
Indonesian Food Translation Approaches Found in 5-Star Hotel Restaurant Menus in Bali

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Received: 3 September 2024

Accepted: 16 January 2025

Published: 21 January 2025

Abstract

This research investigated the translation strategies used to translate Indonesian food menus into English at 5-star hotel restaurants in Bali. It also explored the use of cultural-specific items (CSIs) in these translations. The study employed a qualitative research method, gathering data from the official websites of six different 5-star restaurants in Bali. The primary theoretical framework was Beekman and Callow's "Lexical Equivalence When Things or Events Are Unknown in the Receptor Language" (1974). Additionally, Tang Yingmin's (1981) theory on Cultural-Specific Items (CSIs) was applied to identify and categorize the types of CSIs found in the translations. The findings indicated that the most frequently used translation approach was Equivalence by Modifying a Generic Word, followed by Equivalence by Cultural Substitution and Equivalence by Using a Loan Word. Among the CSIs, ingredients were the most commonly represented category, accounting for 35% of the total. Furthermore, the data revealed that translators not only translated the names of main dishes but also provided additional details about side dishes.

Keywords: 5-star hotel restaurants, Bali, cultural-specific items, Indonesian food menus, translation approaches

To cite this article: Kencana, N. P. R. W., Kuntayuni, K. & Pratama, A. D. Y. (2025). Indonesian food translation approaches found in 5-star hotel restaurant menus in Bali. *SALEE: Study of Applied Linguistics and English Education*, 6(1), 108-124. <https://doi.org/10.35961/salee.v6i1.1618>



DOI: 10.35961/salee.v6i1.1618

1. Introduction

Bali plays a crucial role in introducing Indonesian culture globally. As one of Indonesia's most renowned tourist destinations, Bali attracts millions of foreign visitors every year. During their stay, tourists often have the opportunity to indulge in authentic and diverse Indonesian cuisine. To gain recognition worldwide, it is essential to provide accurate and informative translations of Indonesian food menus into English, which will enable international tourists to easily understand and explore the richness of Indonesian cuisine. According to Barthes (1961) food is considered as part of culture. Therefore, translating culture, which in this case food menu, requires a deep knowledge of both the source and target cultures to bridge the gaps between them.

Indonesian dishes are not only delicious culinary creations but also are a legacy of a tribe in a specific region (Sabana, 2007), which carries a rich cultural heritage. Many Indonesian dishes have their roots in traditional recipes that reflect the unique flavors, ingredients, and cooking techniques that are characteristic of a particular tribe or region in Indonesia. For instance, traditional dishes such as *rendang* or *ketupat* also carry certain philosophies reflected from their ingredients, cooking process, appearance and serving performance (Rianti, 2018). Thus, offering Indonesian food in a restaurant menu and translating it into another language is not an easy process since it is not simply transferring one language into another, but more into introducing a concept into another culture.

Providing accurate translations of Indonesian food menus is a complex task. According to research held by Chiaro and Rossato (2015) in translating food, both cook and translator must examine the original recipe or text, find the right ingredients or words and consider strategies that will make the dish or script appealing to readers or diners. On the other hand, Setyaningsih (2020) found that in translating food there is a tendency to describe food's appearance to English target readers.

Several studies have examined menu translation. Tanudirjo (2020) found that over 59% of translated menus in three Yogyakarta restaurants were acceptable, with semantic translation being the most frequently used strategy at over 22%. Thaweewattana (2021) discovered that all eight translation strategies proposed by Baker were employed to address non-equivalence at the word level when translating Thai food menus for the Michelin Guidebook. Yingmin (2021) identified thirteen of Newmark's seventeen translation strategies applied to culinary culture-specific items. Similarly, Pratama (2022) observed that expansion and description were the main strategies used in translating Balinese food menus. Based on previous studies, this study examines the translation approaches and cultural-specific items (CSIs), as prior research focused on strategies, acceptability, and translation quality. This research focuses on 5-star hotel restaurants because, according to Forbes Travel Guide, hotels in Bali are among the best in the world for several reasons—exceptional

facilities and services, high-quality standards, and extraordinary culinary experiences. In this context, the food menu in these hotels serves as a representation of local cuisine intended for international guests. This research investigates the translation approaches and cultural specific items used in translating Indonesian food in 5-star hotel restaurant menus in Bali. It also contributes to linguistic theory by enhancing our understanding of translation, culture, and food. For instance, the translation of Indonesian food *Gado-gado* in Ayana resort's Padi restaurant:

SL: *Gado-gado*

RL: Indonesian vegetables salad, fried *tahu*, *tempe*, boiled egg, rice cake, peanut sauce.

