

Gastronomy and Translation: Cultural Words Translation in “Not Only Nasi Goreng” by Suryatini N Gani

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Abstract: This research responded to the rich of cultural words that Indonesia had in terms of gastronomy field. The cultural words were culture-bound which did not have equivalent words in English. A translator often meets difficulty in finding the equivalent words or terms in English. Meanwhile, the cultural words should be translated into English well because it was needed in promotion of culinary tourism in Indonesia. Therefore, the aim of the study figured out the procedures used by the translator in translating the cultural words, and whether the translation was accurate or not. The study used qualitative research design, in a form text analysis approach. This method allowed the study to make a systematic and factual description of the obtained data. The data were all the cultural words found in the recipe book. The findings of the study showed that the most frequent procedures used in translating the cultural words in the recipe book were descriptive equivalent. Since, there are no equal words in English. Thus, the cultural words need some explanation to describe the cultural words. Besides, the results of translation are accurate, clear, and natural.

1 INTRODUCTION

Gastronomy tourism has become major and has become a rapidly growing component of the attractiveness of tourism destination in recent years^[1](Sormaz, 2015). Tourists' wishes to experience the local tastes in the which given by local. A tourist might want to visit an area to have some new cultural experience, or they just want to try local dishes and different tastes belonging to that area as well. As a result of this, the local foods are not only seen as customs but also iconic products about the specific region (Bessiere, 1998) and that is what makes a tourist visit the culture (Smith, 2007).

Culture has been called as the way of life. Its manifestation is very special for a community that uses certain language as the way of expression (Newmark, 1988:94). Language and culture, then may thus be seen as being closely related. Other aspects must be considered in translation.

In relation to translation and culture, sometime the translator often found out a nuber of text that were cuktore bound. The translator often finds some kinds of words or phrases which refer to a specific language terminology, which is to say ‘cultural words’ (newmark 1988). Although we can easily detect most

cultural words, it can not be literally translated because each country in the world has its own cultural words which are different from one to another (larson, 1984). Regarding this Baker (1992:21) says that the SL word may express a concept which is totally unkonwn in the target culture. It may be a religious belief, a social custom, or even a type of food. That is to say, a translator often meets difficulty in finding the equivalent words or terms in the TL, which only exist in one culture.

Therefore, the translator should be able to select an appropriate translation procedure that can overcome such problem. The use of an appropriate translation procedure eventually affects the final product trnslation result (Larson, 1984:163). Apart from that, it can help the reader to understand the message or information that the author is trying to convey better.

Based on the aforementioned explanation, it is interesting to investigate the Indonesian cultural words translation through this study. Especially how those cultural words were translated into English By Suryatini N. Ganie, an Indonesian gastronomy expert in her book which is entitled “Not Only Nasi Goreng”. This book were translated into English in

order to introduce Indonesian food to world wide. Therefore this book is bilingual book.

2 LITERATURE REVIEW

There are some trasaltion procedures that can be used as a strategy in translating cultural words. The translations are line with those proposed by Newmark (1988:81) and other expert, including Graedler (2000:3), Harvey (2000:2-6), Vinay and Darlbenet (2000), Jakobson (as cited in Leonardi, 2000), and Sarcevic (as cite in Ordudari, 2008). Taking the procedures of translation into account, Newmark (1988:81) classifies it into 16 types. However, in this paper the writer focuses on the following twelve categories of translation procedures;

A. Literal

Literal or word for word translation is the direct transfer. Here, the translator converts grammatical construction of SL to the nearest target language equivalence (Newmark: 1988:45)

B. Transference

This procedure occurs in which the SL words are transferred into TL text directly whitahout the changing lexical unit (loan words). It is caused by the vocabulary limitaion in the TL, thus a trnaslator tend to use the original word (Newmark, 1988:81)

C. Naturalization

In this procedure, initially the SL words are adjusted to the normal pronunciation of TL, and then it is adapted to the form of words (Newmark:1988:82)

D. Cultural equivalent

This procedure is used to replace situation of the SL by an analogous of the TL (when communicative situation are difficult to understand in the culture of TL,

E. Functional equivalent

It is used when a SL does not have equivalent in the TL word. This procedure is used to neutralize or generalize a SL cultural word by using a culture free word (Newmark, 1988:83)

F. Descriptive equivalent

This procedure used when the translator finds that SL can not be directly transferred as it is. But, it needs an obvious explanation or description for translating it. The difference is that in descriptive procedure, a translator does not describe the function of of SL wors (Newmark, 1988:83)

G. Through translation

It is the literal translation of common collocations, names of organizations and components of compounds (Newmark, 1988:84)

H. Transposition

Newmark (1988:86) classifies this procedure into four types, as follow:

- The change from plural to singular.
- SL grammatical structure does not exist in the TL.
- When literal translation is grammatically possible but may not accord with the natural usage in the TL and explain the meaning of the SL expression in lieu of translating it.

