Neflix Translation Strategies

by Li Unsyah

Translation Strategies of Food-Related Culture-Specific Items in Indonesian Subtitle of Netflix Series: *The Final Table*

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Abstract

The increased interest of today's modern society in a culinary field has led to the growing need for the translation of food-related terms. Such development has caused an exigency for proficient translators in the culinary field. This study aims to find out strategies used in the translation of food-related culture-specific items in Netflix cooking show, *The Final Table* of UK and USA episodes, and factors that influence the choice of strategies used in translating these items. The primary data of the study are corpuses or food terminologies in Indonesian subtitle and their original. All data are marked bold, rewritten, sorted, and classified in accordance with the identified themes of the culture-specific items. The collected data are then analysed qualitatively using Pedersen's translation strategy particularly for culture-specific items. The findings reveal there are 51 food-related culture-specific items in the SL with their translations, and there are five out of six translation strategies employed by the translator in rendering these items, namely retention, specification, direct translation, generalization, and substitution. Retention is the most frequently used strategy as it resembles 35 times in the data. The most common factor identified is the non-existence of the source language foodstuff terms in the target language as it exists 21 times out of 51 data. It can be concluded that there is a weak causality relation between strategies and other factors as the choice of a strategy is not determined by the only factor.

Keywords: culture, food, translation, source language; target language

Introduction

Food is an essential commodity for the human being. It is not only part of the daily needs that vital for our health and well-being, but also encompasses a set of products and activities that reflect values, culture, identities, ethnicities, and religions, as well as functions as a system of communication (Garzone, 2017). Since food has a steady presence in all aspects of human life, no wonder then if the people's interest the culinary field also increased over the years. Moreover, the globalization of food production and distribution also makes the spread of food items such as the new dishes, ingredients and cooking techniques originating from

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various parts of the world, even the remote ones, have also increased enormously (Chiaro & Rossato, 2015, p. 237).

The increased interest of today's modern society in the culinary field has led to the growing need for the translation of food labels, restaurant menus, cookery books, magazines, tourist leaflets, food-related TV series, and films. Such developments have caused the exigency for proficient translators in the culinary field. However, translation is a fairly complicated process due to the differences in the system and structure of the languages, as well as the culture between the source language (SL) and the target language (TL). Therefore, a translator will find barriers in the process of translating a SL text into a TL text, like translating cultural references.

Within the categorization of cultural references, food always occupies a significant position. Traditionally, food has also become one of the cultural symbols that reflects the historical roots of each country (González-Vera, 2015, p. 247) In the cultural categorization that Newmark has revealed, food belongs to the material cultural category (1988, p. 95).

The close relationship between food and culture makes the translation of food-related items so difficult because the cultural differences between two communities may evoke misunderstanding or unacceptability on the part of the target language. Therefore, the translation of food-related items from the SL sometimes sounds awkward in the TL. In translating food-related terms, translators should consider the cultural associations attached to these terms, their meaning and function in the source text, as well as the translatability of the terms in the target text. The translators should also understand both cultures thoroughly with a much broader perspective. Therefore, in translating cultural references including food-related items, they must use the right translation strategies to produce a good translation product (González-Vera, 2015, p. 253).

Even though the market for food-related texts is growing rapidly, the topic discussing the relationship among food, culture, and translation remains under-researched. Compared to other topics in the translation field, the number of studies on this topic is not abundant. A study on translation, food, and culture was done by Marco (2019). This mix method study discussed about the translation techniques used in translating food-related items in translation literature from English into Catalan. It shows that neutralization technique was the most frequently used among others because of the absence of the original items in the target culture. It also reveals there was a relation between food-related items with the culture of a community. A similar study indicates that food, language, culture, and translation were connected to each other. Language was not merely a medium to transmit information, but also as a sign of social identity, which was culturally different. Whereas, translation, as a language-based activity, was a powerful means that supported the process of communication and information dissemination, though it might create tensions and barriers between cultures (Garzone, 2017).

In contrast to the previous studies, this research discusses the translation strategies used in translating food-related culture-specific items in Netflix cooking show as well as the factors that influence the selection of the translation strategies applied. The study tries to answer how the translator used the strategies in the

translation of food-related culture-specific items in Netflix cooking show *The Final Table* episodes UK and USA based on Pedersen's taxonomy; and what factors influenced the choice of translation strategies.

Method

This qualitative study utilizes a discourse analysis design uncovering the strategies and factors of translation food-related culture-specific items. The data of the research are the transcript of the dialogues on food-related culture-specific items in Netflix cooking show entitled *The Final Table* season 1 episodes UK and USA and its translation in the form of subtitles in Bahasa Indonesia from the Netflix official website released in 2018 and hosted by food writer and critic, Andrew Knowlton.

