



## AN ANALYSIS OF THE TRANSLATION METHODS USED BY CUSTOMERS TO TRANSLATE THE PALMA BALI CAFÉ'S MENU ITEMS

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### ABSTRACT

This research is a study of consumer translation methods on food menu descriptions at Palma Bali Café Pontianak. This study aims to find out what translation methods are used by consumers of Palma Bali Café Pontianak in the description of their favorite food menu in English and what are the potential challenges in translating food menu descriptions at Palma Bali Pontianak. The research method used by the writer to analyze the research data is a qualitative approach and a descriptive approach by collecting data by means of observation and interviews. This research was conducted in West Kalimantan, Pontianak City, precisely at Palma Bali Café. The writer took ten respondents using the purposeful sample technique. The writer applies three stages in data analysis techniques, namely, data condensation, data presentation, and conclusion drawing. The result shows that the customers of Palma Bali Café are more likely to apply four translation methods out of eight translation methods and three potential translation challenges. The challenges and strategies used in translating the menu are related to the background of the customers. Customers with frequent English exposure and habits in experiencing Western menus happen to have no problems in understanding menu items.

**Keywords:** *Translation Methods, Potential Translation Challenges, Customers, Food Menu Descriptions*

### INTRODUCTION

Globalization is changing the world, including the business world, along with the rapid advancement of technology. The English language heavily influences the modern corporate market. English is widely used for international business, marketing, and trade. By utilizing English on menus, for example, businesses can increase the value of the information they provide to customers. Businesses can also benefit from globalization by choosing a larger or more universal market. According to the Lingua Edu page of the Language Services Center in Florida (2022, as cited in Zulkifar, 2022) English has 1.2 billion users worldwide, making it the most widely spoken language globally. As a result, English automatically overtakes other languages as the language of business.

From the discussion of language, the topic can be expanded to translation. Because language and translation are intertwined, a good understanding of language is the key to accurate and effective translation. Translation is converting written or spoken language from one form to another, typically from one language to another. According to Baker (n.d. as cited in Pratama et al., 2022), the translation method refers to specific means of converting terms from the source to the target language. Various translation methods include word-for-word, literal, faithful, semantic, communicative, idiomatic, free, and adaptation. The objective and

context of the translation, as well as the translator's abilities and preferences, all influence the chosen approach.

Customers usually use translation methods to recognize and understand the meaning of textual content on cafe menus published in English to prevent customer confusion. Food and beverages have different language display approaches, according to Yimin et al. (2021), even if translating them is a challenging undertaking. As a result of translation, there is a growing convergence of cultural interactions.

The writer has conducted field observations to find cafes that use English in Pontianak. The writer found Palma Bali Café, which uses English in its menu. Therefore, the research subject the writer will choose is Palma Bali Café, located at Alianyang Street no. 42 Pontianak. Based on the explanation above, figuring out customers' translation methods of food menus can provide useful insights into how customers understand food menus and how customers can be translated more effectively to meet customer's needs. Therefore, the writer arranges research entitled An Analysis of The Translation Methods by The Palma Bali Café's Customers to Translate Its Menu Items.

Based on the above explanation, the research question is the crucial part of this research. Therefore, two main research question are related: What methods do the customers use to understand the meaning of the English menu from Palma Bali and what are the potential challenges faced by customers of Palma Bali in translating the food menu description

## LITERATURE REVIEW

Judging from the above research problem, the writer aims to define the customers' translation method toward the food menu at Palma Bali Café and the potential challenge in translate the food description at Palma Bali Café. The contribution of this research is:

1. This research is expected to be helpful for the readers or the next researcher with a conformable topic as a reference.
2. This research is expected to help the reader or the consumer consider the meaning or translation of the English beverage menu to understand precisely the translation strategies and be a good consumer to compete with globalization trends.