I. Compensation

It is used when less meaning, sound effect, methapor or pragmati effect in one part of sentence. Then it compensated in another part in contiguous sentence (Newmark:1998:90)

J. Couplet

The procedure combines two (couplet), three (triplets) or four (quadruplet) of the above mentioned procedures in dealing with a single problem (Newmark:1988:91)

K. Notes

This procedures are about when additional information should be applied or not. It offers some additional information about cultural words in the text, such as in the bottom of page, in the bracket, at the end of a chapter or even at the end of a book (Newmark:1988:91).

3 METHODS

This research employed a qualitative research design embracing the characteristics of case study which is framed within a textual analysis approach. As cited in Emilia (2008:191) case study was carried out in “a small scale, a single case”. Johnson (1992:76) furtehr adds that the purpose of case study is to describe the case in te context. Case study is considered to be relevant to this study since it dealt with cultural words in the book of Suryatini N. Ganie as a single case which was analyzed and described.

This study focuses on the analysis of cultural words translation in the recipe book entitled “Not Only Nasi Goreng” written by Suryatini N. Ganie. Both of the original and translated versin was published by PT Gramedia Pustaka Utama in 2009 and it consists of 71 recipes. This book was chosen as the object of the research because in the recipe book contains a great quantity of cultural words. In doing this research, the steps were as follows: first, the research read several times both the original and translated version of the recipe book. Second, the researcher identified the cultural words in the recipe book as sugesstede by Tomalin and Stempleski

(1996). Third, each terms were analyzed based on newmark translation procedures (1988) which was supported by several experts, they are Graedler (2000:3), Harvey (2000:2-6), Vinay and Darlbenet (2000:84), Jackobson (as cited in Leonardi, 200), and Sarcevic (as cited in Ordudari, 2008). The translation procedures are literal, transference, naturalization, cultural equivalent, functional equivalent, descriptive equivalent, through translation, transpositions, couplet, and notes. Fourth, calculating the whole terms that were found in the recipe book and translation procedure of each category in order to see what kinds of translation procedures were applied by translator particularly in translating Indonesian cultural terms into English. To calculate the data, the writer used the formula of percentage below:

$$p = \frac{f}{n} \times 100\% \quad (1)$$

P = The percentage of translation procedure category
 F = Frequency of occurrence of translation procedure category
 N = The total number of cultural terms

Fifth, the result of the calculations were put on tables and charts which (as shown in findings) which consist of the number of translation procedure applied in each category to make the result more clearly. The last, the data were interpreted based on theories.

4 DATA AND RESULT

Based on the research, the following table shows the frequencies of each translation procedures applied in translating cultural words.

Table 1: Procedures of translation used in translating cultural words.

No	Procedure of Translation	Quantity	Percentage (%)
1	Literal	33	13.2
2	Transference	39	15.6
3	Naturalization	8	3.2
4	Cultural Equivalent	23	9.2
5	Functional Equivalent	7	2.8
6	Descriptive Equivalent	102	40.8
7	Through Translation	1	0.4
8	Transposition	25	10
9	Couplet	8	3.2
10	Notes	4	1.6
Total Number		250	100

5 DISCUSSION

Based on the data above, it can be analyzed that there are 250 cultural words found in the recipe book, and ten procedures of translation were used in translating them. It can be seen that the most frequent and dominant translation procedures used is descriptive equivalent. It is used to neutralize or generalize a source language of cultural words by using a description, or in other words this procedure is applied when the translator finds SL word can not be transferred as it is (Newmark). Therefore, it is appropriate to be applied in this study, since most of the cultural words are name of food or drinks that their equivalent could not be found in the Target Language culture. Here, descriptive equivalent translated 102 items of cultural words (40.8%). Thus descriptive equivalent turns out to be the most possible way to translate the cultural words since it provides necessary explanation in the Target Language (Baker, 1992: 167).

For more obvious result, the following section is the explanation of translation procedures used in translating the cultural words.

1. Literal

In general, the writer found that the translator did not meet any difficulty in translating those terms because they have the nearest equivalence that make them more naturally accepted in the TL (Newmark). Here is the example:

Table 2: Literal translation.

SL	TL
Petani (p.80)	Farmer (p.80)

According to Oxford Learner's Advanced Dictionary, petani means a person whose works are growing crops, raising and breeding livestock, poultry and other animals. The translation of petani into farmer is a kind of literal translation procedure because the translator translated the word singly (Newmark). As a matter of fact, the translation enables the reader to easily understand the transferred meaning, because the translator picks the right words and procedure. As Larson notes that the best translation is the one which uses the normal language forms of the receptor language.