From the data above, it can be observed that the translator does not perform a literal translation of the menu. Instead, the translator conveys the menu's name by using 'salad' as a referent word for gado-gado since the concept of this dish is absent in the receptor language. This approach aligns with the concept of equivalence by cultural substitution, as described by Beekman and Callow (1977) in their book *Translating the Word of God*.

In addition, the translation above shows that the translator uses several types of CSI, namely proper name and ingredients, to give the reader more specific information about the food being described. The use of proper name is seen in "Indonesian vegetables salad" which refers to the name of the place. Furthermore, the use of CSIs ingredients is seen through the mention of specific ingredients such as fried *tahu*, *tempe*, boiled egg, rice cake, and peanut sauce. Thus, it can be seen that the use of CSIs plays an important role in providing a detailed description of the Indonesian food menu.

In conclusion, this research aims to explore the approaches employed in translating Indonesian food found in 5-star hotel restaurant menus in Bali and the types of cultural specific items (CSIs) associated with them. Its objectives include contributing to the development of linguistic theory, providing guidance and recommendations for translators, restaurants, and the hospitality industry, and gaining recognition on a global scale.

1.1. Research question

Based on the problem, this research deals with translation strategies. The problem investigated are formulated as the followings:

- 1) What are the translation approaches used in translating Indonesian food in 5-star hotel restaurant menus in Bali?
- 2) What are types of Cultural Specific Items (CSIs) found in translating Indonesian food in 5-star hotel restaurant menus in Bali?

1.2. Theoretical framework

This research uses the theory from Beekman and Callow which was written in their book entitled *Translating the Word of God with Scripture and Topical Indexes* (1977) regarding

translation approaches when the concept is unknown in the receptor language. The approaches are divided into three: 1) Equivalence by Modifying a Generic Word; 2) Equivalence by Using a Loan Word; and 3) Equivalence by Cultural Substitution. The theory applied in this research is to investigate the unknown concept found in Indonesian food menu. The theory used to find out what kinds of approach used in translating those menus.

Besides, the theory from Zhou Feng (2008) was also applied in this research as the supporting theory. The theory examines the types of Cultural Specific Items (CSIs) namely: proper names, colors, flavors, ingredients, metaphors, cooking techniques, shapes, seasonings, and allusions in menu data.

2. Method

According to Creswell (2014), qualitative research is an approach to exploring and understanding the meaning individuals or groups ascribe to a social or human problem and the process of research involves emerging questions and procedures, data typically collected in the participant's setting, data analysis inductively building from particulars to general themes, and the researcher making interpretations of the meaning of the data.

Identifying the data source is the initial step in this study. The research focuses on menu items from 5-star hotel restaurants in Bali, which have been translated from Indonesian into English and are presented on the establishments' official websites. According to data from Badan Pusat Statistik (BPS), 5-star hotels are among the most popular accommodations for foreign tourists visiting Bali. Most of these hotels are located in the Badung region, a central hub for tourism in the area.

The study examines the translation approaches applied to Indonesian food names on these menus. Indonesian dishes featured in 5-star hotel menus were chosen as the data source because these establishments cater to an international audience, where English serves as the global lingua franca. The translation of these menus is essential to facilitate understanding among international guests and to promote Indonesian cuisine on a global scale.

The data collection for this research followed the procedure outlined by Iskandar (2009), emphasizing the importance of using appropriate methods tailored to the type of data needed. The primary method employed was observation, carried out through a series of steps. First, data were selected from restaurant websites, focusing exclusively on Indonesian dishes that provided English translations. A total of 90 dishes were identified, offering a defined scope for the research. Next, the names of the Indonesian dishes and their English translations were systematically recorded through note-taking. The data analysis was conducted using a qualitative descriptive method. Initially, the data were carefully reviewed to ensure accuracy. Following this, the dish names and their translations were categorized based on the approaches used in translation. Subsequently, the Indonesian names were compared with their English counterparts to identify translation patterns and strategies. Finally, the findings

were analyzed and interpreted using the theoretical framework from Beekman and Callow's *Translating the Word of God with Scripture and Topical Indexes*.