This research was supported by the theory of translation methods and the potential challenge in translation. The writer used translation methods to according Newmark (1988) as cited in Nugraha et al (2017). In order to know the type of translation method, the writer supported by Newmark (1988) theory:

1. **Word-for-word translation** word-for-word is the source language word order is preserved and each of the words is translated singly, e.g., the source language is from English "I can run", the target language aims to Indonesian, "Saya bisa lari"
2. **Literal Translation** the nearest target language equivalents of the source language's grammatical constructions are used in literal translation, while the lexical words are once more translated singly and out of context, e.g., the source language is from English "Don't bring my heart", the target language aims to Indonesian, "*Jangan bawa hatiku.*"
3. **Faithful Translation** the translator translates the meaning from the source language to convey the researcher's intention, e.g., the source language is from English "Raden Ajeng Kartini is a Javanese", the target language aims to Indonesian, "*Raden Ajeng Kartini adalah orang Jawa.*"
4. **Semantic Translation** the semantic translation may replace less effective cultural terms with functional or third concepts that are culturally indifferent but not with their cultural equivalents. It might also provide some minor courtesy to the readers. e.g., the source language is from English "She is a shopaholic" the target language aims to Indonesian, "*Dia adalah orang yang gemar belanja*"

5. **Adaptation Translation** this is the most approachable form of translation. Literatures translated using this method, and the text is then rewritten in the target language's culture, e.g., the source language is from English "The rising sun is not considered rising sun." the target language aims to Indonesian, "*Matahari terbit ternyata bukan matahari terbit. Dunia lah yang sebenarnya mengorbit*"
6. **Free Translation** which replicates the subject without the way or the substance without the original form, is a component of the target language emphasis. e.g., the source language is from English "Killing two birds with one stone." the target language aims to Indonesian, "*Sambil menyelam minum air*"
7. **Idiomatic Translation** replicates the original's "message," but it often distorts subtleties of meaning by favoring colloquialisms and idioms where they are absent from the source text. e.g., the source language is from English "It's piece of cake" the target language aims to Indonesian "*Ini sangat mudah.*"
8. **Communicative Translation** aims to accurately capture the context of the source material so that the target audience finds both the language and the content acceptable and understandable. e.g., the source language is from English "Beware of dog!", the target language aims to Indonesian "*Awas ada anjing!*"

There is a potential challenge in Translation. As explained by North (1991, as cited in Schwarz et al., 2016), classifies translation problems into four categories, which are language, cultural, textual, and pragmatic. The first translation problem is a language or linguistic problem. When there are structural differences between the source and target languages, such as discrepancies in syntax, grammar, and vocabulary. The second translation problem is cultural due to the differences between two different cultures. The third translation problem is textual problems, can arise when there are issues with the source text, such as ambiguous language, incomplete or missing information, or unclear meaning. The fourth translation problem is pragmatic problems can arise when there are differences between the original text and the production situation of the translation situation.

## METHODOLOGY

A qualitative research approach is used in this study to portray and interpret the data. This study examines the translation strategies used by Palma Bali patrons to comprehend menu items. The study's methodology will be centered on the customers' experiences with narrative data. The qualitative method places more of an emphasis on reasoning, identifying a specific scenario, and looking at more aspects of daily life. According to Siahaan (2021), conceptualization, categorization, and description are generated for qualitative research based on "events" gathered during fieldwork.

This research was analyzed at a specific place, at Palma Bali Café, Jalan Alianyang No.42, Pontianak, Kalimantan Barat. In other words, ten customers of Palma Bali are the subject of research and data collecting. The research writing will be accomplished in Pontianak. The writer began the research at the beginning of January 2023 and finished at the beginning of August 2023. Observation will be conducted from February to March 2023. Interviews will be conducted in early April 2023.