2. Transference

In general, the translation is acceptable since those translations are completely transferred in order to make the TL accurate and clear (Wills in Frisberg).

Table 3: Transference translation.

SL	TL
Lontong (p.50)	Lontong (p.50)

Lontong is a type of food made from rice mixed with coconut or peanut suace. The translator used transference procedure since the words is translated similarly with the orginal one (Graedler, 200:3). However, this translation still has a weakness point. Occasionally, the term sounds unsual and incomprehensible for the target readers because it will be quite difficult for them to understand what *lontong* is. As stated by Larson that when a source language text is from a culture very different in which the receptor language, it is often difficult to translate in such way that the result will communicate the samemessage. It will be better if some additional information is added to the translated terms in describing the SL word, since the TL has no direct equivalent for a word which occurs in the source text (Baker, 1992)

3. Naturalization

It is believe that the translator will find no difficulties in translating the terms because the terms which have already been nauralized into English. As a result the translation runs smoothly and sounds natural (Larson). The example is as follow:

Table 4: Naturalization.

SL	TL
Bir (p.8)	Beer (p.8)

This procedure transfers and adapts the SL word to the normal pronunciation and to the morphology of the TL but different way in writing because they have been adjusted to the rules of translation of the TL (Newmark). This translation is legally and naturally accepted in TL. As stated by Larson (that one of good criteria of good translation is using the appropriate vocabularies and grammatical structure, and sounding natural in the TL. In addition, Wills in Frisberg says that a translation is good when the sense it makes to the reader is similar to the original.

4. Cultural Equivalent

The translator pays attention to find the equivalent for each cultural word so that the readers can easily understand the translations (Massoud). Here is the example:

Table 5: Cultural equivalent.

SL	TL
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Daging semur landung (p.50)	Beef sirloin (p.50)
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The translator applied cultural equivalent procedure in translating the term *daging sandung lamur* since basically *daging sandung lamur* and beef sirloin are almost the same which is categorized into kind of beef. The term was translated into relevant and natural term in the TL as long as the translator is able to capture the local color and the need to be understood by the audience outside the cultural and lingual situation (Thriveni, 2001)

5. Fucnctional Equivalent

This procedure has chosen by the translator to make the target readers understand by providing several information about the function of the SL. Here is the example:

Table 6: Functional equivalent.

SL	TL
Daun pandan (p.4)	Screw pine leaf; used for flavoring and aroma (p.4)

Daun pandan is a kind of plant which typically have slender palm stems with special fragrant and aerial prop roots (Britanica Online dictionary). Here, the translator intended to neutralize or generalize the SL word with inserting an explanation of the function by using fucnctional equivalent (Newmark).

6. Descriptive Equivalent

This procedure enables the translator to add some information about the cultural words in the translated version in order to make it clear. The example is as follow:

Table 7: Descriptive equivalent.

SL	TL
Urap Sayuran (p.60)	Urap sayuran, vegetable salad with grated coconut dresing (p.60)

Based on the description, the translation procedure used descriptive equivalent. The procedure provides certain necessary explanation that is needed in the form of word, phrase or even clause to make the translated words or phrases appear normal whether gramatically and semantically inthe TL (Baker, 1992:67). As Harvey (2000) states that it can be helpful to add some information in the original SL term to avoid ambiguity.

7. Through Translation

In this case the translator assume that the target readers have already known the term. Here is the example:

Table 8: Through translation.

SL	TL
Lembaga Gastronomi Indonesia (p.1)	Indonesian Institute Gastronomy (p.1)

Lembaga gastronomi Indonesia is an organization which studies various cultural component with food as its central axis. Here the translator traslated it into Indonesian Instittute Gastronomy. The structure is change but hte meaningn is transferredd correctly. As Abdulla (1994:70) suggests that a successful translation isone attempts to preserve “the appropriate stylistics resources of the TL”.

8. Transposition

Larson points out that transposition procdure refer to alternative way in which a translator can find the equivalent word in receptor language. Here is the example:

Table 9: Transposition.

SL	TL
Cabai merah (p.4)	Red chili (p.4)

It is translated into red chiliby usung transpositin procedure because there is a change position of the adjective in the SL within the TL. In the SL, the adjective is placed next to the noun while in the TL adjective is placed before the noun.