To get the linguistic corpuses as the intended data, the authors did some steps including watching carefully the Netflix cooking show; identifying the communication transaction assumed to contain food-related terms as well as its translation in the form of subtitle in Bahasa Indonesia; and sorting the food-related terms considered as culture-specific items. The data then are analysed qualitatively using the concept of Culture-Specific Item (CSI) through comparing the TL with SL, identifying the translation strategies applied in translating food-related culture-specific items in the program, analysing the factors that influence the choice of the translation strategies applied, and proposing the alternative translation that is suitable to the TL culture. Semantically to see whether the TL and SL cultural words are similar, both Culinary Dictionary Index (CDI), *Kamus Besar Bahasa Indonesia Daring* (KBBID), Lexico Dictionaries: English (LDE), and other dictionaries are used to compare their meaning.

Results and Discussion

Having analysed 51 food-related words regarded as culture-specific items (CSIs), and how they were translated into Indonesian subtitle, the authors found out translation strategies applied by the translator. There are five translation strategies used in rendering food-related culture-specific items in a Netflix cooking reality show: *The Final Table* episodes UK and USA from English to Indonesian. The most widely used strategy is retention with 35 items (68,5%) subdivided into complete retention with 31 items), and TL adjusted retention with 4 items. The next frequently used strategy is direct translation strategy in the sub-strategy calque with 12 items (23,5%), followed by substitution in the sub-strategy cultural substitution with 2 (4%), specification in the sub-strategy explication with 1 (2%), and generalization with 1 (2%).

All translation strategies are then examined critically to identify factors or reasons why the translator applied them in transferring the meaning of English food-related culture-specific items into Indonesian. The discussion begins from the most frequently used strategy up to the least frequently used strategy. Of course, the discussion does not cover the whole cultural items, but it covers some of them as samples chosen randomly, except the strategy with only one item to discuss (Farkhan, 2011).

Retention

There are 35 food-related culture-specific items that belong to retention the authors identified. One of them was 'Bubble and Squeak' found in the following sentence.

SL: From exotically named dishes like **Bubble and Squeak**, to the Queen's favourite, Toad in the Hole.

TL: *Dari hidangan berjudul eksotis seperti* **Bubble and Squeak**, *sampai kegemaran Ratu, Toad in the Hole*.

The culture item was taken from the UK episode, where the host of the show, Andrew Knowlton, was opening the program by mentioning few examples of national dishes from the UK, such as Bubble and Squeak, and Toad in the Hole. In the TL, the translator uses retention strategy in rendering a food-related culture-specific item, which is the name of British national dish, Bubble and Squeak. The translator maintained the term 'Bubble and Squeak' in the target text from the source text without any change. This indicates that the retention strategy used by the translator here belongs to complete retention, as this item is rendered into the target text exactly in the same form as they appear in the source text without any change. Complete retention has the meaning as borrowing because both have the same procedure that is adopting the original graphically and semantically into the target text (Molina & Hurtado Albir, 2002).

In CDI, Bubble and Squeak means an English dish of equal parts mashed potatoes and chopped cooked cabbage mixed together and fried until well browned. Originally, the dish includes chopped boiled beef (Stradley, 2016). This definition is also supported by LDE which defines Bubble and Squeak as British cooked cabbage fried with cooked potatoes and often meat (Anonymous, 2020c). The translator of Netflix maintained the term 'Bubble and Squeak' from the source text into the target text because there is no definition of the term 'Bubble and Squeak' in KBBID, as this item is considered as a foreign term (Andersen et al., 2017). From those explanations, the term of Bubble and Squeak can be recognized as a food-related culture-specific item, that is a national dish from the UK made from fried cabbage, potatoes, and meat.

In Indonesian culture, there is also a dish made from potato which is known *perkedel*. KBBID defines *perkedel as* is a dish made from mashed boiled potatoes, mixed with ground beef, pepper seasoned, garlic, fine salt, then formed flat rounds, covered with egg whites then fried (Badan Pengembangan Bahasa dan Perbukuan, 2016). Even though both foods have some of the same ingredients, like potato and meat, both are completely different. *Perkedel* does not contain cabbage as its basic ingredient, while 'Bubble and Squeak' is fried without being covered in egg whites. Furthermore, *perkedel* has a small round flat shape, while 'Bubble and Squeak' is usually round and wide.