The research subject is a research boundary the researcher can determine with objects, things, or people to which the research variables are attached, according to Ana (2022). Researchers may investigate and evaluate things or natural occurrences as research topics in various types of science. This study will focus on how customers translate the items in English on the menu. The participants are customers of Palma Bali Café. The age is no lower than eighteen years old, and Indonesian residents. The writer uses participants aged 18 years and over because they have emotional maturity, can better deal with sensitive or controversial questions, and provide more appropriate responses. In this study, ten participants will be

interviewed. The writer chose ten participants because, with ten different participants, it can obtain enough diversity of data and perspectives to represent the variety of experiences and views in the population under study.

Qualitative research is characterized by disclosing meaning and using a natural setting as a direct data source, where the researcher is the key instrument. This is done through in-depth interviews and observation in the setting where the phenomenon is being studied, according to Rukajat (2018). The writer uses interviews and observation to collect the primary data in this research.

1. **Interview.** An interview in qualitative research is, as defined by Adhabi and Anozie (2017), a "attempt to understand the world from the subject's point of view to uphold the meaning of peoples' experiences, to uncover their lived world before scientific explanations." In this study, the author will speak with ten clients in order to learn more about their translation techniques. Face-to-face sessions will be held for the interviews.
2. **Observation.** According to Hasanah (2016), is one of the key tenets of all data gathering techniques in qualitative research, particularly when it comes to the sciences and human behavior. The author will note the terminology used in the English-language menu items in the various cafes in Pontianak.
3. **Test.** According Susilawati (2018) a test is a tool for data gathering. Tests might take the shape of assignments or questions that must be answered by a certain person, or they can be created by the person in charge of data collecting using specific technologies. Test can gather data from the measurement. As part of this study, the writer administered a test to ten respondents, asking them to identify their favorite dish from one of eight descriptions on the menu. Because only one of the eight selections must be filled out on this written test, it is straightforward.

Critique and evaluation of research findings, both quantitative and qualitative, are necessary to determine the validity and quality of the data generated. Validation and reliability testing are used to evaluate and criticize the data in order to provide accurate study findings. Testing the reliability and validity of measuring equipment used to collect data in qualitative research is assessed using established criteria. Afyanti (2008) developed the following method for measuring validity and reliability in qualitative research.

1. **Credibility.** Credibility becomes important when questioning the quality of the results of a qualitative study. According to Guba and Lincoln (1986), as quoted by the same source, a high level of credibility can also be achieved if the participants involved in the research recognize the truth about the various things they have told. Using member checking, ask participants to review the findings to ensure that the interpretations are accurate and reflective of their experiences.
2. **Transferability.** Transferability is a term that can replace the concept of data generalization in quantitative research, namely the extent to which the findings of a study conducted on a group can be applied to other groups from the same source quoting from (Streubert & Carpenter, 2003, Graneheim & Lundman, 2004). This study focuses on ten visitors to the place under these is. This study may be multiplied in different subjects and places.
3. **Dependability** In qualitative research, the concept of dependability is used. The reliability of the study is increased when numerous data sources or different methodologies produce similar results.
4. **Confirmability** is identified to replace the concept of objectivity in quantitative research. Confirmability in qualitative research is more defined as the concept of transparency, namely the willingness of researchers to disclose the process and elements of their research openly to enable other parties / other researchers to research their findings. This study uses triangulation techniques and data corroboration to increase the research's confirmability.

This research uses a qualitative research approach. According to Rijali (2018) explains, data analysis is an endeavor to thoroughly explore and arrange records of observations, interviews, and other activities to improve the researcher's comprehension of the subject under investigation and present it as results for others. While trying to find food, the analysis must continue to strengthen this understanding.

Concerning the facts, Miles and Huberman (2014) state that analyzing data is divided into the following steps.

