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Intersemiotic Translation in Balinese Menu

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Abstract--Translated Balinese menu is not only used to communicate to the guests the dishes available for sale, along with pieces and short descriptions of each item but it is also used to present various names of special dishes as part of Balinese local wisdom. With regard to Balinese menu translation, it is such a challenging thing along with the existence of images and color. This research aims to analyze the translated menu featuring Balinese dishes in order to know the translation strategies used and to establish the extent to which intersemiotic translation is used to complement the translation. The data were taken from Balinese menus in Bale Udang Mang Engking Restaurant, Gemitir Open Garden Café, and Flinders Cafe. The data were collected and analyzed using the theories proposed by Li (2018) and Baker (2001). The results showed that the translation strategies used in these three menus are loan words with explanations and paraphrasing with the intersemiotic aspects followed are words to image and color also words to image, color, and gesture.

Keywords--Balinese menu, intersemiotic, translation strategies.

Introduction

The menu provides the possibility for customers and staff to have direct contact. Through direct contact with customers, they have the ability to leave a positive impression allowing the same customer to return. The menu becomes an extension of the restaurant's personality. It also includes communication, providing tangible evidence, and sales. (Bowen & Morris, 1995). Menu exists not only in one language, but it also exists in two languages to be the translated version. This is commonly known as menu translation.

Regarding menu translation, it implies functionality of translations of such texts, which is needed since the question is about the texts that constitute the key

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element for further communication process between customers and staff. The only purpose of the translated menus is certainly not just to be a communication tool that will be used by customers and hosts, but to facilitate processes in tourism and consumerism. (Li, 2019). These contents have to be translated into multiple languages in a way that is just as appealing as the original to attract customers from different countries and cultures. In this way, the customers would feel more comfortable reading about food in their own language, and the waiters would have a tool that would make it easier to communicate with their customers. To realize quality menu translation that is accurate, readable, and acceptable, it is very necessary to choose the most suitable translation strategy.

Translation strategy refers to specific ways to render the source language terms into target language terms. There are various kinds of translation strategies such as translation by more general words, translation by neutral word, translation by cultural substitution, translation by omission, translation using loan word plus explanation, and translation by paraphrase. (Baker, 2001). Translation by a more general word indicates the specific word in the source language is translated into a more general word. Translation by neutral word is the transferring source language word less expressively in the target language. Translation by cultural substitution allows the translator to replace culture-specific item with the target language item. Translation loan word plus explanation translation technique in which the translator may leave the word just as it is in the source language texts but accompanied by the target language description. Translation by paraphrase refers to the restatement of the source language's meaning into the target language. Besides translation strategies, it is also important to consider intersemiotic in menu translation (Tandon et al., 2011; Matson-Barkat & Robert-Demontrond, 2018).

Intersemiotic translation is viewed as the basis of cultural communication through which ideas are circulated, translated, and explained using language, images and other semiotic resources. (O'Halloran et al., 2016). It is concerned with how meaning shifts from context to context, from practice to practice, or from one stage of practice to the next. (Iedema, 2003). Intersemiotic translation represents translation between different sign systems, as in the case of a verbal rendition of a pictorial message. It is also the interpretation of verbal signs by means of signs of nonverbal sign systems. (Jakobson, 2013). The process of translation intersemiotically involves at least two different semiotic codes, for instance from words to color, words to images, etc.

The case of translation strategies and intersemiotic can be found in various kinds of menu translation, such as Balinese menu translation. It is the restatement of the Balinese menu in another language like English for foreign customers. Balinese menu translation can easily be found in several famous restaurants spread across Bali like in the Bale Udang Mang Engking, Gemitir Open Garden Café, and Flinders Cafe. Bale Udang Mang Engking is the first restaurant in Bali that offers prawn dishes on a floating bale experience in reviving a beautiful and calm atmosphere like a house in the village, with bale bamboo and alang-alang and accompanied by traditional instruments (Yamamoto et al., 2005; Volkova, 2014; Parkash & Khanna, 2016). This restaurant serves a variety of traditional Balinese food menus such as *seafood bakar Jimbaran*, *ayam guling tabanan*,

bebek goreng rempah gianyar, and *sup ikan kerapu sanur*. Gemitir open garden café provides delicious Balinese dishes in the warmth of family ambiance and natural spot with the existence of a marigold (gemitir flower) garden. Some Balinese dishes offered in Gemitir open garden café such as *ayam goreng sambal matah*, *salmon bumbu Bali*, and *nasi ayam Bali*. Flinders Café also offers various tasty food, wherein the most popular is ‘ayam sere lemo’. All of these unique Balinese food terms are translated into English as the target language. The translation is also completed by the image and colour. This is interesting data source to analyze from the perspective of translation strategies along with intersemiotic translation.