Since the term 'Bubble and Squeak' does not belong to Indonesian culture, and in Indonesian traditional culture, there is no such dish, which is made from cabbage, potatoes, and meat cooked with fried technique. So, it can be said that the factor influences the choice of complete retention strategy (as one of the two sub-

strategies of retention strategy) in rendering this item the unavailability of the source text foodstuff in the target culture (Lenz et al., 2017). In other words, there is no equivalent item for the term 'Bubble and Squeak' in Indonesian culture as the target culture.

The use of the complete the retention strategy in the translation of 'Bubble and Squeak' does not convey the same meaning of the original to the target audience, because this kind of food is not common in the Indonesian culture. The Indonesian people are not familiar with the term 'Bubble and Squeak' and its reference. Therefore, it is more appropriate to carry out a culture-specific items translation strategy, that is addition strategy as one of the two sub-strategies of specification strategy (Pedersen, 2017). The translation product of this strategy becomes more understandable for the target audience (Valūnaitė-Oleškevičienė et al., 2018). Addition strategy is employed by adding more information to the term 'Bubble and Squeak' in the translation, so that the translation might be 'Bubble and Squeak *(hidangan tradisional Inggris yang terbuat dari campuran kentang, kubis, dan daging yang digoreng hingga kecoklatan).*

Another cultural term considered to be food-related culture item is 'curry' found in the sentence.

SL: I would be drawn to something spicy with some fresh chilies, or **curry**.
TL: *Aku lebih suka sesuatu yang pedas dengan cabe segar atau **kari**.*

The word is taken from the USA episode in the final plate challenge, where the host of the show, Andrew Knowlton, asked the judge of the challenge, Chef Grant Achatz, about what dish he made using the ingredient of the challenge, which was pumpkin. Then, Chef Grant Achatz answered that he would make a spicy dish with fresh chili, or curry. In this sentence, the translator employs retention strategy in rendering a food-related culture-specific item, that is the name of an Indian traditional food, curry. The word 'curry' of the original is translated into *kari* in the target sentence as the process of retention strategy. More specifically the process the translator applied belongs to the adjusted retention because the original is borrowed and its spelling adjusted into *kari* in Indonesian. TL adjusted retention strategy has the same meaning and application as naturalized borrowing, it is just that they are expressed in two different terms (Pedersen, 2011).

The word 'curry' in CDI means a sort of stew containing vegetables, spices, and usually some kind of meat often served over rice." It is also written in the dictionary that 'curry' is considered the mainstay of Indian cuisine (Stradley, 2016). This is similar to what LDE defines 'curry' as a dish of meat, vegetables, etc., cooked in an Indian-style sauce of hot-tasting spices and typically served with rice (Anonymous, 2020c). This item of the source language is transferred by the translator into the word *kari* which means a soupy dish using a particular *bumbu kari* consisting of candlenut, galangal, turmeric, dry spices such as cumin, fennel, and coriander, and lemongrass (Sjoekri, 2017). From those explanations, it can be concluded that 'curry' is a food-related culture-specific item, which is the name of an Indian traditional food made from stewed vegetables, meat, and spices.

Curry is a dish originating from India, but it has been considered as one of the global foods that has spread to other Asian countries, such as Japan, Korea,

Indonesia, and even to the UK (Novitasari, 2017). It is because curry has a rich taste and aroma that make it popular and favoured by so many people. In Indonesia, this dish is popular in Aceh and other regions of Sumatra. In India curry is always served with rice or *roti prata* as well as in Indonesia. However, people in some regions modified it into new dishes, such as *kari bihun* from Medan, and *roti jala dengan kari daging dari Aceh* (Gardjito et al., 2018). Therefore, the factor that influences the choice of the adjusted retention strategy (as one of the two sub-strategies of retention strategy) in rendering this item is that the foodstuff has been imported into the target culture, that is Indonesian culture. The use of adjusted retention strategy in the translation of this item is correctly done that does not make it difficult for the target audience to understand the meaning of the foodstuff referred, namely *kari*. Since the term *kari* is already common in Indonesian culture, Indonesian people are also already familiar with the dish.

Another cultural term that undergoes retention strategy is *sashimi* found in the following piece of the conversation transaction.

SL: Like a piece of *sashimi*.
TL: Seperti *sashimi*.

