

TRANSLATION TECHNIQUES USED IN THE MENU BOOK OF MIA SARI RESTAURANT

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ABSTRAK

Steffy Natalie Gunawan. 2017. Translation Techniques Used in The Menu Book of Mia Sari Restaurant. English Study Program, Dian Nuswantoro University, Advisor: Dr. Drs. Jumanto M.Pd

This thesis is entitled "Translation Techniques Used In the Menu Book of Mia Sari Restaurant". This study aims to find the translation techniques used by the translator in translating phrases of the bilingual menu book of Mia Sari Restaurant.

The researcher used a descriptive qualitative method to describe the translation techniques used in the menu book of Mia Sari Restaurant. This study starts by finding the problem, collecting the data, classifying the data, analyzing the data, and drawing the conclusion.

Based on the analysis, the researcher has found that 75 phrases in the book contain 8 translation techniques proposed by Molina and Albir (2002). There are 21 data using Established equivalence (28%), 16 data using Description (21,3%), 14 data using Modulation (18,7%), 9 data using Borrowing (12%), 8 data using Amplification (10,7%), 5 data using Discursive Creation (6,7%), 1 data using Adaptation (1,3%), and 1 data using Reduction (1,3%).

The researcher has also found out that established equivalence technique shows the highest percentage (28%) and is mostly used by the translator to make the translation work understandable. It is the most suitable technique since all the ingredients and the process of cooking in the source language (SL) are equal to those in the target language (TL). Meanwhile, the adaptation and reduction techniques are rarely used. Moreover, the translator seldom translates the menu by referring to its taste, origin, and the color of the food.

Kata Kunci : menu book, translation techniques, established equivalence.

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