- 1. Data Condensation.** The process of selecting, focusing, simplifying, abstracting, and/or altering the data included in the complete set of interview transcripts, papers, and other empirical materials is known as data condensation. The writer will first select the data from the interview process to get data that reflects sharp, focused, and or organize data.
- 2. Data Display.** According to Miles and Huberman (2014), all the visualizations discussed and shown are meant to condense organized data into a brief, understandable format so that the writer can understand what is happening and either come to logical conclusions or move on to the next stage of analysis that the visualization suggests.
- 3. Drawing and Verifying Conclusion.** The conclusion in qualitative research can answer the focus of the research as well as new findings that have never existed. According to Miles and Huberman (2014), stated that as analytic events follow one another, issues of data condensation, display, and conclusion drawing and verifications become more important. This technique allows the writer to conclude while using evidence to make decisions or reach a judgment.

## FINDINGS AND DISCUSSION

The writer collected the data using observation and interviews. The data was collected from ten informants to reach the objectivity of the study. In response to the main research question, the translation methods used by the customer of Palma Bai Café. The writer categorizes the first findings into four types of translation methods based on Newmark's method (1988) and four potential challenge in translation based on North (1991).

All observation and interviews data in this study were described based on the focus of the research question. The customers of Palma Bali Café were asked by the writer to choose and translate one of the most favorite food menus and did an interview about their translation methods. The writer arranged the data as follow:

1. M's favorite food menu is Nasi Ayam Betutu with description Bali's favorite dish. Highly chicken cooked with traditional Balinese spices and served with daun ubi, tahu, tempe, soup and sambal ijo. which translated in Indonesia as "*Menu hidangan Favorit Bali, ayam yang dimasak dengan baik dengan bumbu tradisional Bali dan dihidangkan dengan daun ubi, tahu, tempe, sup dan sambal ijo*"
2. CA's favorite food menu is Bebek Goreng Madura with description Delicious fried duck is made of a unique seasoning served with tahu, tempe, lalapan and sambal hitam. Which translated in Indonesia as "*Bebek goreng enak yang dibuat dengan bumbu unik yang dihidangkan dengan tahu, tempe, lalapan dan sambal hitam.*"
3. KB's favorite food menu is Bebek Goreng Seunah Cekuh with description Balinese style crispy duck with Balinese suna cekuh paste, urap, sambal matah and sambal embe. Which translated in Indonesia as "*Bebek renyah ala Bali dengan pasta suna cekuh bali, urap, sambal matah dan sambal embe.*"
4. RW's favorite menu is Nasi Ayam Meegoreng with description Deep-fried marinated chicken served with side of tahu, tempe, lalapan and sambal terasi. Which translated in Indonesia as "*Marinasi ayam yang digoreng dengan menu sampingan tahu, tempe, lalapan dan sambal terasi.*"

5. RP’s favorite menu is Nasi Ayam Taliwang with description Lombok’s famous chicken grilled with taliwang sauce and served with tahu, tempe, plencing kangkung, sambal terasi. Which translated in Indonesia as “*Ayam bakar yang terkenal di Lombok dengan saus Taliwang dan disajikan dengan tahu, tempe, plencing kangkung, sambal terasi*”
6. RE’s favorite menu is Bebek Ketjap Ubud with description Smoked duck, made from traditional Balinese spices, served with urap sayur, rice and sambal. Which translated in Indonesia as “*Bebek asap terbuat dari rempah-rempah khas Bali disajikan dengan sayur urap, nasi, dan sambel.*”
7. SJ’s favorite menu is Nasi Ayam Meegoreng with description Deep fried marinated chicken served with side of tahu, tempe, lalapan and sambal terasi. Which translated in Indonesia as “*Ayam muda yang dibumbui dengan bumbu khusus kemudian digoreng dengan minyak banyak dengan api tinggi, kemudian disajikan dengan menu sampingan tahu, tempe, lalapan, dan sambal terasi.*”
8. SW’s favorite menu is Nasi Ayam Meegoreng with description Deep fried marinated chicken served with side of tahu, tempe, lalapan and sambal terasi. Which translated in Indonesia as “*Ayam bumbu goreng disajikan dengan sisi tahu, tempe, lalapan & sambal terasi*”
9. VG’s favorite menu is Nasi Ayam Taliwang with description Lombok’s famous chicken grilled with taliwang sauce and served with tahu, tempe, plencing kangkung, sambal terasi. Which translated in Indonesian as “*Ayam khas Lombok yang dipanggang dengan bumbu taliwang dan disajikan dengan tahu, tempe, plencing kangkung, dan sambal terasi.*”
10. VC’s favorite menu is Nasi Ayam Taliwang with description Lombok’s famous chicken grilled with taliwang sauce and served with tahu, tempe, plencing kangkung, sambal terasi. Which translated in Indonesian as “*Ayam taliwang yang dipanggang dengan saus taliwang, lalu ada tahu, tempe, plencing kangkung dan sambal terasi untuk pelengkap.*”

