

CHAPTER I

INTRODUCTION

This chapter provides an overview of the present research by outlining the background of the study. It introduces the research problem by formulating the guiding questions and explaining the objectives that shape the investigation. In addition, the chapter discusses the significance of the study from both theoretical and practical perspectives. The scope and limitations are also presented to delineate the boundaries of the analysis and to maintain a clear focus.

1.1 Background of the Study

In recent years, the phenomenon of hanging out at a coffee shop is no longer seen as just a professional need, such as meeting clients, but has shifted into a popular culture among the people (Agusetyaningrum & Kistanto, 2021). This development also highlights how cafes have become important social venues where identity and modernity are expressed. Over the past few years, coffee shop culture in Indonesia has experienced significant growth. What started with just a few popular big company cafes has transformed into a massive industry, with thousands of new coffee shops popping up all over the country (Prajnadipta, 2024). For example, Gresik is one of the cities where this culture has recently flourished. Many cafes now compete to attract customers by offering unique concepts and menus. For these reasons, cafes are more than just places to eat and drink, but rather cultural hubs that shape everyday interaction.

Furthermore, one interesting aspect that reflects this development is the use of English in food and beverage menus. Several studies, such as those by Arwinda & Yanuar, (2024) and S. A. Ramadhan et al., (2025), reveal that the use of English in cafe menus can enhance customer interest and increase the attractiveness of the products offered. However, both researchers also point out that not all consumers respond positively to this trend, some feel confused or uninterested because they do not fully understand the English terms used. This contrast makes the topic worth exploring further. Instead of focusing on its marketing impact, this present study aims to examine the linguistic aspect of menu translation, specifically how

translation procedures are applied in the English versions of food and beverage menus in Gresik cafes.

As mentioned previously, the use of English in menu naming reflects an important linguistic phenomenon. Since cafes and restaurants strategically employ multilingualism and language branding to enhance their appeal, they have become rich sites for both sociolinguistic and translation research (Kholifah et al., 2025). However, translating menu items is not merely a matter of replacing words from Indonesian into English. As Al-Hassan, (2013) emphasizes, language and culture are inseparable, and translation often involves navigating these cultural dimensions to convey meaning effectively. This suggests that various linguistic and contextual factors influence how a translation is produced. Therefore, this study focuses on identifying and analyzing the translation procedures applied in food and beverage menu translations in Gresik cafes.

In line with the rapid growth of cafe culture, this study focuses on cafes located in Gresik, East Java, as the primary research site. The choice of Gresik is based on both academic and practical considerations. Academically, the city provides a relevant and rich context for studying translation in cafe menus because of its rapidly growing coffee culture. Gresik is even known by the nickname “*Kota 1000 WarKop*” or “the city of a thousand coffee stalls,” reflecting the significant number of cafes and coffee shops that have emerged across the area (A. M. Ramadhan & Mahbubi, 2023). This condition offers a variety of menu data that can represent different translation styles and strategies used by local cafe owners. From a practical standpoint, the researcher also chose Gresik due to familiarity with the environment, which makes the data collection process more manageable and effective compared to conducting research in other cities.

This research applies two main theoretical frameworks to analyze food and beverage menu translations in Gresik cafes. The translation procedures proposed by Vinay & Darbelnet, (1995) are used to identify the techniques employed in transferring menu items from the source language into the target language. This is because their model offers a systematic and widely recognized classification of translation strategies that is suitable for linguistic analysis. The translation accuracy assessment model developed by Nababan et al., (2012) is employed to evaluate how

accurately the meanings of menu items are conveyed in the target language. This model is particularly relevant because it is designed to accommodate the linguistic context of Indonesian-English translation.

The integration of Nababan's model with Vinay and Darbelnet's (1995) translation procedures provides a more comprehensive analytical framework for this research. This combination not only identifies the strategies used in translating menu items but also evaluates how accurately these strategies convey meaning from Indonesian into English. Through this integrated approach, the study seeks to gain a deeper understanding of both the techniques and the quality of translation found in food and beverage menus in Gresik cafes.

1.2 Research Question

Based on the background of the study above, the writer realizes that in translating food and beverage menus, the use of translation procedures plays an important role in determining whether the translation is clear and understandable for the readers. Therefore, the problems that will be discussed in this study are:

1. What Types of translation procedures are applied in translating food and beverage menus in Gresik cafes?
2. What levels of translation accuracy are identified in translating food and beverage menus in Gresik cafes?

1.3 Objectives of the Study

Based on the problems stated above, the writer has design objectives of the study as follows:

1. To explain the translation procedures applied in food and beverage menus in Gresik cafes.
2. To explain the levels of translation accuracy found in food and beverage menus in Gresik cafes.

1.4 Significance of the Study

This study is expected to provide both theoretical and practical significance. Theoretically, this research is expected to contribute to the development of

translation studies. This research aims to provide insights into the application of Vinay and Darbelnet's (1995) translation procedures in non-literary texts, particularly food and beverage menus. Furthermore, the integration of Nababan's translation quality assessment model strengthens the analysis by emphasizing the accuracy aspect of translation quality. Through this combination, the study provides a clearer understanding of how different translation procedures affect the accuracy of meaning transfer, thus contributing to theoretical discussions on the relationship between translation strategy and translation quality.

Practically, this research may benefit students of linguistics and translation by providing practical examples of how translation procedures are applied in real-life contexts. It helps them understand how translation theories are implemented in everyday texts such as cafe menus. This research is also expected to serve as a reference for future researchers who are interested in translation studies, particularly those focusing on menu translation. It provides empirical findings that can support further studies in the field of non-literary translation. Furthermore, this research is expected to provide useful information for cafe owners and menu designers in producing clearer and more effective English translations of food and beverage menus.

1.5 Scope and Limitation of the Study

The scope of this study lies within the field of Translation Studies. Specifically, this research focuses on the analysis of translation procedures and translation accuracy. The analysis applies Vinay & Darbelnet's (1995) framework to identify the translation procedures used and Nababan's (2012) model to categorize the accuracy of Indonesian-English menu items. The data are collected from five popular cafes in Gresik, each verified to have a minimum rating of 4.5 stars on Google Maps.

The limitation of this study lies in its focus on textual data, specifically the linguistic aspect of menu translation, without examining non-linguistic elements such as cafe owners' intentions, customer perceptions, or the visual design of the menus. Other promotional materials, such as advertisements, social media captions, or online marketing content, are excluded from the data. Since the data are limited

to five cafes within the Gresik area, the findings may not represent all translation practices in other regions or types of restaurants. Since the data are collected from only five cafes in Gresik, the findings may not fully represent translation practices in other regions or different types of food establishments.