The part of conversation transaction is taken from the USA episode in the final plate challenge, presenting one of the teams with Chef Charles Michel and Chef Rodrigo Pacheco as the members. They were making a dish made of thinly sliced pumpkin to resemble *sashimi*. In this sentence, the translator uses retention strategy in converting a food-related culture specific item referring to a Japanese food, *sashimi*. The term *sashimi* is adopted from the source text to the target text without any change phonemically and phonetically. Such a retention strategy proses the translator applied belongs to a complete retention, as this item is transformed into the target text exactly in the same form it appears in the source text without any change. As the source cultural item is completely is transferred into the target culture, and its meaning does not change; this strategy is also well known as pure borrowing. It can be said substantively both terms refer to the same concept of translation strategy (Farkhan, 2017).

The word *sashimi* in CDI means 'raw fish in slices' which consists of the freshest, top-quality fish. In Japan, it might be fillets of tuna, bonito, salmon, halibut or whatever is in season. It is sliced into bite-size portions and dressed into different shapes served usually with soy sauce and horseradish (Stradley, 2016). This definition seems similar to LDE that defines *sashimi* as 'a Japanese dish of bite-sized pieces of raw fish eaten with soy sauce and wasabi paste'. However, the word *sashimi* and its denotation are not available yet in KBBID because it is considered a foreign term which is rarely used in everyday communication.

Sashimi is a food-related culture-specific item which refers to Japanese food consisting of small slices of fresh raw fish served with soy sauce. It is considered as a neutral culture-specific item, since it does not belong either to the source culture nor target culture, but it belongs to a third culture, namely Japan. The use of the complete retention strategy does not convey the similar concept to the original term, *sashimi,* for the target audience because it is not common in the Indonesian culture. They are not familiar with *sashimi* as it is not the traditional food that they consume

every day. Therefore, it is more appropriately to use addition strategy (as one of the two sub-strategies of specification strategy) to produce a nearly similar nuance for the target audience. Addition strategy is employed by adding more information to the term *sashimi* in the translation (Susanto, 2018), so the translation might be *sashimi (daging ikan mentah segar yang diiris tipis dan biasanya disajikan dengan kecap Jepang)*.

Specification

Specification is another strategy the translator makes use in the translation of cultural items in the culinary field. There are two items found in the main corpus, one of them is the following sentence.

> SL: Comprised of numerous elements, including eggs, back bacon, and *black pudding*.
> TL: *Terdiri dari bermacam unsur, termasuk telur, sepek bagian belakang, dan sosis darah*.

The dialogue is taken from the UK episode, the English Breakfast, where the host of the show, Andrew Knowlton, was introducing the dish that had to be executed by all the chefs. It is the United Kingdom's most iconic dish that has many elements including black pudding, eggs, and back bacon. In this sentence, the translator employs specification strategy in rendering a food-related culture-specific item, the British dish, black pudding. In CDE, black pudding refers to a type of sausage, usually very dark in colour, that is made from pig's blood, fat, and grain (Anonymous, 2020a). This definition is not different from what LDE also defines that black pudding refers to a black sausage containing pork, dried pig's blood, and suet (Anonymous, 2020c). It is also written in the dictionary that black pudding is a British food. It can be understood that black pudding is a British food-related culture specific item made from black sausage that made from pig's blood and a mixture of other ingredients, such as suet and breadcrumbs.

In Indonesian subtitle, the translator renders the meaning of the black pudding in the source language into *sosis darah* explicitly which is similarly in meaning but differently in term that the audience easily understand what the term means. It indicates that the specification strategy utilized by the translator belongs to the sub-strategy explicitation (Molina & Hurtado Albir, 2002). *Sosis darah* comprises of two words which creates a different semantic nuance from the original. In KBBID, the word *sosis* means minced meat mixed with spices packaged in a tube-like case and the word *darah* means the red liquid circulate in the human or animal body carrying oxygen and other nourishment to organs and tissue (Badan Pengembangan Bahasa dan Perbukuan, 2016). In Indonesian culture, there is also a dish made from animal blood, called as *marus* or *saren* which means steamed solidified cow or chicken blood. Even though both foods are made from animal blood, they are absolutely different. *Marus* or *saren* is only made from solidified animal blood and then steamed without any other ingredients. Meanwhile, black pudding besides using pig blood, it also contains other ingredients, such as fat, and grain. The shape of the two foods is also different. Black pudding, like sausage in general, has a tube-like shape, while *saren* or *marus* is usually square. Furthermore, in Indonesia *marus*

or *saren* usually uses as a complement to main dish that is soupy such as *soto* or *opor*; meanwhile black pudding is usually added with other fried dishes, such as bacon and eggs.