3. Finding and Discussion

This research focuses on the Indonesian food translation approaches employed by 5-star hotel restaurants in Bali, specifically those that offer English translations on their menus. The data for this research has been gathered from the official websites of each restaurant, ensuring that the information is current and directly sourced from the establishments themselves. Only menus that feature English translations have been included as the data source for this research, allowing for a comprehensive exploration of the translation practices employed in these establishments.

Based on the data obtained, there are three approaches applied in translating Indonesian food menus namely equivalence by modifying a generic word, equivalence by using a loan word, and equivalence by cultural substitution.

3.1. The approaches applied in translating Indonesian food menu from Indonesian into English

Three approaches were applied in translating Indonesian food menus, namely equivalence by modifying a generic word, equivalence by using a loanword, and equivalence by cultural substitution. The selected data are explained below:

3.1.1. Equivalence by modifying a generic word

Equivalence by modifying a generic word is the most commonly used approach in translating Indonesian food menus into English. This method can be categorized into three subtypes: modification with features of form, modification with function, and modification with features of both form and function. In this study, the data revealed that the translation of food menus primarily employed modifications with features of form. This approach is particularly effective when a concept in the source language (SL) is unfamiliar in the receptor language (RL), as it provides clarity by paraphrasing the word to highlight its form or characteristics.

Beekman and Callow emphasize that using a generic word as a starting point is extremely useful in translating specific concepts not known in the RL (Beekman & Callow, 194). Examples of this approach were observed in menus from six 5-star hotels in Bali: Bejana restaurant at The Ritz-Carlton, Padi restaurant at Ayana Resort Bali, Sangkar restaurant at Bulgari Resort, Paon Bali restaurant at Hilton Bali Resort, Suku restaurant at Conrad Bali, and the Amankila restaurant. Further details regarding these examples are provided below:

3.1.1.1. Modified with features of form found in 5-star hotel restaurant in Bali

The following restaurants provide English translations of their Indonesian food menu. Here are some samples of menus from restaurants that adopted a modified with form-based feature as their strategy:

Table 1. The Examples of Modified with Form-based Feature as Strategy

No	Restaurant	Source Language	Receptor Language
1	Bejana restaurant – Ritz Carlton	<i>Ayam Bejek Terong</i>	Shredded Chicken Salad, fresh green eggplant, torch ginger relish, Balinese lime
2	Amankila Restaurant – Amankila hotel	<i>Palem Udang</i>	Steamed minced prawns with Balinese spices wrapped in leaf

Data (1)

SL : *Ayam Bejek Terong*

RL : Shredded Chicken Salad, fresh green eggplant, torch ginger relish, Balinese lime

Based on the available data, it is evident that the translator employed the Modified with Features of Form approach when translating the menu item *Ayam Bejek Terong* at Bejana Restaurant. The concept of *Ayam Bejek* is unfamiliar to the receptor language (RL) audience, as its literal translation, "crushed chicken," does not accurately convey the dish's form or preparation. To bridge this gap, the translator opted for the term "shredded chicken," a more generic and widely recognized description that provides readers with a clear visual representation of the dish. This modification effectively adapts the term to align with RL expectations while preserving the essence of the original concept. By prioritizing the form of the dish, the translator ensures that international diners can better understand and imagine the menu item, even if the cultural context of *Ayam Bejek* remains unfamiliar.

Furthermore, the translation exemplifies the translator's careful inclusion of culturally specific elements, such as ingredients and proper names. The detailed translation lists ingredients like "shredded chicken salad," "fresh green eggplant," "torch ginger relish," and "Balinese lime." This thorough enumeration not only informs readers about the components of the dish but also helps convey its essence. The inclusion of proper names, such as "Balinese lime," further enhances the translation. By specifying the lime variety with the place name "Bali," the translator highlights the dish's regional identity and cultural significance.

Moreover, the translator's use of the Modified with Features of Form approach reveals a strategic decision to prioritize clarity and visual representation. This approach bridges the gap between the unfamiliar receptor language and the concept of *Ayam Bejek Terong*. The term "shredded chicken" in the translation conveys the dish's texture while allowing readers to form a mental image of the meal.

In addition to listing ingredients, the translator's focus on cultural-specific items strengthens the authenticity and cultural richness of the translated menu. The comprehensive listing of ingredients ensures readers fully understand the dish while enhancing the culinary

experience. The intentional inclusion of proper names, such as "Balinese lime," transcends mere accuracy; it serves as a cultural marker, linking the dish to its geographic and cultural origins in Bali.