Cabai Merah Red Chilly
Noun Adjective Adjective Noun

One reasonable explanation for that is the cultural difference between the two languages have resulted linguistic differences and one of them is the change of gramatical rule from SL into TL (Newmark, 1988:163). It has great impact on the result of translation. In accordance with Souter (as cited in Ordudari) who claims that “our ideal in translation is to produce on the minds of our readers as nearly as possible the sam effect as was produced by the original on its readers.”

9. Couplet

The translator used couplet procedure because there are two kinds of procedures used in translating this words (Newmark, 1988: 91). Here is the example:

Table 10: Couplet.

SL	TL
Palem (p.4)	Palm tree (p.5)

This translation used two procedures, namely naturalization and compensation . the translation of the word *palem* into palm is an exampple of naturalization procedure, while the translation *palem* into palm tree is a kind of compensation procedure, which occurs when loss of meaning, sound effect, metaphor, or pragmatic effect in one part of a sentenceis compensated in another part of in contiguous sentence (Newmark, 1988:90). As a result, the translation quality is good based on the TL reader’s perspective. This is similar to Wills in Friesberg (1990:50) who says that a good translation if needed to add or leave out something.

10. Notes

The translator used additional information in the bracket. The example is as follow:

Table 11: Notes.

SL	TL
Ayam panggang (p.60)	Ayam panggang (grilled chicken) (p.60)

The translator used notes procedure in translated *ayam panggang* into *ayam panggang* (grilled chicken). Actually, this procedure is similar to descriptive equivalent. However, the difference lies in the placement of the additional information given by the translator. The additional information in the notes procedure is put in the bracket, while inthe descriptive equivalent the additional information is not put in the bracket, but it is placed soon afterwards or following the SI term. The brackets are often used for a literal translation of transferred words or phrases (Newmark, 1988:92). Through some additional information, then it can help the reader to move a little nearer to the meaning of the original words or phrases (Newmark, 1988:101). In addition to Nida (1964:237) who advocates the use of notes to fulfill at least the two following function; providing supplementary information, and calling attention to the original discrepancies. Then the intended message of the original text is successfully delivered in a communicative and comprehensive translation (Denuon, 2004).

Based on the aformentioned discussion, the translator tried to find the appropriate, relevant, and acceptable equivalent in the TL whic is tottaly unknown in the TL. Therefore the tranlator used

different kinds of procedures to translate the cultural words. In fact, some of the translated terms were not translated into closest natural equivalent to the SL.

When the cultures are similar, there is less difficulty in translating. This is because both languages will probably have terms that are more or less equivalent for the various aspect of the culture. When the cultures are very different, it is often difficult to find lexical items (Larson, 1984:95)

It was observed that the main problem in translating the cultural word is no equivalence from SL into TL. It was caused by the translated text that is adopted from the culture of its creation and placed somewhere new shows us what sort of text and ideas appeals across cultural boundaries, and what people felt to be of value in other cultures (Baker, 1992).

Therefore, the translator had to choose an appropriate translation procedure which will affect the final product of result of translation (Larson, 1984:163). As a result, the reader can understand and read the recipe book nicely without any difficulty. As Baker (1992:19) assumes that a good translation will make the reader not realize of the fact that it is a translation even though there are some words that are totally unknown in English as the TL.

Based on the explanation above, we can learn something important about common concern and problem and how the translator solves the problems occur during the translation process. Furthermore, the translator does not only need the ability of two languages, but also the knowledge of the culture of both languages. It is important because translation is a tool which has brought and continued to bring people of different cultural and linguistic backgrounds closer. It enables them to share a more harmonious view of the world, and establish bridges of understanding and appreciation among different societies (Baker, 1992).

6 CONCLUSIONS

Based on the findings and discussions it can be concluded that the translator applied literal, transference, naturalization, cultural equivalent, functional equivalent, descriptive equivalent, through translation, transposition, couplets and notes translation procedure are used by the translator. The results show that descriptive equivalent procedure is the mostly used in translating cultural words found in the recipe book for about 40.8%. Additionally, the cultural words have been translated well by the translator, since most of the translation fulfills some

criteria of a good translation such as accuracy, clarity, and naturalness.

After conducting the research, some suggestions for the readers is first, a translator should have comprehensive knowledge of both source and target language. They need it to produce a good translation result. It can be done by practicing to read and translate different genres of material with various levels of difficulty, continuously trying to improve writing ability in increasing English ability and vocabulary co-extensively with the knowledge of new facts and foreign language words (Newmark, 1988). Second, translators should be careful in translating cultural words or any kinds of text. Thus, they must be able to use an appropriate translation procedure for each cultural word. They have to pay attention to find equivalent for each cultural words so the readers can easily understand the text. We ought to keep in mind that due to differences, there is no exact translation between the two languages. What one we can hope for is an approximation.

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