With regard to menu translation, there several researches have been conducted. (Amenador & Wang, 2022), in their research ‘The Translation of Culture-Specific Items (CSIs) in Chinese-English Food Menu Corpus: A Study of Strategies and Factors’ found that neutralizing strategy is employed more than foreignizing and domesticating strategies, with the latter being last in descending order. The major factors identified were metonymical use of the culture-specific items, brand, polysemous nature of source culture-specific items, degree of cultural markedness, and false relationship of the SL item with the TL item. Buranatrakoon & Mongkolhutthi (2020), in his research ‘The Analysis of The Translation Quality and Translation Strategies Used in the Menus Translated into English in the Online Food Delivery Service in Thailand’ stated that literal translation was employed for the menus using universal cooking methods and in the case of quality, none of the averages of each criterion, which are grammaticality accuracy, style, terminology, and cultural substitution, received low scores. (Setyaningsih, 2020), in her research ‘Food Name Translation Practice: A Case Study of Indonesian-English Menus’ found that the most common practice in translating Indonesian traditional food names into English is mostly by describing the appearance of food completed by a list of side dishes and condiments.

It can be seen that the previous researches only examine about the translation strategy, the quality, and the most common practice of menu translation. In this research, it is more analysed regarding the translation strategies and the effect of intersemiotic translation to the quality of Balinese menu translation. This research will give contribution to the development menu translation study and create the appropriate strategy in translating local menu through intersemiotic approach (Rodenburg, 1980; Tajeddini et al., 2017; Leuthold et al., 2011).

Methods

Method of research covers data source, data collection, data analysis, and presentation of the result of data analysis. Data source in this research were taken from food menu of Bale Udang Mang Engking, Gemitir Open Garden Cafe, and Flinders Café, which have been downloaded from their website. The data were in the form of words along with images and colours which describe the kinds of food menu offered. There were only 8 selected data to analyse. Data were screen-captured, classified, and noted in a table. The collected data were analysed using Li (2019); Baker (2001), theories. The results of data analysis then were presented qualitatively using sentences.

Result and Discussion

Data Description

The first analysis aims to find out the translation strategies then the second analysis is to know intersemiotic translation in the Balinese menu. Data are grouped in the table. The description of the data can be seen as follow.

Table 1
Translation strategies and intersemiotic translation in Balinese menu

No	Source Language	Target Language	Translation Strategies	Intersemiotic
1	Seafood Bakar Jimbaran	Assorted grilled seafood with Jimbaran special sauce from prawn, squid, fish, mussel accompany with kangkung & fresh vegetables	Translation using loan word with explanation	Words to image and color
2	Ayam guling Tabanan	Smoked whole chicken with Balinese special spices served with vegetables and sambal matah	Translation by paraphrase	Words to image and color
3	Sup ikan kerapu Sanur	Balinese authentic fish soup with special spices, well known as Base Genep	Translation by paraphrase	Words to image, color, and gesture
4	Bebek goreng rempah Gianyar	Hybrid duck is the combination of peking and local duck which marinated and steamed in Balinese spices and then deep fried	Translation by paraphrase	Words to image and color
5	Nasi ayam Bali	Traditional Balinese rice dish served with chicken, sate lilit, boiled egg, and long bean vegetable in coconut and Balinese spices and peanut crackers	Translation by paraphrase	Words to image and color
6	Ayam goreng sambal matah	Fried marinated chicken served with authentic Balinese sambal matah, long bean vegetable in coconut & Balinese spices, steamed rice, and prawn crackers	Translation by loan word with explanation	Words to image and color
7	Salmon bumbu Bali	Salmon fillet with Balinese spices wrapped	Translation by loan word with	Words to image and

		in banana leaf served with sambal bawang, long bean vegetable in coconut and Balinese spices steamed rice and prawn crackers	explanation	color
8	Ayam goreng sere lemo	Fried chicken (breast or leg) with chili, tomato paste sauce, served with fresh vegetable and steam rice	Translation by paraphrase	Words to image and color