The translator's thorough approach to *Ayam Bejek Terong* reflects a commitment to capturing both tangible aspects, like ingredients, and intangible ones, such as cultural nuances and regional characteristics. This attention to detail demonstrates the translator's competence in handling both linguistic and cultural elements, resulting in a cohesive and informative translation that effectively communicates the dish's essence to the receptor language audience.

Data (2)

SL : *Palem Udang*

RL : Steamed minced prawns with Balinese spices wrapped in leaf

Based on the available data (2), it is apparent that the translator utilized the Modified with Features of Form approach when translating the menu item *Palem Udang* at Bejana Restaurant. The target language was unfamiliar with the concept of *Palem Udang*, which prompted the translator to use a more generic description based on the form of the dish. Specifically, the terms "minced prawns" and "wrapped in leaf" were chosen to provide a visual representation of the dish. By modifying the original term, the translator effectively conveyed the dish's composition in a way that would be understandable to readers, despite the unfamiliarity of the specific food item in the receptor language.

The translation exemplifies the translator's meticulous inclusion of culturally specific elements, including cooking techniques, ingredients, seasonings, and proper names. The comprehensive translation identifies the cooking technique as "steamed," highlights the ingredient component as "minced prawns," and incorporates a seasoning reference with "Balinese spices." The inclusion of the regional name "Bali" emphasizes the distinctiveness of the spice blend and reinforces the dish's cultural roots.

By employing the Modified with Features of Form approach, the translator demonstrates a commitment to accurately and authentically representing the dish *Palem Udang*. This approach integrates cultural elements such as cooking techniques, ingredients, seasonings, and proper names, effectively bridging the gap between the source and target languages. Through this detailed translation, readers in the target language gain a nuanced understanding of the dish's culinary and cultural characteristics.

This thorough approach not only ensures linguistic accuracy but also enhances the overall coherence and comprehensibility of the translated menu. The translator addresses the challenges posed by the target language's unfamiliarity with *Palem Udang* by using descriptive terms such as "minced prawns" and "wrapped in leaf." These terms provide readers with a visual and conceptual understanding of the dish's form and key features.

Moreover, the translation reflects the translator's astute attention to cultural specificity. By incorporating various cultural elements, the translator captures the essence of *Palem Udang* within its cultural context. The explicit mention of the cooking technique "steamed" conveys the preferred method of preparation, while "minced prawns" highlights an essential ingredient crucial to the dish's flavor profile. Additionally, the reference to "Balinese spices" not only identifies the specific flavorings but also underscores the regional origin and cultural significance of the dish.

3.2. *Equivalence by using a loan word*

The second approach used in the translation of Indonesian food translation menu in 5-star hotel restaurant is equivalence by using a loan word. A loan word refers to a word which comes from a language which is unknown to the most of the speaker of the receptor language. A loan word is usually used for the name of people, places, geographical areas, and so on. The examples of this approach were found at Bejana restaurant by Ritz Carlton, Padi restaurant by Ayana Resort Bali, Sangkar restaurant by Bulgari Resort, Paon Bali restaurant by Hilton Bali Resort, Suku restaurant by Conrad Bali, and Amankila restaurant by Amankila.

3.2.1. *Modified with a specification of form or function or both found in 5-star hotel restaurant in Bali*

In Bali's 5-star hotel restaurants, the translation of Indonesian menu items often employs the Modified with a Specification of Form or Function (or Both) approach. These renowned establishments cater to an international clientele, ensuring that their menus are accessible to guests from diverse cultural and linguistic backgrounds. To achieve this, the restaurants translate Indonesian dishes into English, providing detailed descriptions that bridge the gap between the unfamiliar source language and the receptor language. These establishments not only showcase a wide variety of Indonesian cuisine but also carefully craft translations that highlight the dishes' unique features, such as their form, function, or a combination of both. This approach allows readers to better visualize and understand the dishes, even if they are not familiar with Indonesian culinary traditions. Here are a few examples of menu items from these prestigious restaurants, demonstrating this translation approach:

Table 2. *The Examples of Menu Items*

No	Restaurant	Source Language	Receptor Language
1	Paon Bali – Hilton Bali Resort	<i>Tuna Suna Cekuh</i>	Stir-fried tuna with " <i>suna cekuh</i> " paste
2	Bejana restaurant – Ritz Carlton	<i>Bebek Bakar Taliwang</i>	Grilled Spicy Duck Leg, Marinated in <i>Taliwang</i> Paste

Data (1)

SL : *Tuna Suna Cekuh*

RL : Stir-fried tuna with "*suna cekuh*" paste

Based on the data (1), the translation of the menu demonstrates the use of equivalence by employing loan words combined with the strategy of modifying a specification of form, function, or both. Specifically, the term tuna *suna cekuh* in the source language was translated as "stir-fried tuna with *suna cekuh* paste" in the target language. In this case, the term *suna cekuh* was borrowed directly from the source language rather than being translated into the receptor language. This borrowing was necessary because *suna cekuh*, a traditional Balinese seasoning paste, is unknown in the receptor language and lacks an exact equivalent. By retaining the original term, the translator preserved the cultural and culinary uniqueness of the dish.

