

## TECHNIQUES OF TRANSLATIONS FOUND IN SOME FOOD AND BEVERAGE PACKAGINGS

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### ABSTRACT

This research was to find out the types of translation techniques and the most dominant type of translation technique by the translator in some food and beverage packagings. The theory of translation techniques by Molina (1998) was used as a basic theory. This research used qualitative and quantitative method to explain the results of the analysis of the types of translation techniques and to calculate what type of translation technique is dominant to be used. The data source which was used in this research was food and beverage packaging. The data were collected by finding the food and beverage products in the various super markets. The information, sentences, phrases or words in the packaging were collected by taking a picture. The English texts were compared with the Indonesian ones and classified based on their types of translation techniques. The data were analyzed descriptively using the theory of translation techniques. After data were analyzed, they were calculated to find what type of translation technique was dominant to be used in food and beverage packaging. The result of this research showed that translation techniques used in translating the words, expressions, sentences and information that contained in food and beverage packaging were literal, borrowing, amplification, description, reduction, and calque. The most dominant type of translation technique applied is borrowing technique with 37 data (37%) found.

**Keywords:** beverage packaging; food; translation; translation techniques

### INTRODUCTION

Language is a vital part of human connection. Language allows people to share their ideas, thoughts, and feelings with others. By using language, people can also give information, tell what they know, and happen to other people. Every country has their own language, such as Portugal with Portuguese, China with Mandarin, Turkey with Turkish, Spain with Spanish, Indonesia with Indonesian, even one country may be having more than one language. In this global era, all of us should know and be able to speak English fluently because it is an international language spoken

by people all over the world. English will be very important in all of our life aspect such as education, social activity, and many other things in our life. Furthermore, we all know that English is recognized in song lyrics, movie dialogues, media appearances, and even food and beverage packaging.

In this modern era, packaging plays a significant part in the term of providing information. The information which is contained on food and beverage packaging, as one of the components of marketing information that can help people to buy the product. In addition, it is crucial to have

packaging with clear information because a clear information significantly influences the consumer opinion about the product. In this global era, food and beverage could be marketed globally. Therefore, the information, expressions, or sentences which are given on the packaging should be translated from English which is an international language into another language depending on the marketplace or vice versa. In this research, food and beverage packaging are chosen by the researcher as a data source because in food and beverage packaging there are many sentences, phrase, word or expressions that need to be translated properly without changing its original meaning.

Translation plays a crucial position in communication among different languages (Delisle, 1993; Hartono, 2017). According to Catford (1965), translation is the replacement of textual material in one language (SL) by equivalent textual material in another language (TL) replacement of textual. In this modern era, it is not only book that can be translated into several languages, however the words, expressions, sentences, and the information on food and beverage packaging should be translated as well. In addition, the information on food and beverage packaging should be translated with techniques of translation, for example: Cadbury Chocolate and Greenfield Milk (English) packaging are also available in a variety of languages, including Indonesian. The examples of English-Indonesian translation in food and beverage packaging are given below.

1) Cadbury Chocolate packaging

SL: Milk Chocolate with Jelly and Biscuit

TL: Cokelat Susu dengan Jeli dan Biskuit

In data above, the translator used the translation techniques called borrowing. The translator used borrowing translation techniques because the translator takes a word or expression straight from source language. As seen in the source language the words chocolate, jelly, and biscuit are adjusted to meet the spelling system in the target language, that in Indonesian. Those words are translated into cokelat, jeli and biskuit.

2) Greenfield Milk packaging

SL: Low Fat Milk

TL: Susu UHT Rendah Lemak

In the second datum, the translator used a translation technique called amplification. The translator used translation techniques of amplification techniques because the technique adds information that basically does not exist in the source language. The presence of the additional information in target language is intended to further clarify the concept which is conveyed by the original authors to the readers.

Based on the explanation above, the researcher wants to investigate the types of translation techniques from English to Indonesian which are found in some food and beverage packaging and determine the most dominant type of translation technique from English to Indonesian which is found some in food and beverage packaging.

## **METHODS**

The method used in this study is mixed method research. According to Creswell (2014), mixed methods is a method that combines qualitative and quantitative data in a research study. In conducting the research, first of all the researcher analyzed the types of translation techniques used. Then, the researcher calculated the data obtained to find out which type of translation technique is most used in food and beverage packaging.