The following is also a list of respondents who use translation methods according to Newmark's theory

<b>Name</b>	<b>Translation Methods</b>
M	Communicative Translation
CA	Communicative Translation
KB	Word-for-Word Translation
RW	Communicative Translation
RP	Communicative Translation
RE	Free Translation
SJ	Adaptation Translation
SW	Adaptation Translation
VG	Communicative Translation
VC	Word-for-Word Translation

**Table 1 Translation Method Result**

In response to the main research question, the translation methods used by the customers of Palma Bali Cafe. The data from each respondent who utilized communicative translation methods are organized by the writer. There are five respondents, M, CA, RW, RP, and VG, that used communicative translation. M’s favorite food menu is *Nasi Ayam Betutu*, meanwhile, CA’s favorite menu is *Bebek Goreng Madura*, meanwhile, VG and RP’s favorite menu is *Nasi Ayam Taliwang*, and the last respondent, RW’s favorite menu is *Nasi Ayam Meegoreng*. M, CA, RW, RP, and VG also have the same response toward the translation method: communicative translation is readily acceptable and comprehensible for others. For instance, it is clear from their translations that RP and VG both enjoy Nasi Ayam Taliwang, but their

approaches to translating the menu description differ. The phrase of Lombok's famous chicken grilled is translated as "*Ayam khas Lombok yang dipanggang*" by VG and "*Ayam bakar yang terkenal di Lombok*" by RP. As a result, communicative translation is a type of approach that uses the target language and is tailored to the context and usage of the target language.

The writer arranges the data from each respondent that used word-for-word translation methods. There are two respondents, KB and VC that used word-for-word translation. KB's favorite menu is *Bebek Goreng Seunah Cekuh*. While VC's favorite menu is *Nasi Ayam Taliwang* KB and VC also gave the same response toward the translation method this translation approach involves translating each word in the original text into the corresponding word in the target language.

The writer arranges the data from each respondent that used the free translation method. There is one respondent, RE used the free translation. RE favorite menu is *Bebek Ketjap Ubud*. RE gave the response stating that free translation was no requirement for a highly formal or precise translation. This method allows for more flexibility and creativity in the translation process.

The writer arranges the data from each respondent that used the adaptation translation method. There are two respondents, SJ and SW used the adaptation translation to translate their favorite menu description at Palma Bali Café. SJ and SW have the same favorite menu which is *Nasi Ayam Meegoreng*. Both stated that this method is the freest in translation, language and cultural attachment to source language is very thin and almost non-existent. For instance, SJ and SW translate using adaptation, SJ would translate the phrase "Deep fried marinated chicken" as "*Ayam muda yang dibumbui dengan bumbu khusus kemudian digoreng dengan minyak banyak dengan api tinggi*" while SW would translate it as "*Ayam bumbu goreng*" This shows that adaptation is the most flexible type of translation. Due to the way in which respondents interpret the term "Deep-fried marinated chicken" here.