The loaned word *suna cekuh* is further clarified with a specification of form, described here as "paste." This addition ensures that the target audience can understand the dish's composition while still recognizing its unique cultural identity. By combining the loaned word with the descriptive term "paste," the translator effectively balances cultural authenticity and clarity.

This explanation highlights how the use of a loan word, paired with a modification of form, ensures clarity while maintaining authenticity. While the translator could have provided a descriptive translation for *suna cekuh*, the choice to use the original term emphasizes its cultural significance and introduces diners to an essential aspect of Balinese cuisine. The addition of the phrase "stir-fried tuna" specifies the dish's form, making it more accessible to the target audience. This approach effectively bridges the linguistic and cultural gap, ensuring that the essence of the dish is retained while accommodating the receptor language's unfamiliarity with the term.

Data (2)

SL : *Bebek Bakar Taliwang*

RL : Grilled Spicy Duck Leg, Marinated in *Taliwang* Paste

Based on the provided data (2), the translation of the menu demonstrates the use of equivalence by employing loan words with modification and specification of form. Specifically, the term *Bebek Bakar Taliwang* in the source language was translated as "Grilled Spicy Duck Leg, Marinated in *Taliwang* Paste" in the receptor language. In this instance, the loaned word is *Taliwang*. This term was borrowed directly from the source language because it refers to a unique traditional seasoning associated with the *Taliwang* region, which is unknown in the receptor language and lacks a direct equivalent. To maintain the authenticity and uniqueness of the dish, the loan word *Taliwang* is preserved in the translation. *Taliwang* paste originates from *Taliwang*, a region in West Sumbawa, West Nusa Tenggara. It is a flavorful condiment prepared using a combination of chili peppers, shallots, garlic, salt, and shrimp paste (Insanaputra, 2020). By retaining the term *Taliwang* and pairing

it with the specification of form as "paste," the translator ensures that the cultural identity of the dish is preserved while providing clarity for the receptor audience.

The phrase "Marinated in *Taliwang* Paste" provides further insight into the preparation of the dish. It indicates that the duck leg is marinated in a paste made with *Taliwang* spices and seasonings, elevating the flavor profile and adding complexity to the dish. The translation also incorporates culturally specific items to enhance the understanding of the dish. The terms "grilled" and "marinated" specify the cooking techniques used, while "spicy" denotes the distinct flavor profile characteristic of *Taliwang* seasoning. Additionally, the mention of "duck leg" highlights the primary ingredient, emphasizing its importance in the composition of the dish.

By employing the loaned word *Taliwang* alongside the specification of form as "paste," the translator bridges the gap between the unfamiliar source language and the receptor language. This strategy not only clarifies the unfamiliar concept for the audience but also emphasizes the dish's regional and cultural uniqueness. It offers a glimpse into the unique culinary traditions of *Taliwang*, showcasing the vibrant flavors of Indonesian cuisine. The translation reflects a careful balance of linguistic accuracy, cultural preservation, and reader accessibility, ensuring that the essence of *Bebek Bakar Taliwang* is effectively communicated to the target audience.

3.3. Equivalence by cultural substitution

The third approach used in the translation of Balinese menu is equivalence by Cultural Substitution. According to Beekman and Callow (1974), a cultural substitute is the use of a real- world referent from the receptor culture for an unknown referent of the SL, both of the referents having the same function. However, there is no comparison in a cultural substitute; the item from the receptor culture is actually substituted for that referred to in the original. The examples of equivalence by cultural substitution were found at six 5-star hotel restaurants on their official website namely Bejana restaurant by Ritz Carlton, Padi restaurant by Ayana Resort Bali, Sangkar restaurant by Bulgari Resort, Paon Bali restaurant by Hilton Bali Resort, Suku restaurant by Conrad Bali, and Amankila restaurant by Amankila.