Data Analysis

With regard to local menu translation, it comes into a big challenge. There are some issues related with specific local ingredients, measurements, types of cooking technique which have no direct translation in the target language. This case can be solved by considering the most suitable translation strategy and intersemiotic aspects to realize the quality local menu translation. The result of data analysis for this scope of discussions are as follows:

Translation using loan word with explanation

This strategy refers to the translation wherein the cultural terms are not translated or the translation still uses the source language's term. It happens since the translator finds difficulty to translate the cultural terms or the translator cannot find the equivalence in the target language. The loan word sometimes comes with an explanation to make the readers fully understand the term.



Figure 1. Seafood Bakar Jimbaran

SL : Seafood bakar Jimbaran

TL : Assorted grilled seafood with Jimbaran special sauce from prawn, squid, fish, mussel accompany with kangkung & fresh vegetables

The data above is the translation of Balinese food term 'seafood bakar Jimbaran' into 'assorted grilled seafood with Jimbaran special sauce from prawn, squid,

fish, mussel accompany with kangkung & fresh vegetables.’ This uses the translation strategy using loan word with explanation. The SL terms ‘seafood’ and ‘Jimbaran’ are not translated in the target language. These terms are still the same in the target language, but it is completed with explanation from the cooking technique, serving, and ingredients. The explanation regarding cooking technique can be seen from the TL word ‘grilled’ as the technique to cook assorted or various kinds of seafood over fire or hot coals. The information about the serving is expressed through the TL words ‘special sauce’ and ‘kangkung & fresh vegetables’, meanwhile, the ingredients are shown in the TL words ‘prawn, squid, fish, mussel’.

This translation is not only completed with additional explanation of loan words explicitly, but it is also accompanied with two images in the menu. First, the image of a green plate with a green banana leaf base on which there are prawn, squid, fish, and mussel grilled with several basil and lime leaves. This image represents ‘seafood bakar Jimbaran’ is special food from Jimbaran made of various kinds of seafood with fresh ingredients, garnish, and traditional serving through the use of banana leaf. Second, the image of a green plate with a green banana leaf base on which there are fried kangkung (water spinach) and two bowls of Balinese chili sauce. This image indicates the side dish of ‘seafood bakar jimbaran’ which is savoury and spicy.



Figure 2. Ayam Sambal Matah

SL : Ayam sambal matah

TL : Fried marinated chicken served with authentic Balinese sambal matah, long bean vegetable in coconut & Balinese spices, steamed rice, and prawn crackers

Based on the data above, it is found the translation of Balinese food term ‘ayam sambal matah’ into ‘fried marinated chicken served with authentic Balinese sambal matah, long bean vegetable in coconut & Balinese spices, steamed rice, and prawn crackers.’ This uses the translation strategy using loan word with explanation. The translator uses the same SL term ‘sambal matah’ in the target language, but it is added the word ‘authentic Balinese’ before the SL loan word. This clarifies that ‘sambal matah’ is Balinese specialty of chili sauce. Besides the word ‘Balinese’, it is also added the other words ‘fried marinated chicken’, ‘long bean vegetable in coconut & Balinese spices’, ‘steamed rice’, and ‘prawn crackers.’ These words describe the function of ‘sambal matah’ is as side dish to

complement the main dish 'fried marinated chicken' and another dish and garnish.

There is also additional image in the menu. The image depicts a grey plate, whole fried chicken, long bean vegetable in coconut known in Balinese term as 'urab vegetable', sambal matah, prawn crackers, steamed rice, chayote, lime, basil leaves, and red chili slice. The grey plate symbolizes balance. This means the menu 'ayam sambal matah' is Balinese specialty made of the equal portion of meat and vegetable. The meat can be seen from fried whole chicken and the vegetables can be found from the existence of long bean vegetable in coconut, chayote, lime, basil leaves, and red chili slice. The green colour in long bean vegetable, chayote, lime, basil leaves describe the freshness ingredients. Then, the brownish fried whole chicken means all part of chicken is fried well until cooked, so the colour becomes brownish.