Since in Indonesian traditional culture, there is no such a dish which is made from pig's blood mixed with other ingredients, such as suet and breadcrumbs, so it can be said that the factor influences the choice of explication as one of the two sub-strategies of specification strategy in rendering this item is the absence of the source target term of foodstuff in the target culture. In other words, there is no equivalent item for the term 'black pudding' in the target culture. The use of explication strategy in the translation of this item is appropriate that does not make it difficult for the target audience to understand the meaning of this cultural item. The Indonesian people are able to catch the meaning of *sosis darah* through making an association with what they know very well the meaning of *sosis* and *darah* separately.

Direct Translation

There are 12 cultural items assumed to be translated from the source language into the target language. Here is one of the terminologies found in an episode.

SL: A herb roasted turkey breast, mashed potatoes and gravy, honey poached cranberries, and a cornbread stuffing **hoecake**.

TL: *Dada kalkun rempah panggang, kentang tumbuk dan kuah, kranberi rendam madu,* ***kue cangkul*** *isi roti jagung.*

The sentence is taken from the USA episode, when the three judges came to the kitchen of Chef Timothy Hollingsworth and Chef Darren MacLean to assess their cuisine. Chef Timothy explained what dishes they had made to the judges. Chef Timothy told them that they made a version of his childhood Thanksgiving. They made an herb roasted turkey breast, mashed potatoes and gravy, honey poached cranberries, and a cornbread stuffing hoecake. A hoecake is cornbread made minimalist - a thin, unleavened round made from the simplest batter (cornmeal, water, and salt), crisp at the edges, glistening on both sides from the fat it was fried in, golden in patches. Inside, it's dense but creamy, a foil for its best partners—creamed corn, silky braised greens, honey (Horton, 2014). Therefore, it can be understood that hoecake is a food-related culture-specific item that refers to an American food, like a pancake made from cornmeal that baked on a hoe.

Converting the term 'hoecake' in the target culture, the translator uses the phrase *kue cangkul* due to the absence of the terms conveying the similar content. The translator transformed the term 'hoecake' literally word by word. The word 'hoe' is changed with *cangkul*; while 'cake' is changed with *kue*. Both then are constructed to be *kue cangkul*. This procedure indicates that the translator utilized a direct translation strategy that belongs to sub-strategy calque. Such term does not appear in Indonesian culture because there is no reference to represent such food. Denotatively, KBBID provides definition for each word. The word *kue* is defined as snacks made from various materials that can be made in various forms, and the word *cangkul* means a tool for digging and stirring the ground, made of the iron plate with a long handle (Badan Pengembangan Bahasa dan Perbukuan, 2016). Of course, the constructed phrase *kue cangkul* denote differently from the original

because the Indonesian people perceive it as a hoe-like cake. However, in Indonesian traditional culture, there is also a dish that looks like pancake, which is called *serabi*. In KBBID, *serabi* is flat round shaped snack, made from rice flour mixture, coconut milk, yeast and so on (before cooking let it expand), eaten with brown sugar mixed with coconut milk (Badan Pengembangan Bahasa dan Perbukuan, 2016). Even though both foods might seem similar, they are absolutely different. Hoecake is made from cornmeal that baked on a hoe; meanwhile, *serabi* is made from rice flour and traditionally cooked on a stove using moulds made of baked clay.

The use of the calque strategy in the translation of this item does not convey the same meaning of the term 'hoecake' to the target audience, because this term refers to different things in the Indonesian culture. Indonesian people are not familiar with the term *kue cangkul*. They know the meaning of *kue* which refers to a kind of bite-sized snacks or dessert food, and *cangkul* which refers to a kind of traditional agricultural tools. They perceive *kue cangkul* as a cake which is hoe-like shaped or a cake which needs a hoe to make. This must cause miscommunication and misunderstanding. Therefore, it is more appropriate to use addition strategy in carrying out a culture-specific items translation so that the translation can be more understandable for the target audience (Farkhan, 2014). Addition strategy is employed by adding more information to the term 'hoecake' in the translation, so the translation might be better if it becomes 'hoecake *(kue tradisional Amerika yang terbuat dari tepung jagung yang dimasak dengan cara dipanggang di atas cangkul)*.

Another cultural item in the following sentence is also assumed to be the product of direct translation.