Table 3. Sample of Cultural Substitution

No	Restaurant	Source Language	Receptor Language
1	Paon Bali – Hilton Bali	<i>Bubuh Injin</i>	Traditional black rice pudding, coconut cream, palm syrup
2	Paon Bali – Hilton Bali	<i>Bubur sumsum</i>	Coconut mousse, palm sugar jelly, jackfruit, black glutinous rice, cinnamon meringue stick

Data (1)

SL : *Bubuh Injin*

RL : Traditional black rice pudding, coconut cream, palm syrup

The data (1) above shows that equivalence by cultural substitution occurs in the translation of the menu. *Bubuh Injin* in the source language is translated into "Traditional black rice pudding" with an additional information "coconut cream, palm syrup". A cultural substitution is seen when the term *Bubuh Injin* is substituted into "black rice pudding" in the receptor language.

"*Bubuh Injin*" is a traditional dessert from Bali, where "Bubuh" refers to porridge and "Injin" signifies black sticky rice (Online Balinese Dictionary, 2024). By substituting "*Bubuh Injin*" with "black rice pudding," the translation draws a comparison between the traditional dessert and a more widely recognized dish in the receptor language. The term "black rice pudding" helps convey the nature of the dish as a sweet and creamy dessert made from black rice.

The translation effectively incorporates various cultural specific items (CSIs), specifically focusing on color and ingredient. The term "black" is utilized to categorize the color of the ingredient employed in the dish. In this case, the main ingredient featured in the translation is "black rice". By incorporating these CSIs, the translation accurately conveys the cultural and culinary aspects of the dish. The mention of "black" as a descriptor provides visual information about the color of the ingredient, allowing readers to form a mental image of the dish. Furthermore, the emphasis on "black rice" as the main ingredient highlights its significance in the overall composition of the dish, further enriching its cultural context.

Additionally, the translation includes the mention of "coconut cream" and "palm syrup" as additional information about the dish. These ingredients are commonly used in traditional black rice pudding recipes and contribute to the overall flavor and sweetness of the dessert. The inclusion of these details adds to the cultural context of the dish and helps convey a more comprehensive understanding of its taste and preparation.

Through the cultural substitution of "*Bubuh Injin*" into "black rice pudding" and the inclusion of additional information, the translation achieves equivalence by cultural substitution. It allows the receptor language speakers to grasp the essence of the dish while also highlighting its cultural significance and appeal.

Data (2)

SL : *Bubur sumsum*

RL : Coconut mousse, palm sugar jelly, jackfruit, black glutinous rice, cinnamon meringue stick

Based on the provided data (2), the translation demonstrates equivalence through cultural substitution. Specifically, the dish "*Bubur sumsum*" in the source language is translated as "Coconut mousse" in the receptor language, accompanied by additional information such as

"palm sugar jelly, jackfruit, black glutinous rice, cinnamon meringue stick." This cultural substitution occurs when the term "*Bubur sumsum*" is replaced with "Coconut mousse" in the translation.

In this particular translation, the translator incorporates two types of Cultural Specific Items, namely ingredient and color. The entire translation includes a comprehensive list of the ingredients used in the dish, which encompasses "Coconut mousse, palm sugar jelly, jackfruit, black glutinous rice, cinnamon meringue stick." The mention of "black" in the phrase "black glutinous rice" serves to provide the reader with an idea of the dish's appearance and flavor profile.

By utilizing these Cultural Specific Items, the translation effectively conveys the cultural essence of the dish. The substitution of "*Bubur sumsum*" with "Coconut mousse" accurately reflects the cultural context while making it more accessible to the receptor language audience. Additionally, the inclusion of various ingredients and the reference to the color "black" contribute to a richer understanding of the dish's composition and visual appeal.

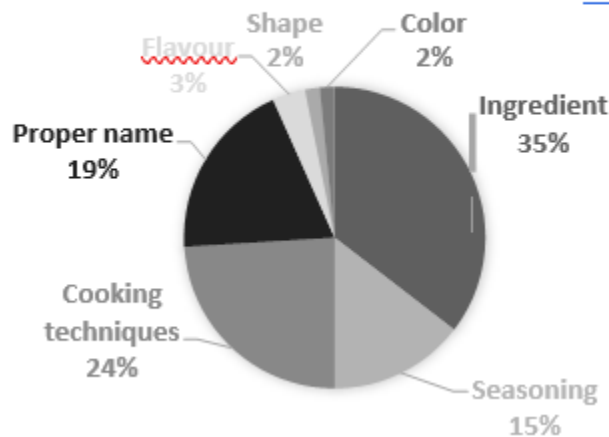
There is may be some differences between "*Bubur sumsum*" and "Coconut mousse," they share certain similarities that make the translation of "Coconut mousse" an appropriate cultural substitution for the dish. Both "*Bubur sumsum*" and "Coconut mousse" are sweet desserts that are enjoyed in their respective cultures. They both feature a creamy and smooth texture that is achieved through the use of specific ingredients and preparation methods. "*Bubur sumsum*" is a traditional Indonesian dessert made from rice flour, coconut milk, and palm sugar, cooked until it thickens into a smooth and silky consistency. Similarly, "Coconut mousse" typically includes coconut milk or cream as a key component, resulting in a rich and creamy texture.