Figure 3. Salmon bumbu Bali

SL : Salmon bumbu Bali

TL : Salmon fillet with Balinese spices wrapped in banana leaf served with sambal bawang, long bean vegetable in coconut and Balinese spices steamed rice and prawn crackers.

The SL term 'salmon bumbu Bali' is translated into TL 'salmon fillet with Balinese spices wrapped in banana leaf served with sambal bawang, long bean vegetable in coconut and Balinese spices steamed rice and prawn crackers.' This translation applies the strategy using loan word with explanation. The translator uses the same SL term 'salmon' in the target language because it is the common term for the fish that has silver skin and is pink inside and is used for food. So, the SL term 'salmon' is also used in TL, but it is completed with the word 'fillet' after the SL loan word. This clarifies 'salmon bumbu Bali' is made of salmon which has no bones in it. Furthermore, it is also added the other words 'Balinese spices', 'wrapped in banana leaf', 'sambal bawang', 'long bean vegetable in coconut', 'Balinese spices', 'steamed rice', and 'prawn cracker'. These words enhance the

meaning of the SL loan word 'salmon' in the target language as the main ingredient in the menu 'salmon bumbu Bali' which is cooked then wrapped in banana leaf served with sambal bawang; Balinese special chili sauce from crushed raw onions and chilies, long bean vegetable in coconut, Balinese spices, steamed rice, also prawn crackers.

In the menu, it is also found the image of a grey plate, salmon fillet wrapped in green banana leaf with slightly blackish in some parts, 'sambal bawang', 'green long bean vegetable in coconut', 'steamed rice', 'prawn cracker', 'green chayote', 'red chili slice', and 'fried onions.' The grey plate a balance. This means the menu 'ayam sambal matah' is Balinese specialty made of the equal portion of meat and vegetable. The meat can be seen from salmon fillet and the vegetables is from the appearance of long bean vegetable in coconut, chayote, lime, basil leaves, and red chili slice. The salmon fillet wrapped in green banana leaf with slightly blackish in some parts informs that the salmon fillet as the main ingredient of the menu is cooked through grilling technique. The green colour in long bean vegetable, chayote, lime, basil leaves describe the freshness ingredients.

Translation by paraphrase

The translator choses the different form to lexicalize the concept expressed by the source-language. This strategy is simply doing the restatement of source language text into target language text.



Figure 4. Ayam Guling Tabanan

SL : Ayam guling Tabanan

TL : Smoked whole chicken with Balinese special spices served with vegetables and sambal matah

SL 'ayam guling Tabanan' is translated into TL 'smoked whole chicken with Balinese special spices served with vegetable and sambal matah.'. Based on the translation, the SL 'ayam guling Tabanan' explicitly indicates Balinese food from Tabanan which is made of smoked whole chicken. In this respect, the SL is only emphasis the origin of the food and cooking technique. Whereas, TL 'smoked whole chicken with Balinese special spices served with vegetable and sambal matah' represents the restatement of SL 'ayam guling Tabanan' in detail from the ingredient, cooking technique, and garnish to serve the food. The ingredient is 'whole chicken with Balinese special spices', the cooking technique is 'smoked'; preserve whole chicken by hanging it in smoke from wood fires, and the garnish

refers to ‘vegetables’ and ‘sambal matah’; Balinese special chili sauce which is made of raw ingredients without mashed. Hence, it can be seen the use of paraphrase translation strategy wherein the translator restates the concept and meaning of SL food term into TL. The restatement is done to be more precise and understandable for the target language readers. Some information which is implicit in the source language text becoming explicit in target language text.

The explicitly of this translation is also clarified with the image of menu ‘ayam guling Tabanan’. From the image, it is found a green plate, a green banana leaf, four pieces of dark brown smoked chickens, green basil leaves, green lime, fried water spinach with red chili slices, and a small bowl of sambal matah. The use of a green plate expresses that ‘ayam guling Tabanan’ is safe to eat because of the freshness of ingredients, side dish, and also garnish. The green banana leaf emphasizes traditional serving. Then, four pieces of dark brown smoked chickens means that ‘ayam guling Tabanan’ is smoked until cooked well so the colour becomes dark brown. Green basil leaves and green lime symbolize the use of fresh garnish to serve ‘ayam guling Tabanan’. Fried water spinach with red chili slices and a small bowl of sambal matah as fresh and spicy side dish.