In this research, there are three stages that should be done by the researcher which are describe as follows: data collection, data classification, and data analysis. All of these techniques are purposed to examine the object of the research and to obtain the exact data in answering the problem in this study.

In writing this study, the data were taken from food and beverage packaging. The data used is in the form of information, sentences, words, phrases, or expressions which is contained in food and beverage packaging. Food and beverage packaging were chosen as data source because in this modern era, food and beverage can be marketed globally, it means the packaging needs to be translated from English which is an international language into another language depending on the marketplace or vice versa. It is crucial to have packaging with clear translation to inform the consumers about the food and beverage information, ingredients or content. Furthermore, people with particular food

allergies should to check the ingredients, therefore translation should help the people to understand about the information on food and beverage.

In this research, the data were collected by observation method (Sugiyono, 2012). Observation method in this research is carried out by going through several processes which are describe as follows: first, assign the data source with finding the food and beverage product in the various super market. Second, defined the information, sentences, phrases or expressions in the packaging by taking a picture. Third, the data were compared into Indonesian version with taking note and classified based on their types of translation techniques. After the data were collected, the data were analyzed descriptively using the theory of translation techniques. The theory from Molina (1998) about translation techniques is used for analyzed the data. After data analyzed, the data were calculated as a percentage to determine which type of translation technique is the most dominant used in food and beverage packaging.

## **DISCUSSION**

In this chapter there are two points that are presented based on the problems of study. The first is the analysis of the types of translation techniques found in some food and beverage packaging. The second is the most dominant type of translation technique found in some food and beverage packaging. Based on the data there are 6 translation techniques, they are: literal, borrowing, amplification, description, reduction, and calque. All techniques found in data are presented in the following discussion below.

### **1. Literal**

Literal translation is one of translation techniques that is used to translate a word or an expressions word by word. In addition, literal translation sounds like nonsense and has little communication value.

Datum (1):

SL: *Amount per serving*

TL: *Jumlah per sajian*

A literal translation is when a word or expression is translated word for word. The first datum above, it shows that the phrase is directly translated word to word. *Amount per serving* is translated to be *jumlah per sajian*, *amount* is translated into *jumlah*, *per* is translated into *per*, and *serving* is translated into *sajian*. The data above is categorized as literal translation because the translator translated word by word.

Datum (2):

SL: *High fiber*

TL: *Tinggi serat*

The same thing also occurs in the second datum. literal translation is a technique that translate a word or expression in source language in the word of word into the target language. In the second datum, the phrase *high fiber* is directly translated word to word into *tinggi serat*. The translation technique applied in the second datum is literal translation.

Datum (3):

SL: *Consume within 3 days*

TL: *Konsumsi dalam 3 hari*

In the (3) datum, we can also notice that is literal translation. Based on the definition, literal translation is a technique that translates word by word. In the third datum, the phrase *consume within 3 days* is translated into *konsumsi dalam 3 hari*. That is evidence that the translator used literal translation because the translator translated it word by word.

Datum (4):

SL: *50 servings per package*

TL: *50 sajian per kemasan*

The (4) datum is included into literal translation. Translators translated the phrase word by word. The phrase *50 servings per package* is translated into *50 sajian per kemasan*. That is clear translators translated the phrase directly word by word.

Datum (5):

SL: *Mixed with cereal*

TL: *Campur dengan sereal*

The (5) datum, it presents another kind of literal translation technique applied in the translation of food packaging. The phrase *mixed with cereal* is translated into *campur dengan sereal*. The translator used literal translation because the phrase above is translated word by word. The word *mixed* is translated into *campur*, *with* is translated into *dengan*, and the word *cereal* translated into *sereal*. It is clear, that the translator used technique of literal translation because translators translated it word by word.

## **2. Borrowing**

Borrowing is a translation technique in which a term or expression is taken directly from the source language. According to Molina and Albir (2002), translators can take two ways namely naturalized borrowing and pure borrowing.

Datum (6):

SL: No *benzoate* preservative

TL: Tidak mengandung pengawet *benzoat*

The (6) datum shows naturalized borrowing technique. Naturalized borrowing has the words adjusted to the target language spelling system. In other words, naturalized borrowing changes the words linguistically in terms of spelling and additional suffixes according to the target language system. As seen in the source language the word *benzoate* is adjusted to meet the spelling system in the target language, that in Indonesian. This word is translated into *benzoat*.