Although they have the same favorite menu, their translation results are different, this is because the methods they use are different. As follows:

Name	Menu	Methods
RP	Nasi Ayam Taliwang	Communicative Translation
VG	Nasi Ayam Taliwang	Communicative Translation
VC	Nasi Ayam Taliwang	Word-for-Word Translation

**Table 2 Same Food Different Methods 1**

RP, VG, and VC have the same favorite food menu, Nasi Ayam Taliwang, but they use different translation methods, RP and VG choose to use Communicative Translation and VC chooses to use Word-for-Word Translation. It can be seen from the way they translate the menu description of Nasi Ayam Taliwang, for example the phrase Lombok's famous chicken grilled is translated as "*Ayam khas Lombok yang dipanggang*" by VG and "*Ayam bakar yang terkenal di Lombok*" by RP who uses communicative translation. Then VC "*Ayam taliwang yang dipanggang dengan saus taliwang*". The difference in how to translate the Taliwang Chicken Rice menu description can occur due to differences in status, RP and VG happen to be university students, while VC is already working, and does not continue his education at the university.

Name	Menu	Methods
RW	Nasi Ayam Meegoreng	Communicative Translation

SJ	Nasi Ayam Meegoreng	Adaptation Translation
SW	Nasi Ayam Meegoreng	Adaptation Translation

**Table 3 Same Food Different Methods 2**

Table 3 which shows that RW, SJ and SW have the same favorite menu, Meegoreng Chicken Rice. However, the results of their translations are different, even RW uses communicative translation, while SJ and SW use adaptation translation. SJ and SW said the reason why they use adaptation translation as their method is because this method is the freest method to use, especially seen from the condition of using food menu description in Palma Bali Caf e which uses code mixing, this makes them freer to translate the menu description. As an example of the difference in translation methods between RW, SJ, and SW is with the phrase "Deep fried marinated chicken" RW who uses communicate translates it as "*Marinasi ayam yang digoreng*", whereas SJ and RW translated the phrase using the adaptation translation method as "*Ayam muda yang dibumbui dengan bumbu khusus kemudian digoreng dengan minyak banyak dengan api tinggi*" by SJ and "*Ayam bumbu goreng*" by SW. The three respondents' translation results may be seen to vary, especially for SJ and SW, who share the same favorite menu and translation technique yet produce quite diverse translation outcomes. SW merely translates in general, whereas SJ's translation is more thorough and precise.

The ten respondents have a range of educational backgrounds, career situations, and levels of experience when it comes to reading menus in other languages, which may account for the variations in the methods used and the outcomes of translation. For instance, CA, a bank employee and University of Indonesia graduate, claimed that she was familiar with these techniques because she had studied Newmark's translation method in college. Then there is VC who works in digital marketing and is accustomed to reading or seeing the language found in restaurant menu descriptions. Despite working as a barista, SW claimed that because the kitchen and cafe sections are adjacent, he is familiar with food-related terms and can interpret the menu.

This is different from M, who is an administrative worker who only went to secondary school. M said that Newmark's methods were new to her. M also said that he usually asks the caf e waiter before deciding to choose food or drink for fear of choosing the wrong food or drink. Therefore, M experienced potential challenges as discussed. The differences in respondents' educational backgrounds, occupations, and experiences make the results of translation more varied.

After finding out the methods used by Palma Bali Cafe customers, the author also found out what could be the respondents' potential challenges in translating, as follows:

<b>Name</b>	<b>Potential Challenge</b>
M	Cultural Problem
CA	Language or Linguistic Problem
KB	Pragmatic Problem
RW	Language or Linguistic Problem
RP	Cultural Problem
RE	Language or Linguistic Problem
SJ	Cultural Problems
SW	Language or Linguistic Problem
VG	Cultural Problem
VC	Language or Linguistic Problem

**Table 4 Potential Challenge**



Respondents who experienced potential challenge cultural problems were M, RP, SJ, and VG. They said compactly that cultural problems would be a potential challenge because they have different culinary habits and culinary incompatibilities. It is said by RP that some foods or ingredients may be unfamiliar or unusual in the interpreter's culture. This may cause difficulties in finding the right equivalents or explaining unfamiliar culinary concepts. In contrast to M, VG and SJ they said that tradition can affect the way people interpret and understand texts.

