

Translation Techniques Used on Culinary Recipes

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Abstract. With the development of the internet and social media platforms, online food communities have become popular places for sharing and searching for recipes (Kuśmierczyk et al., 2016). Research on online translation of cooking recipes is an interesting topic. There is an urgent need for effective and accurate translations to make this information accessible to different audiences. Online cooking resources are often available in multiple languages, and inadequate translation can lead to unclear instructions and ingredients, resulting in unsatisfactory end results. This research employs a qualitative approach which is used to analyze translation techniques in food recipes from the Internet. The use of qualitative methodology allows for a more in-depth examination of the various translation strategies used in translating culinary instructions in different languages. This research focuses on developing translations that consider the cultural background and language style of different online cooking resources, thereby making an important contribution to meeting this need. The results of this study show that literal translation techniques are used when translating recipes from the internet. A total of 75% of all recipe translations were generated in this way. Literal translation generally maintains the basic structure and meaning of the sentence. In one case, the descriptive method was used, i.e. an attempt was made to provide further explanation and details of the preparation steps without regard to the recipe. Despite its low frequency 12.5%, the descriptive and the borrowing techniques provides contextual variation in translation.

Keywords: Food, Online, Recipes, Cultural, Translation Techniques.

1 Introduction

With the development of the Internet and social media platforms, online food communities have become a popular place to share and search for recipes (Kuśmierczyk et al., 2016). Research on online food recipe translation is an interesting topic. As more and more people are exposed to recipes from all over the world, the need for effective and accurate translation to make this information accessible to a diverse audience becomes more pressing. There have been several studies on culinary recipe translation techniques on the internet, but these studies often do not include cultural context. This can cause confusion for readers who come from different cultures, due to the different terms and cultural references. Therefore, this study will identify the various translation tech-

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niques used in online culinary recipes and determine which technique is the most effective to use to customize the translation to the cultural context. Cooking resources available online are often available in multiple languages, and inadequate translation can result in unclear instructions and ingredients, leaving the result unsatisfactory. This study aims to find out what translation techniques are used in translating *cireng* recipe from Indonesian to English. Assess the various translation techniques applied in the translation of *cireng* recipe. This research will provide an overview of how each technique is used in the recipe and how these techniques affect the clarity and accuracy of the instructions as well as evaluate how effective each technique is in conveying the original meaning of the recipe to English readers. Translation itself is defined by the Cambridge Dictionary as the act of converting words with the same meaning from one language to another (Landau, 2000). Although translation appears to be straightforward, its complexities lead one to believe differently (Zahra, Khan, & Hassan, 2023). Translation is one area of applied linguistics among the actions involved in interlanguage communication. Translation may be described as a process that aids in transferring meaning from one language, called the source language, into a target language or another language. According to Catford 1969, he puts it clear that the process of translating text from one language SL to an equivalent written content in a different language (Armyla, Kuncara, & Asanti, 2022). Translation is, therefore, held to be an information transfer across languages that allows comprehension the meaning. Translation, in the words of Newmark (1988), is the process of transferring a text's meaning from one language to another while keeping the original author's intentions in mind. Although some people might think of translation as a straightforward activity, translators themselves frequently find it to be difficult and complex. Translating anything from one language to another is not the only step in the process. It necessitates a thorough comprehension of the meanings of each word as well as the phrases, clauses, and overall text context. Translators must preserve the same tone and register while faithfully expressing the meaning found in the original text in an intelligible manner. To make sure the translated material is well-received by the intended audience, they must also modify the language style utilized in it. Because there are disparities in the languages spoken around the world, translation attempts to address some of the difficulties in the global sharing of information. People across the world may now more readily access material written or spoken in a different language thanks to translation services (Damarratri & Afifulloh, 2024). In this research, focusing on developing translations that consider the cultural background and language styles of various online food recipe resources will make an important contribution to fulfilling this need. In translation techniques, various techniques can be used to fulfil the need of translating recipes into different languages. One of the techniques used to translate online cooking recipes is literal translation (Grammenidis, 2008). Literal translation involves directly translating words or phrases from a source language to a target language without considering cultural or linguistic nuances (Ngoc, Phuong, Khoa, Khoa, & Lam, 2021). Direct translation is a quick and easy way to translate recipes, but it does not always produce the most accurate or culturally appropriate results. The use of amplification is another technique that can be used for online translation of food recipes (Erp et al., 2021). Expansion is the process

of adding additional information or clarification to a translated recipe to ensure instructions are clear and easy for readers to under-stand. Another technique that can be used is localization. Localization means adapting recipes to the cultural preferences, ingredients, and measurements of the target language or region. Localization allows translated recipes to be adapted to the specific culinary traditions and tastes of the target audience, making them easier to understand and more appealing (Cao et al., 2023).