Datum (7):

SL: *Corned* beef

TL: *Kornet* daging sapi

The (7) datum applies naturalized borrowing. Naturalized borrowing in translation is used to conform to the spelling rules of the target language. The word *corned* in the source language is equivalent to the word *kornet* in the target language. In this case, the

spelling system is modified in the word *corned*. Based on the meaning, both words are similar. It is clear that the technique applied in this case is naturalized borrowing, because the meaning of the words is similar.

Datum (8):

SL: Ingredients: peach halves (57,35%), water, sugar and/or *glucose syrup*, citric acid

TL: Komposisi: potongan persik (57,35%), air, gula dan/atau *sirup glukosa*, pengatur keasaman asam sitrat

In the (8) datum above, the phrase *glucose syrup* is translated into *sirup glukosa*. It is the evidence that the translator uses naturalized borrowing, because the translator takes word from the source language but by adjusting the sound, spelling, and pronunciation of words in the target language. In English the word *glucose* has seven letters, namely *g-l-u-c-o-s-e*. This word was taken and made into Indonesian by changing the spelling of the word *glucose*. It is the same as the word *sirup*; it is adjusting by spelling in the target language. The word *sirup* has five letters namely *s-i-r-u-p*. In Indonesian, those words have the same meaning even though they have different spellings

Datum (9):

SL: *Spaghetti* with chicken sauce

TL: *Spaghetti* dengan saus ayam

A word can be pure borrowing when there is not any changing in the source language into target language. The (9) datum above, it is the pure borrowing technique. The words *spaghetti* in the source language is translated into the word *spaghetti* in the target language. It is clear the word *spaghetti* is a pure borrowing because there is not any changing in the source language into target language.

Datum (10):

SL: Spread processed *cheddar* cheese

TL: Olesan keju *cheddar* olahan

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A good translator is a translator who is able to translate words, phrases or sentences from the source language to the target language well. In translating a word, phrase or sentence the translator must know the techniques of translation. We can see in the (10) datum; the translator translates the word using the translation techniques of pure borrowing. The word *cheddar* is translated without any change in the target language. The translator uses the translation technique of pure borrowing, because the original word of *cheddar* is taken from the village of Cheddar in Somerset, England where the cheddar cheese is made.

### 3. Amplification

Molina & Albir (2002) stated that amplification is to introduce details that are not formulated in the source language. This technique adds information that basically does not exist in the source language. Addition information is intended to clarify the concept to convey the original authors to the readers.

Datum (11):

SL: Serving for 4-5 persons

TL: *Cocok* disajikan untuk 4-5 orang

In the (11) datum above, it is amplification technique. It refers to the addition of information in the target language. Based on the data, the translator added information *cocok* which does not occur in the source text. The translator adds the word *cocok* in the target language after the word *servings*. It is to give complete information contained in the food packaging especially for target readers.

Datum (12):

SL: Roasted sweet corn

TL: *Rasa jagung bakar manis*

The (12) datum above indicates translation by amplification technique. It could be seen at the word *rasa* in the target language. The translator added the information *rasa* in the target language to clarify the concept of the type

of food. The purpose of adding a little information is to make it easier for consumers to choose the food products. Therefore, the translator translated the phrase *roasted sweet corn* into *rasa jagung bakar manis* in the target language to clarify the taste of the food.

Datum (13):

SL: Ingredients: fresh milk (99,98%), vegetable stabiliser

TL: Komposisi: *susu sapi segar* (99.98%), penstabil nabati

The (13) datum contained amplification technique. It was shown by the phrase *fresh milk* in the source language translated into *susu sapi segar* in the target language. Based on the definition of amplification technique by Molina & Albir (2002), amplification is used to present detailed information that is not contained in the source language. In the case above, the translator used amplification technique to inform the readers what kind of milk in the product. The addition of additional information is needed so that consumers do not buy the wrong product.

Datum (14):

SL: Lemon pie biscuit

TL: Biskuit pai *dengan selai rasa lemon*

The (14) datum consists of amplification technique. Amplification is used to present detailed information that is not contained in the source language. In the example above, the phrase *lemon pie biscuit* in the source language translated into *biskuit pai dengan selai rasa lemon*. Translators introduced additional information about the phrase *dengan selai rasa lemon* in target language to convince or clarify the reader that the food product contains lemon flavoured jam.

Datum (15):

SL: Peeled plum tomatoes

TL: Tomat kupas *dalam jus tomat*

The (15) datum is using translation of amplification technique. In the example above, there is an additional information in the target language that not occurs in the source language. The phrase *dalam jus tomat* is adding by the translator in the target language to give more information about that food. With the additional information in the target language, it makes easier for the customers to know about that food.