SL: You could do *fish and chips* with mussy peas.
TL: *Kau bisa masak* **ikan dan kentang goreng** *dengan kacang polong tumbuk.*

The sentence is taken from the UK episode, where in the beginning of the show, the host asked the three celebrity ambassadors of UK, Gary Lineker, Cat Deeley, and Jay Reyner, to decide which single national dish they feel really reflects the pulse of UK cuisine. Gary answered that they thought about a few things such as roast dinner, something like Toad in the Hole, and then Cat Deeley added fish and chips with mussy peas. In CDE, fish and chips mean "fish covered with batter (a mixture of flour, eggs, and milk) and then fried and served with pieces of fried potato" (Anonymous, 2020a) which conforms with denotation given by the LDE reading "a dish of fried fish fillets served with chips" (Anonymous, 2020c). Fish and chips is originated in the United Kingdom in the mid-nineteenth century, and is considered as the UK's national dish because of its close relationship with the British history (Smith, 2007). This dish is seen as a staple of the British people, as during both World War I and World War II it was among the few foods not to be rationed (Castelow, 2020).

In this sentence, the translator employs direct translation strategy in rendering a food-related culture-specific item, which is the name of a British dish, fish and chips. The translator rendered the term 'fish and chips' literally word by word into

ikan dan kentang goreng. The word 'fish' is changed with *ikan,* and 'chips' with *kentang goreng.* Such process belongs to direct translation strategy in the sub-strategy calque.

The phrase *ikan dan kentang goreng* is a new term in Indonesian, because there is no such food called *ikan dan kentang goreng* in Indonesian culture. Lexically, it is easy to find out all words comprising this phrase. The word *ikan* means cold-blooded vertebrate animals with scaly body that live in water, generally breathe with gills, move and maintain the balance of the body by using fins, the word *kentang* means sweet round potato included vegetable plants that contain lots of starch, and the word *goreng* means frying in a pan with a cooking oil (Badan Pengembangan Bahasa dan Perbukuan, 2016). Based on the denotation of each word, it can be understood, the term *ikan dan kentang gorang* is a kind of food that consists of fried fish fillet served with potato chips.

Therefore, 'fish and chips' has a high degree of institutionalization in the source culture, meanwhile its translation in the target culture, *ikan dan kentang goreng* is not a kind of traditional food. This brings about a difference in the degree of institutionalization between food items in English and Indonesian. Thus, it can be said that this is the factor influencing the choice of calque strategy in rendering this item because the original is more highly institutionalized than its translation. In other words, the source culture foodstuff has higher cultural marked-ness than in the target culture (Farkhan, 2017).

The use of calque strategy in the translation of this item is suitable that does not make it difficult for the target audience to understand the meaning of the foodstuff referred, which is fish served with fried potato. In Indonesian culture the term *ikan* and *kentang goreng* is already common, so Indonesian people easily understand the meaning of the term *ikan dan kentang goreng*, even though there is no such dish in Indonesian traditional culture.

Another term that undergoes the direct strategy to be converted into the target language is the English breakfast as found in the following sentence.

SL: It's not just the most important meal of the day, it's one of the most important meals in British history: *The English Breakfast.*

TL: *Ini bukan semata makanan terpenting dalam satu hari, ini adalah makanan terpenting dalam sejarah* Britania: *sarapan orang Inggris.*

This cultural word is taken from the UK episode, where at the beginning of the show, Andrew Knowlton as the host of the show introduced the dish that have to be executed by all the chefs in that episode, namely the English Breakfast. In CDE, English Breakfast is a meal eaten in the morning consisting of cooked food such as fried eggs, tomatoes, and bacon (Anonymous, 2020a) which is not different from the denotation available in LDE reading a substantial breakfast including hot cooked food such as bacon and eggs (Anonymous, 2020c). English Breakfast is the most iconic dish in the United Kingdom dating back to the 14th century. It was originally a dish of the noble gentry and served at lavish feasts as a display of prosperity and prestige. Then, this tradition was spread and enjoyed not only by the wealthy, but also by the middle class and working class. The typical English

Breakfast tradition is the one that has been proudly maintained for centuries by generations of British people.

In the Indonesian subtitle, the translator employs the direct translation strategy in rendering a food-related culture-specific item of a British dish, the English Breakfast. The translator rendered the term 'English Breakfast' literally word by word into s*arapan orang Inggris*. The breakfast is changed into *sarapan*, while English is changed into *orang Inggris*. This process refers to the direct translation strategy of the sub-strategy calque as it transfers the source language text word by word into the target language (Tucker, 2019). Lexically, there is no definition of the term *sarapan orang Inggris* in KBBID because it does not refer to such food in Indonesian culture. However, the definition of each word comprising of the term *sarapan orang Inggris* can be found in any Indonesian dictionaries. Hearing the term *sarapan orang Inggris*, Indonesian people understand that this kind of food must belong to English though they do not understand what it looks like. It can be understood that English Breakfast is a food-related culture-specific item of British meal consisting of cooked food, such as fried eggs and meat.