2 Review of Literature

2.1 Food

Food recipe is a guide that leads you through the process of cooking or preparing a dish. These recipes usually contain a list of the ingredients needed as well as detailed instructions on how to combine and cook the ingredients to create a delicious dish.

2.2 Translation Techniques

Since language barriers and underlying linguistic differences make translations challenging, a variety of techniques are used, including literal translations, direct translations, free translations, sense-for-sense translations, and word-for-word translation (Baker & Diriker, 2019). Translation is a complex process that facilitates cross-cultural communication (Zahra, Khan, & Hassan, 2023)Translation techniques encompass various strategies employed by translators to convey meaning between languages. Beyond mere word substitution, successful translation demands a pro-found grasp of context, cultural nuances, and linguistic subtleties in both source and target languages. These techniques, as outlined by scholars like Munday (2008) and Molina & Albir (2002), ensure an accurate and effective transfer of meaning from the source text to the target text.

1. Adaptation

Adapting the text to fit the cultural norms, linguistic conventions, or stylistic preferences of the target language.

2. Amplification

Adding additional information or details to enhance the clarity or richness of the translated text.

3. Borrowing

Incorporating words or phrases directly from the source language into the target language.

4. Calque

Translating literally by borrowing the structure of the source language into the target language.

5. Compensation

Making up for a lack of equivalent terms or expressions in the target language by adjusting other parts of the translation.

6. Description

Providing detailed information about a subject to convey a clear understanding.

7. Discursive Creation

Generating discourse creatively in the target language to convey the intended meaning.

8. Common Equivalence

Finding a commonly accepted equivalent in the target language.

9. Generalization

Broadening the meaning to make it more universally applicable.

10. Linguistic Amplification

Expanding on the linguistic elements of the source text to convey the intendedmeaning.

11. Linguistic Compression

Condensing the linguistic elements of the source text while maintaining the original meaning.

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12. Literal Translation

Translating word-for-word without considering the natural expression in the target language.

13. Modulation

Changing the perspective or point of view to convey the intended meaning effectively.

14. Particularization

Making the meaning more specific or tailored to a particular context.

15. Reduction

Streamlining the information to convey the essential meaning.

16. Substitution

Replacing words or expressions with equivalent ones to convey the intended meaning.

17. Transposition

Changing the grammatical structure or word order while preserving the meaning.

18. Variation

Introducing variations in expression or style to convey the intended meaning effectively.

3 Method

This research applies a qualitative and descriptive approach. According to Sugiyono, the descriptive approach describes or explores the result of the research; it does not aim at generalizing (Pratama, Ramadhan, Elawati, & Nugroho, 2021). The data for this study was collected through a detailed review of English-Indonesian online recipes. This includes identifying a recipe that has been translated from one language to another, with a focus on how the cooking instructions have been translated into the target language. The collected data were qualitatively analyzed to identify the strategies used in translating food-related items. In the translation process, language is selected for cultural reference, while maintaining the intent of the original recipe. The analysis also examines the effectiveness of translation strategies in conveying the intended meaning to the audience, as well as problems or inconsistencies found in the translated text. The use of a qualitative methodology allows for a nuanced examination of the different translation strategies used in rendering these culinary instructions in different languages. By applying the qualitative approach, the research aims to capture subtleties inherent in the translation of food-related content. The case study method was chosen to examine specific examples of recipes found online. This approach allows for an indepth examination of how translation techniques manifest themselves in the context of individual recipes. By applying a qualitative method, this study aims to capture and highlight the problems associated with the translation of food-related content.