Figure 5. Sup Ikan Kerapu Sanur

SL : Sup Ikan Kerapu Sanur

TL : Balinese authentic fish soup with special spices, well known as Base Genep

SL ‘sup ikan kerapu Sanur’ is translated into TL ‘Balinese authentic fish soup with special spices, well known as Base Genep’. The SL ‘sup ikan kerapu Sanur’ explicitly refers to special soup from Sanur which is made of fish and Balinese spices. In this case, the SL only emphasizes the origin of the food and main ingredient, namely fish. Meanwhile, TL ‘Balinese authentic fish soup with special spices, well known as Base Genep’ describes that ‘sup ikan kerapu Sanur’ is special fish soup from Sanur with Balinese spices known as base genep; various basic spices such as galangal, kencur, red chilies, ginger, shallots, garlic, turmeric, coriander, cayenne pepper, and candlenut which are used for Balinese specialties.’ Therefore, it is found the use of paraphrase translation strategy in which the translator restates ‘sup ikan kerapu Sanur’ in the target language from the main and additional ingredients to cook it. The main ingredient is fish and additional ingredient is ‘base genep’ – Balinese special spices.

The paraphrase strategy in this translation is also accompanied with the image of menu 'sup ikan kerapu Sanur'. Based on the image, it is depicted a yellow pot, yellowish fish soup, boiled potato slices, red chili slices, and green basil leaves, as well as a man wearing traditional Balinese clothes with smiling expression and giving a thumbs up. A yellow pot reveals that 'sup ikan kerapu Sanur' is appealing Balinese food. Yellowish fish soup and boiled potato slices represent the appearance of 'sup ikan kerapu Sanur'. Red chili slices and green basil leaves become part of fresh garnish to serve 'sup ikan kerapu Sanur'. Besides, it also appears an image of a man wearing traditional Balinese clothes with smiling expression and giving a thumbs up. This image is more emphasis that 'sup ikan kerapu Sanur' is tasty food from Sanur, Bali, with Balinese special spices and fresh vegetable also garnish.



Figure 6. Bebek Goreng Rempah Gianyar

SL : Bebek goreng rempah Gianyar

TL : Hybrid duck is the combination of peking and local duck which marinated and steamed in Balinese spices and then deep fried

SL 'bebek goreng rempah Gianyar' is translated into TL 'hybrid duck is the combination of peking and local duck which marinated and steamed in Balinese spices and then deep fried'. The SL 'bebek goreng rempah Gianyar' means special fried duck from Gianyar with certain spices. It is found that the SL 'bebek goreng rempah Gianyar' only explains the origin of the food and ingredients to cook it. Meanwhile, TL 'hybrid duck is the combination of peking and local duck which marinated and steamed in Balinese spices and then deep fried' implies the main ingredient, additional ingredient, and also the cooking process. In cooking 'bebek goreng rempah Gianyar' is used hybrid duck (peking and local kinds of duck) which marinated and steamed with Balinese special spices then deep fried in certain duration. The implicit information in SL becomes clearer in TL. So, it can be seen this translation applies the paraphrase strategy.

Furthermore, it is also added the image and colour of menu 'bebek goreng rempah Gianyar'. The image and colour include a green plate, a green banana leaf, fried duck, fried water spinach, two bowls of Balinese chili sauce namely 'sambal matah' and 'sambal tomat', green basil leaves, green lime, and red chili slices. Green plate indicates that 'bebek goreng rempah Gianyar' is safe to eat. It is also served in traditional nuance due to the use of green banan leaf. This Balinese food is made of fried duck which is accompanied with side dish such as

fried water spinach and special Balinese chili sauces ‘sambal matah’ and ‘sambal tomat’ and it is also garnished with fresh and green basil leaves, lime, and red chili slices.