Then in other potential challenge CA, RW, RE, SW, and VC were among the respondents who mentioned potential difficulties they had translating the menu descriptions at Palma Bali Café. According to CA and RW compacts, some terms in the source language might not have direct translations in the target language; instead, translators should search for substitute words that have a comparable meaning or clarify the same idea in the target language in a suitable manner. Following what CA and RW mentioned, SE, SW, and VC had various perspectives. They claimed that because the source language and the target language can differ from one another, the translator must make sure that the words they chose are appropriate for the target language's context in order to retain their acceptability.

And the last one KB was the respondent who stated that he felt that he had a pragmatic issue. KB claimed that he would find it challenging to convey the subtleties or flavor elements that are peculiar or distinctive to a given cuisine. Sometimes it's challenging to distinguish between pragmatic issues and other issues in the context of text comprehension.

## CONCLUSION

After researching customers' translation methods and potential challenges toward the food menu at Palma Bali Café from the respondents, the writer can conclude that, customers at the Palma Bali Café translate menu descriptions in accordance with the theory listed in chapter 2, according to Suryawinata (2016) and Larson (1984) by first deciding on the target language, which in this case is Indonesian, then the respondent finds the meaning, which determines the meaning, and finally re-expressing the meaning based on the respondent's style. Then the writer can conclude the results of the research that has been done as follows:

1. It can be concluded that although each of the ten respondents has a different favorite food menu, some of them have the same favorite food. However, they interpret their favorite food menu differently. Out of the eight translation methods from Newmark's theory, there are only four translation methods used by the respondents.
2. The translation methods used by Palma Bali Café customers are four translation methods. There is communicative translation with five respondents applied, word-for-word translation with two respondents applied, adaptation translation with two respondents, and last free translation with one respondent. The common translation methods used by the respondents is communicative translation. This was the type of translation method that emphasize the target language (reader-centered). Reader-centered is a "translation that is adjusted by situation and condition with the target language or target culture.
3. Although some of the respondents have the same favorite menu, the result of their translation is different, this is because they use different methods. This could be due to their educational background, status, and experience with reading food in English. and others. This could be due to their educational background, status, and experience of reading food in English.
4. There are three potential challenges faced by customers of Palma Bali Café, they are the first language or linguistic problem with five respondents, the second is cultural problem with four respondents, then the least is pragmatic problem with one respondent.

Based on the result of the research, customers' translation methods toward food menu description at Palma Bali Café Pontianak, the writer proposed some suggestion as follow:

Putra, R. D. (2024). An Analysis Of The Translation Methods Used By Customers To Translate The Palma Bali Caf e's Menu Items. *ELSA Journal*, 4(2), 1-11.

1. For Palm Bali Caf e Pontianak, judging from the translation methods that the respondents of Palma Bali Caf e Pontianak used the most common methods that Palma Bali Caf e Pontianak respondents used is the Communicative Translation. In order to avoid misunderstanding, Palma Bali Caf e Pontianak could add a translation and explanation in Indonesian so that it could concord the ideas of the customers of Palma Bali Caf e Pontianak. The menu is written in Indonesian, and the description is written in English with an Indonesian translation. So, it could concord the customer idea about the menu at Palma Bali Caf e Pontianak.
2. For the next researcher, this study can be expanded by analyzing other aspects that the writer had analyzed or another study that might enhance the references of English stud. Regarding the aspect of English at Palma Bali Caf e Pontianak, these things could be analyzed, such as the customers' pronunciation toward the English food menu or the customers' perception of the English food menu.

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