#### **4. Description**

Description is one of translation techniques that is used to replace the terms of expression by adding a description or additional information of its form and function. It is used when a term in the source language does not have a term in the target language.

Datum (16):

SL: Chicken cordon bleu

TL: Dada ayam tanpa kulit dengan isi smoked beef dan cheddar cheese yang meleleh dibalut oleh tepung roti yang renyah

In the (16) datum there is description technique applied. Description technique is technique by replacing a term or expression with a description. In the case above, the translator put and introduced additional description about phrase *chicken cordon blue* meaning in the target language. It was used to give more explanation about the definition of that food. The translator used description technique in translating the phrase above because in Indonesian there is no equivalent or the right term to translate the phrase *chicken corndon blue*. Therefore, the translator translated *chicken cordon blue* into Indonesian *Dada ayam tanpa kulit denga nisi smoked beef dan cheddar cheese yang meleleh dibalut oleh*

*tepung roti yang renyah* using translation technique of description.

#### **5. Reduction**

Reduction is the opposite of amplification technique. This technique suppresses the information contained in the source language in the target language.

Datum (17):

SL: Consume and enjoy the snack anytime, *for occasion*

TL: Makan dan nikmati camilan kapan saja.

A translation that can be said to be the result of a reduction translation technique if there is suppressing in source language information item into target language. The (17) datum, there is a reduction of phrase *for occasion* in source language into target language. It is clear that the translator uses technique of reduction because the translator eliminates or reduces the phrase *for occasion* in the target language.

Datum (18):

SL: Eats it right *out of the bag*

TL: Dimakan langsung

The (18) datum shows reduction technique. The translator reduces the phrase *out of the bag* in the target language. Although the translator reduces the information, the meaning of the translation is still conveyed. If the information in source language translated literary, it will become *dimakan langsung dari bungkusnya*. In the case above, there is reduction phrase *out of the bag*.

Datum (19):

SL: Pour the content of the pouch onto the pan *and heat on stove* (2-3 minutes)

TL: Tuangkan isi kemasan ke dalam wajan (2-3 menit)

Based on the (19) datum above, it is clear reduction technique. As we can see in the target language sentence there is phrase omitted. The

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phrase *and heat on stove* which can be known in Indonesian as *dan panaskan di atas kompor* has been totally omitted or reduced into the target language. Even though the translator reduces the information, the meaning of the translation is still conveyed to the reader.

Datum (20):

SL: Heat *the product* 3-5 minutes for better taste

TL: Panaskan selama 3-5 menit untuk rasa yang lebih nikmat

When using reduction technique, translators choose to remove information that occurs in the source language which is considered redundant in the target language. In the (20) datum, the phrase *the product* in the source language is left untranslated in the target language. Even though the translator did reduce the phrase in the target language, the meaning is remained the same.

Datum (21):

SL: Quickly finish *the meal* after opening *the package*

TL: Segera habiskan setelah dibuka

Based on the (21) datum above, it shows a reduction technique. In this case above, there are two phrases reduced in the target language. The first is phrase *the meal* that can be known in Indonesian as *makanan*. The second is phrase *the package*, which can be known in Indonesian as *kemasan*. These two phrases have been removed in the target language. even though the two phrases are omitted, the information or meaning conveyed remains the same.

### 6. Calque

Calque technique is described as literal translation of foreign word or phrase. Calque has similarity with literal translation technique though it is not as literal or word to word translations but the words and phrases translated using calque are translated lexically or structurally.

Datum (22):

SL: Blueberry flavour

TL: Rasa bluberi

The (22) datum applies calque translation technique. It is proven from the loan of word *blueberry* in source language become *bluberi* in target language. In the example above, the phrase *blueberry flavour* in the source language is translated using calque technique into *rasa bluberi*. It can be seen by changing the structure of the phrase contained in the target language to "*rasa bluberi*". From data above, it can be seen that the translator using the calque technique to translated the phrase "*blueberry flavour*" which was translated into "*rasa bluberi*" by adjusting the structure in Indonesian.

Datum (23):

SL: Mango flavour

TL: Rasa mangga

In the (23) datum it shows technique translation of calque. This is indicated by the presence of the lexical element in the word *mango* that is maintained in the target language. From the datum above, the phrase *mango flavour* is translated into *rasa mangga* in the target language. It evidences the second datum is calque technique, because the translator translated it lexically and structurally in the target language.