The use of coconut as a prominent ingredient is another commonality between the two dishes. Coconut is a widely used ingredient in many Southeast Asian desserts, and its inclusion in both "*Bubur sumsum*" and "Coconut mousse" contributes to their characteristic flavors and aromas. The translation of "*Bubur sumsum*" as "Coconut mousse" maintains this essential ingredient, ensuring that the cultural and culinary essence of the dish is preserved.

3.4. Cultural Specific Items (CSIs)

CSIs have a crucial impact on the translation of menus, as emphasized by Zhou Feng (2008). They encompass a diverse array of intricate components that contribute to the cultural significance and comprehension of the menu in its translated form. These culture-specific items go beyond mere words and delve into the deeper layers of culinary traditions and cultural associations, ensuring that the translated menu resonates with the target audience. There are seven CSIs found from the data namely; proper name, color, flavor, ingredient, cooking technique, shape and seasoning. The percentage is shown in this diagram below:

Diagram 1:
CSIs Used In 5 Star Hotel Restaurant Menu In Bali



Those data were taken from six different 5-star hotel restaurant's menu found on their official website. Among 90 dishes from the data, most of the dishes using at least one types of CSIs. That means most of the translation of Indonesian food containing CSI. As shown in Diagram 1, in the menu of 5-star hotel restaurant in Bali, there are seven types of Cultural Specific Items found in the data source. The percentage of each type of them present as follows: ingredient (35%), cooking technique (24%), proper name (19%), seasoning (15%), flavor (3%), shape (2%), color (2%). This reflects the intricate and multifaceted nature of Indonesian cuisine. Indonesian food is renowned for its rich flavors, vibrant spices, and diverse cooking techniques, which are all reflected in the extensive use of CSIs across the menus of these 5-star hotel restaurants. Here are the examples of menu with their use of the Cultural-Specific Items:

Table 4. The examples of Cultural-Specific Items

No	Restaurant	Source Language	Receptor Language	CSIs
1	Amankila restaurant – Amankila Hotel	<i>Sayur Urab</i>	Balinese salad with chili, shallots and grated coconut	Proper name, Ingredient
2	Suku restaurant – Conrad Bali	<i>Konro</i>	Indonesian traditional braised beef ribs soup from South Sulawesi with choice of peanut sauce or parape sauce accompanied with steamed jasmine rice	Proper name, ingredient, cooking method, seasoning

The high prevalence of ingredients as CSIs, accounting for 35% of the dishes, showcases the importance of fresh and locally sourced produce in Indonesian cuisine. From aromatic herbs and spices like lemongrass and turmeric to staple ingredients like rice and noodles, the

diverse range of ingredients used in Indonesian dishes contributes to the distinct and robust flavors that characterize the cuisine. These ingredients are not only integral to the taste of Indonesian cuisine but also reflect the country's rich agricultural heritage and cultural diversity. The use of fresh and locally sourced produce is deeply rooted in Indonesian culinary traditions, where the emphasis has always been on utilizing what is readily available in the surrounding environment.

Cooking techniques, comprising 24% of the CSIs, play a significant role in shaping the final taste and texture of Indonesian dishes. In Indonesian cuisine, cooking techniques are not only a means of preparing food but also an art form that enhances the appeal of the dish. The use of different cooking techniques not only enhances the flavors and textures of Indonesian dishes but also adds visual appeal. The skillful execution of these techniques ensures that each ingredient is cooked to perfection, resulting in a harmonious balance of taste, texture, and presentation.