Traditionally, English Breakfast has a high degree of institutionalization in its culture, meanwhile its translation, *sarapan orang Inggris*, is not a kind of traditional food in its culture, there is a difference in the degree of institutionalization between food items in the source language and its translation in the target language. Thus, it can be said that the factor influencing the choice of calque strategy in rendering this item is that in the source culture foodstuff is more highly institutionalized than in the target culture. In other words, this foodstuff has higher cultural markedness in the source than in the target culture.

The use of calque strategy in the translation of this item does not convey the similar meaning of the term 'English Breakfast' to the target audience, because this term is not common in the Indonesian culture. Indonesian people are not familiar with the term *sarapan orang Inggris*. Therefore, it is more appropriate to use an alternative translation by carrying out a culture-specific items translation strategy namely, addition strategy (as one of the two sub-strategies of specification strategy), so that the translation can be more understandable for the target audience (Suriadi, 2018). Addition strategy is employed by adding more information to the term *sarapan orang Inggris* in the translation, so that the translation becomes *sarapan orang Inggris* (*hidangan tradisional Inggris yang terdiri dari beberapa makanan yang sudah dimasak seperti telur dan daging*).

Generalization

There is one cultural item considered to transferred from the source language into the target language, namely hash browns. Here is the sentence that contains the item.

SL: I'm gonna make small **hash browns**.
TL: *Aku akan memasak **kentang goreng** kecil*.

The cultural item is taken from the UK episode, when the host of the show, Andrew Knowlton was visiting the kitchen of Chef Aaron and Chef Graham; and asked them about what dishes they were making. Chef Graham explained to the host that they were going to do something different in that challenge by making

their own tomato ketchup and sauce for the beans, and they also made confit Portobello mushrooms, and small hash browns. In Dictionary by Merriam-Webster (DMW), 'hash browns' means boiled potatoes that have been diced or shredded, mixed with chopped onions and shortening, and fried usually until they form a browned cake (Anonymous, 2020b). This definition is similar to the definition given by LDE, which reads a dish of chopped cooked potatoes, typically with onions added, fried until brown. It is also written in the dictionary that hash brown is originated from America (Anonymous, 2020c). As the term refers to a kind food made from cooked potatoes that have been chopped or diced or shredded, usually mixed with onions, and then fried until brown, it is included into cultural food items.

This cultural word appears in Indonesian subtitle as *kentang goreng* which is more general than its original. What the translator does in rendering the source cultural item into the target cultural item is understood as generalization (Stepanova, 2017). In KBBID, the word *kentang* means sweet round potato included vegetable plants that contain lots of starch, and the word *goreng* means frying in a pan with a cooking oil (Badan Pengembangan Bahasa dan Perbukuan, 2016). So, the term *kentang goreng* refers to a kind food made from potatoes fried with other ingredients.

In Indonesian traditional culture, there is also a dish made from potato called as *perkedel*. In KBBID, *perkedel* is a dish made from mashed boiled potatoes, mixed with ground beef, pepper seasoned, garlic, fine salt, then formed flat rounds, covered with egg whites then fried (Badan Pengembangan Bahasa dan Perbukuan, 2016). Even though both of these foods made from the same main ingredient: potato; however, they both are still very different. *Perkedel* is made from mashed potatoes and mixed with meat and other spices, while hash brown is made from diced or shredded potatoes mixed with onions and then fried, so that the shapes and taste of the two foods must be different. Since the term hash brown does not belong to Indonesian culture, it can be said that the factor influences the choice of generalization strategy in rendering this item is that the source culture foodstuff does not exist in the target culture. In other words, there is no equivalent item for the term 'hash brown' in Indonesian culture.

The use of generalization strategy in the translation of this item is does not convey the similar meaning of between the source language and the target language target audience because the term *kentang goreng* is too general to describe the term 'hash brown'. Therefore, it is more appropriate to use an alternative translation by applying addition strategy (as one of the two sub-strategies of specification strategy), so that the translation becomes clearer and more understandable for the target audience (Zhang & Guo, 2019). Addition strategy is employed by adding more information to the term 'hash brown' in the translation, so the translation might be 'hash brown (*makanan Amerika yang terbuat dari kentang yang dipotong kecil-kecil atau diparut, dibentuk pipih, kemudian digoreng*).

Substitution

There are two English cultural items considered to be translated into Indonesian using substitution strategy. The word **jaggery** is one of them as available in the following sentence.