Figure 7. Nasi Ayam Bali

SL : Nasi Ayam Bali

TL : Traditional Balinese rice dish served with chicken, sate lilit, boiled egg, and long bean vegetable in coconut and Balinese spices and peanut crackers

SL ‘nasi ayam Bali’ is transferred into TL ‘traditional Balinese rice dish served with chicken, sate lilit, boiled egg, and long bean vegetable in coconut and Balinese spices and peanut crackers.’ The SL ‘nasi ayam Bali’ explicitly means Balinese special rice dish with chicken as the main ingredient. In this respect, the SL ‘bebek goreng rempah Gianyar’ expresses the origin of the food and the main ingredient to cook it. Meanwhile, TL ‘traditional Balinese rice dish served with chicken, sate lilit, boiled egg, and long bean vegetable in coconut and Balinese spices and peanut crackers’ describes in detail the main ingredient, but also an additional ingredient, side dish, and garnish to serve. In cooking ‘nasi ayam Bali’, it is used rice as the main ingredient, Balinese spices as an additional ingredient, various side dishes like chicken, sate lilit, boiled egg, and long bean vegetable, also coconut and peanut crackers as the garnish to serve. This translation emphasizes the use of a paraphrase strategy wherein the translator restates ‘nasi ayam Bali’ based on his concept and understanding in the target language text. The restatement covers the detail of ingredients, side dish, also the serving.

In this translation, it is also added the image and color of menu ‘nasi ayam Bali’. The image and colour consist of a grey plate, rice dish, fried chicken, sate lilit, halved boiled egg, long bean vegetable in coconut, boiled chayote with red chili slices in a small grey bowl, fried onions, fried salted fish, lime, green basil, and peanut crackers. A grey plate symbolizes the balance of main dish, side dish, and garnish in the menu ‘nasi ayam Bali’. The main dish is rice along with side dish coming from meat, fish, and vegetables, also the garnish enhances the food appeal. The meat in the menu is brownish fried chicken which is thoroughly cooked, the fish as side dish is Balinese satay specialties ‘sate lilit’ and fried salted fish. The vegetables refer to a dish of steamed long bean vegetables mixed

with seasoned and spiced grated coconut for dressing 'urab' and boiled chayote with a sprinkling of chili slices on top. Then, the garnish to serve the menu are fried onions on the top of rice dish, lime, green basil, and also peanut crackers.



Figure 8. Ayam Goreng Sere Lemo

SL : Ayam Goreng Sere Lemo

TL : Fried chicken (breast or leg) with chili, tomato paste sauce, served with fresh vegetables and steamed rice

SL 'ayam goreng sere lemo' is translated into TL 'fried chicken (breast or leg) with chili, tomato paste sauce, served with fresh vegetables and steamed rice.' The SL 'ayam goreng sere lemo' explicitly means fried chicken with sere lemo, while the TL 'fried chicken (breast or leg) with chili, tomato paste sauce, served with fresh vegetable and steamed rice' represents the translation by paraphrase wherein there is a restatement of SL 'ayam sere lemo' in the target language. The restatement is related to the main ingredient with a specific size, other ingredients, and the serving. In TL, the main ingredient with a specific size is expressed through the words 'fried chicken (breast or leg)' in which the size is not too big or it is in medium size. Then, the other ingredients in the menu refer to chili, tomato paste sauce, fresh vegetables, and steamed rice. Chili and tomato paste sauce are other ingredients to make chili sauce which is smeared all over the fried chicken, while fresh vegetables and steamed rice are two ingredients as garnish to serve and complement the main dish, that is 'ayam sere lemo'.

The use of the paraphrase strategy in this translation also includes the image and color of the menu. Based on the image, it is found the depiction of a white plate, fried chicken with Balinese chili sauce and three slices of lime on it, steamed rice with fried onion on it, and fresh vegetables like tomato, cucumber, and lettuce slices. The white plate indicates the purity and nature of the ingredients used in the menu. Then, the fried chicken with Balinese chili sauce and three slices of lime on it describe the appearance of SL 'ayam sere lemo', that is, fried chicken with Balinese chili sauce in which some chilies and tomatoes are crushed and given a squeeze of lime. The lime is also added as the garnish on the fried chicken and the chili sauce (Krieger et al., 2013; Yang, 2012; Ozdemir & Caliskan, 2014; Singapurwa et al., 2017).

Conclusion

Based on the result and discussion above, it can be concluded that the translation strategies in Balinese menus translation are mostly loan word with

explanations and paraphrases due to the difficulties in lexicalizing the names of ingredients and cooking techniques of Balinese food specialties in the target language. Besides, the translations of the menu also added images with certain colours and gestures as intersemiotic aspects in order to help the translation into clearer, more precise, and more understandable translation for the target language readers.

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