4 Result and Discussion

4.1 Result

Translation Techniques	Frequency	Percentage
Literal Translation	6	75%
Description Translation	1	12.5%
Borrowing Translation	1	12.5%
TOTAL	7	100%

Table 1. Result

Based on these data, literal translations are frequently used, which indicates a preference for a word-for-word approach in the translation process. The results of the analysis of translation techniques in food recipes on the Internet show a variety of strategies used to facilitate the transfer of meaning between languages. Common translation techniques include adaptation, calque, modulation, and substitution, all of which help to convey culinary instructions effectively.

4.1.1 Literal and Description Translation

	Source Language		Target Language	Translation Techniques
1.	200 gram nasi, ditumbuk	1.	200 grams rice, mashed	Literal and Descrip-
2.	100 gram tepung tapioka	2.	100 grams tapioca flour	tion Translation
3.	2 daun bawang, atau sekitar 30 gram100 ml air	3.	2 spring onions, or about 30 grams 100 ml water	
4.	Garam, merica, dan min- yak goreng Bawang goreng, halus-	4.	Salt, pepper, and cook- ing oil Fried garlic, mashed	
	kan	5.	30 ml hot and sour chili	
5.	30 ml saus sambal asam pedas atau saus Bangkok		sauce or Bangkok sauce	
6.	10 ml kecap manis	6.	10 ml sweet soy sauce	
7.	Air panas	7.	Hot water	

Table 2. Ingredients of *cireng* recipe

The sentence has been translated using both literal and description translation techniques. In this translation, the translator tries to give a word-for-word equivalent from Indonesian into English. This is explained here. Based on our observations, we believe that English readers are unlikely to know how much and how to cook food properly. In addition, according to our observation, the accuracy in translation is optimized as it can preserve the meaning without losing information.

4.1.2 Literal and Borrowing Translation

Source Language	Target Language	Translation Techniques
Pertama, siapkan panci,	First, prepare a pan, mix	Literal and Borrowing
campurkan semua bahan	all the <i>cireng</i> ingredients.	Translation
cireng. Panaskan hingga	Heat it until the dough is	
adonannya lengket.	sticky. Remove the	
Angkat adonan, sisihkan.	dough, set aside.	

Table 3. The first stage of making rice cireng

This sentence was translated using both literal translation and borrowing techniques. Literal translation is applied in this translation to provide a direct, word-for-word equivalent of the original instruction. The sentence details the preparation steps and conditions of the dough. This translation shows very clearly and carefully the structure and meaning of the original text. The term "*cireng*" is used by borrowing. This means that the word "*cireng*" is retained in the translation because it refers to a type of Indonesian snack food that has no equivalent in English. If the translator did not borrow this term, the translator might feel that English readers might not know exactly what "*cireng*"

meant. In other words, the translator was worried that there would be confusion over the recipe. As a constructive suggestion to improve the translation, the researcher suggests the term "*cireng*," short for "*aci digoreng*," given the explanation that "*cireng*" is a popular Indonesian snack made from tapioca flour and usually fried. It has a chewy texture and is often enjoyed with various dipping sauces. This translation allows English readers to better understand what "*cireng*" is.

4.1.3 Literal Translation

Source Language	Target Language	Translation Techniques
Kedua, campurkan	Next, incorporate tapioca	Literal
	flour. Shape the dough	Translation
adonan dan bentuklah	into a flat, circular form.	
menjadi bulat pipih.	The tapioca flour is uti-	
Penggunaan tepung	lized to shape the dough,	
tapioka bertujuan agar	preventing it from stick-	
adonan tidak lengket di	ing to our hands.	
tangan.		

Table 4. The second stage of making cireng

This sentence is translated using the description technique. In this translation, there is an attempt to provide further explanation and details of the steps to be take. In this translation, there is an attempt to provide a direct word-for-word equivalent of the original Indonesian text into English. The details described here include the addition of tapioca flour and the shape of the dough. This preserves the structure of the original text and the important words. In our view, while a literal translation can convey procedural steps, the use of descriptive adjectives or explanatory notes will enhance clarity, allowing readers to understand the context and purpose of each ingredient and step.