Datum (24):

SL: Strawberry flavour

TL: Rasa stroberi

The (24) datum above shows the technique of calque. It is shown by the change in the structure of the phrase *strawberry flavour* found in the source language to *rasa stroberi* in the target language. In that case, the translator used calque translation technique, because it can be seen from the changes in the structure of the phrase that it adapts to the structure contained in the target language.

Datum (25):

SL: Total fat

TL: Lemak total

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The (25) datum is calque technique. The phrase *total fat* in the source language is translated into *lemak total* in the target language. The translator translates *total* in source language into *total* in target language, while *fat* is translated into *lemak*. From the case above, we can see that the lexical elements in the word *total* is still preserved. In addition, the structure from the phrase *total fat* is translated according to the structure in the target language.

Datum (26):

SL: Trans fat

TL: Lemak trans

Calque translation technique is also carried out in translating the phrase in the fifth data above. This technique is done by translating words or phrases in the source language literally by adjusting the structure contained in the target language. It is clear that phrase *trans fat* contained in the source language was translated using the calque technique. It is caused by a changing in the structure of the phrase that occurs in the target language. In addition, the phrase *trans fat* is translated into *lemak trans* in the target language. The translation of the phrase is done word by word, but adapted to the structure found in the target language. Furthermore, in the case above the translator translates the phrase according to the meaning of the word and also adjusting the structure in the target language.

The data analysis show that there are 6 translation techniques found in the data. They are literal translation, borrowing, amplification, description, reduction, and calque.

No.	Techniques	Frequency	Percentage
1.	Literal	21	21%
2.	Borrowing	37	37%
3.	Amplification	5	5%
4.	Description	1	1%
5.	Reduction	14	14%
6.	Calque	22	22%
	<b>Total</b>	<b>100</b>	<b>100%</b>

Based on the table above, it shows that there are 6 techniques of translation techniques found in the data. The percentage of each

technique as follows: (1) literal translation occurs 21 times and represent 21%, (2) borrowing occurs 37 times and represent 36%, (3) amplification occurs 5 times and represent 5%, (4) description occurs 1 time and represent 1%, (5) reduction occurs 14 times and represent 14%, (6) calque occur 22 times and represent 22%. Based on the data, the most dominant type of translation technique in food and beverage packaging mostly applied by translators is borrowing technique. Based on the definition, borrowing technique is technique that takes a word or expression straight from another language. Borrowing technique are divided into two types. There are pure borrowing and naturalized borrowing. Pure borrowing is taking a word or expression in the source language into target language without any changing. In contrast, naturalized borrowing in translation made to fit the spelling rules in the TL. Based on the results of the analysis above, the dominant type of technique used by the translator is the borrowing translation technique. The translator uses borrowing translation techniques in translating words, phrases and information that contained in some food and beverage packaging because there are many words or phrases which do not have equivalents in the target language. In addition, translators use a borrowing translation technique because there are brand names on food and beverage packaging that cannot be translated other than using the borrowing translation technique. furthermore, there are names for the types of food or beverage ingredients which is the original name of its country. Therefore, the translator decided to use the borrowing translation technique. Finally, in this anlyze the researcher found that the dominant translation technique that has been found in some food and beverage packaging is borrowing technique. Borrowing technique is the most applied among the other techniques found in some food and beverage packaging.

## CONCLUSIONS

According to the result of the analysis in chapter three, the analysis towards food and beverage packaging shows that there are nine translation techniques used to translate the



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expressions, words, sentences and the information from the source language (SL) into the target language (TL). The techniques include literal, borrowing, amplification, description, reduction, and calque. There are 21 data (21%) translated by using literal technique, 37 data (37%) translated by using borrowing technique, 5 data (5%) translated by amplification technique, 1 data (1%) translated by using description technique, 14 data (14%) translated by using reduction technique, and 22 data (22%) translated by using calque technique.

The most dominant technique found is borrowing technique. The translator mostly used this kind of translation technique in translating words, expressions, sentence and information in food and beverage packaging. It is because of the fact that there are many words or phrases information in food and beverage packaging which do not have direct an equivalent in the target language. Translators use a borrowing translation technique because there are many brand names on food and beverage packaging and names for the types of food or beverage ingredients which are in the original name of its country that cannot be translated other than using the borrowing translation technique.

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