Besides, this research is hoped to be a good reference especially in translation study, and more specifically in culinary terms translation. At last, this research is expected to motivate other researchers to conduct further research in translation.