4.1.4 Literal Translation

Table 5. T	hird stage	of making	cireng
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Source Language	Target Language	Translation Techniques
Ketiga, persiapkan wajan	Thirdly, ready a frying	Literal
dan panaskan minyak	pan and heat the cooking	Translation
goreng. Goreng cireng	oil. Fry the <i>cireng</i> on me-	
dengan api sedang agar	dium heat to maintain its	
tetap berwarna putih dan	pale color and prevent	
tidak terlalu gosong.	burning.	

The above sentence is translated using the literal translation technique. This translation tries to maintain the meaning and structure of the sentence by explaining the steps di-

rectly from the source language to the target language. We can see the attempt to provide a direct word-for-word equivalent from Indonesian to English in this translation. What is described here is the preparation of the wok and the cooking process. For example, "*Ketiga, persiapkan wajan dan panaskan minyak goreng*" translates to "Third, prepare the wok and heat the cooking oil." This translation preserves the original structure and meaning of the instruction. In our view, the literal translation conveys the procedural details very well, slight adjustments would create better readability and alignment with common culinary English expressions. As a constructive suggestion towards the betterment of the translation, the researchers suggest the following translation "ready a frying pan" is not commonly used in English, it should be "prepare your frying pan." The phrase "Prepare the frying pan" is much clearer and more natural in English. This translation will make it easier for English readers to understand the recipe easily. With clearer phrasing, cooking procedures will be easier for English-speaking readers to understand.

4.1.5 Literal Translation

Source Language	Target Language	Translation Techniques
Selanjutnya, saus cireng:	Next, cireng sauce:	Literal
campurkan semua bahan	mix all the sauce in-	Translation
saus, aduk rata.	gredients, mix well.	

Table 6. The fourth stage of making *cireng*

This sentence is translated using the technique of literal translation. This translation attempts to retain the basic structure and meaning of the sentence by translating each word or phrase directly from the source language into the target language. The details described include how to make *sambal cireng*. This method is very much in line with the meaning and structure of the original sentence.

4.1.6 Literal Translation

Table 7. The last stage of making cireng

Source Language	Target Language	Translation Techniques
Setelah semua langkah	After all steps is done, fi-	Literal
	nally cireng nasi is ready	Translation
cireng nasi sudah siap dihidangkan.	to serve.	

The sentence is translated using the literal translation technique. This translation attempts to retain the meaning and structure of the sentence by translating each word or phrase directly from the source language to the target language. This includes the details of the completion of the preparation steps and the dish being ready. Most still retain the structure and meaning of the original sentence. Literal translations lead to a few grammatical errors: 'After all the steps is done' should be "After all the steps are completed" if following correct English grammar.

4.2 Discussion

This study shows that the literal translation technique is most used to translate culinary recipes from Indonesian to English with a percentage of 75%. This technique focuses on word-for-word translation without considering the cultural context, resulting in less accurate translations. This shows that literal translation is less effective. According to Munday (2008) and Molina & Albir (2002), good translation is not just about replacing words, but also considering the cultural and linguistic context. When translating recipes, the challenge is not just words because each culture has its own ways, different ingredients, and terms. Therefore, the literal approach is not enough to convey meaning clearly to readers from other cultures. This study also found that descriptive and borrowing techniques were used several times to complement the limitations of literal translation. For example, the term 'cireng' is retained because there is no exact equivalent in English. However, it is not accompanied by further explanation, so it is possible that readers are still confused. This research shows that translation is not just about replacing words, but also conveying meaning and cultural context. Newmark (1988) emphasizes the importance of maintaining the original author's intent when adapting a translation to the reader. Therefore, techniques such as adaptation, description and borrowing may be more effective in translating food recipes, making the instructions clearer and easier to understand for readers with different cultures.

5 Conclusion

The results of this study suggest that literal translation techniques are used when translating recipes from the Internet. A total of 75% of all recipe translations were produced in this way. Literal translation generally preserves the basic structure and meaning of the sentence. In one case, the descriptive method was used, i.e. an attempt was made to provide further explanations and details of the preparation steps despite the recipe. Despite its low frequency 12.5%, the description and the borrowing techniques provides contextual variation in the translation. In the context of this study, the results show that translators tend to favor a more conservative approach by retaining the original form and meaning, although this may pose some obstacles in terms of comprehension and cultural appropriateness in the target language.

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