The presence of proper names as CSIs, making up 19% of the dishes, reflects the cultural significance and heritage associated with Indonesian cuisine. The use of proper names as CSIs in Indonesian cuisine is a testament to the rich cultural heritage and diversity that permeates the culinary landscape of the country. Each dish carries its own story, often rooted in local traditions, historical influences, or geographical origins. Proper names in Indonesian cuisine also often carry regional references, highlighting the culinary diversity across the archipelago. Dishes like *Bebek Bakar Taliwang* from Lombok is just an example of dishes that bear the names of specific regions or cities. These names not only celebrate local culinary traditions but also provide a sense of place and context, allowing diners to appreciate the unique flavors and techniques associated with each region. Seasoning, at 15%, is another essential aspect of Indonesian cuisine. The meticulous use of various herbs, spices, and condiments that contributes to the bold and complex flavors that are characteristic of Indonesian dishes. Indonesian cuisine incorporates a wide range of herbs and spices to enhance flavors and create a harmonious balance. Turmeric, ginger, lemongrass, galangal, coriander, and cumin are just a few examples of the aromatic ingredients frequently used in Indonesian cooking. Each herb and spice add its own unique aroma and taste, contributing to the depth and complexity of the dishes.

According to the data provided, the utilization of flavor as a cultural specific items in translating Indonesian dishes stands at a mere 3%. Although the percentage is low, it remains crucial for accurately conveying the distinct and genuine flavors that define Indonesian cuisine. As an example, the translation of *Bebek Bakar Taliwang* become Grilled Spicy Duck Leg, Marinated in *Taliwang* Paste shows that flavor plays a pivotal role in capturing the very essence of traditional Indonesian dishes and upholding their cultural significance during the translation process. It is essential to acknowledge that flavors are integral to the identity of Indonesian cuisine, which is renowned for its intricate and harmonious taste profiles. This is achieved through skillful combinations of diverse spices, herbs, and condiments.

Although shape and color CSIs constitute only 2 % each, they still play a role in the visual presentation of Indonesian cuisine. The careful arrangement and artistic plating of dishes, along with the vibrant colors of fresh ingredients, create an enticing visual appeal that enhances the overall dining experience. The distribution of CSIs in Indonesian food menus indicates the cultural richness and culinary diversity of the country. It showcases the fusion of indigenous Indonesian ingredients, cooking techniques, and flavors with influences from neighboring Asian countries, resulting in a unique and captivating gastronomic experience.

The utilization of CSIs in the translation of Indonesian food not only provides an insight into the ingredients and techniques used but also serves as a means of cultural preservation and representation. By incorporating CSIs into their menus, these 5-star hotel restaurants in Bali are not only offering a culinary experience but also sharing a piece of Indonesian culture with their guests.

The extensive use of CSIs in the menus of 5-star hotel restaurants in Bali highlights the intricate and diverse nature of Indonesian cuisine. The prevalence of ingredients, cooking techniques, proper names, seasoning, and flavor reflects the essence of Indonesian culinary traditions. The inclusion of shape and color CSIs further enhances the visual appeal of the dishes. Together, the incorporation of these CSIs in translating Indonesian food menus serves to accurately convey the unique characteristics and details of the translated dishes, ensuring clear comprehension for the reader. By including CSIs, the translated menus effectively capture the essence and specificities of Indonesian culinary offerings, facilitating a greater understanding and appreciation of the cuisine.

4. Conclusion

Based on the data analysis in the previous chapter, it can be concluded that in translating Indonesian food menu in 5-star hotel restaurant in Bali there are three approaches applied, namely; Equivalence by Modifying a Generic Word, Equivalence by Using a Loan Word, and Equivalence by Cultural Substitution. From the total 90 data which applied Beekman and Callow's approaches, there are 59 menus that applied Beekman and Callow's approach Equivalence by Modifying a Generic Word, followed by Equivalence by Cultural Substitution with the total 21 menus, and the last Equivalence by Using a Loan Word with 10 menus. The data also showed that, the translator of Indonesian food menu in 5-star hotel restaurant in Bali not only translate the main dish, but they also provide additional details about the side dishes or accompaniments that are traditionally served with the main dish in their translations to gives the target reader a more comprehensive idea of the complete meal.

There are seven types of Cultural Specific Items are found in translating Indonesian food menu in 5-star hotel in Bali, namely: Proper Name, Color, Flavor, Ingredient, Cooking Technique, Shape and Seasoning. The translators of Indonesian food menus in 5-star hotel restaurants in Bali prioritize conveying key information regarding the ingredients, cooking techniques, and proper names of dishes to ensure that patrons receive a comprehensive

understanding of the dishes being offered and also to preserving the authenticity and cultural heritage of Indonesian cuisine.

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