SL: So, we are making a sweet and sour pumpkin with tamarind and **jaggery**.
TL: *Kami membuat labu asam manis dengan asam jawa dan **gula merah**.*

The datum is taken from the USA episode in the final plate challenge, when the host of the show, Andrew Knowlton, and the judge of the challenge, Chef Grant Achatz were visiting the kitchen of Chef Monique Fiso and Chef Amninder Shandhu. Chef Grant Achatz asked them about what dish they were making. Then, Chef Amninder explained to them that they were making a sweet and sour pumpkin with tamarind and jaggery, and then serving it with a *puri* (Indian bread). In CDE, jaggery is a type of solid dark sugar made in India from sugar cane and the sap (the liquid that carries food inside a plant) of date palm trees (Anonymous, 2020a). This definition is not different from what LDE explains that jaggery is a coarse dark brown sugar made in India by evaporation of the sap of palm trees (Anonymous, 2020c).

In rendering the Indian food-related culture-specific item 'jaggery,' the translator employs substitution strategy by replacing the original term with the term *gula merah*. In KBBID, the term *gula merah* means reddish-brown sugar or sweeteners are usually in the form of crystals (small grains) made from sugarcane juice or coconut. It is also written in the dictionary that the term *gula merah* is the same with *gula Jawa* or *gula kelapa* (Badan Pengembangan Bahasa dan Perbukuan, 2016). This kind of sugar originates from Java. The production and the use of *gula merah* is popular in the island, particularly in the sweet soy sauce industry. As the Indonesian people know and consume this sugar in their everyday culinary, it also belongs to Indonesian cultural item that is not different from the term 'jaggery.' What the translator applies belongs to a cultural substitution since the culture-specific item in the source text is replaced by the culture-specific item in the target text that the target audience has been more familiar with (Baawaidhan, 2016).

Even though the term 'jaggery' seems closely same to the term *gula merah*, the foodstuffs that they refer to are not exactly the same. In this case, the translator tries to give "apple to apple" by using cultural substitution strategy. The choice of cultural substitution as one of the two sub-strategies of substitution strategy in rendering this item is influenced by the false friendship between the foodstuffs in the source text and the target text. However, the use of cultural substitution strategy in the translation of this item is very suitable, since it does not make it difficult for the target audience to understand the meaning of the foodstuff referred that is dark brown sugar.

The previous discussion reveals there are five factors that influence the selection of translation strategies non-existence the target culture foodstuff, different degree of institutionalization, imported CSI, false friendship, and the source culture foodstuff belongs to a third culture. Retention strategy occurs fifteen times in cases where the culture items do not exist in the target culture, five times with imported CSI, and also fifteen times when a third culture involved. Specification strategy occurs once in a case where the culture item does not exist in the target culture. Direct translation strategy occurs four times in cases where the culture items do not exist in the target culture, and eight times with different degree of institutionalization. Generalization strategy occurs once when the food item has

different degrees of institutionalization. The last is substitution strategy that occurs once with a different degree of institutionalization, and with false friendship.

Conclusion

Translation of culture-specific item is an interesting topic to discuss because there are still many new important things that the previous researches and studies have not found out. Using the limited collected corpuses, the authors are able to identify that in rendering the food-related culture items, there are factors that influence the translator to choose the appropriate strategies, namely the non-existence of the source culture foodstuff in the target culture, the transfer of the source culture foodstuff into the target culture, and the belonging of the source culture foodstuff to a third culture. However, the study does not find out a significant relation between such factors and the strategies chosen by the translator because the use of a strategy is not only influenced by one factor and one factor does not only affect the use of a strategy.

After conducting the analysis about the translation of food-related culture-specific items, the researcher feels that the data obtained in this research are few in number, so the results related to the correlation between the factors and strategies used are not too significant, because there is only one datum in some strategies and factors. Likewise, the non-existence of the source culture foodstuff in the target culture does not only affect the use of retention strategy, but also specification, direct translation, and generalization strategy. However, it is the most common factor as it features 21 times out of 51 data. This is not surprising, since CSI is something that is typical of a particular culture.

Therefore, the authors recommend other researchers to conduct studies with a bigger corpus, so that the data obtained become more valid to know the significant contribution of the influencing factors toward the translation strategies applied in translating the culture-specific items. Furthermore, as the research focuses on the dishes that chefs challenged to make, other researchers are expected to conduct studies on culinary fields in the bigger context. In addition, the translator of this Netflix cooking reality show must also need to be more aware of problems in translating food-related culture-specific items, so they will be able to choose the appropriate strategies to render these items that help the target audience to understand the foodstuff referred.

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