

FINAL REPORT

ANALYSIS OF TRANSLATION TECHNIQUES IN LOCAL RESTAURANT MENUS FOR PROMOTIONAL PURPOSE



**To fulfill one of the graduation requirements for the D-III English Study
Program Politeknik Negeri Sriwijaya**

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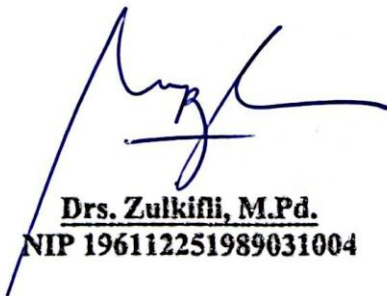
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APPROVAL PAGE

The Final Report titled:

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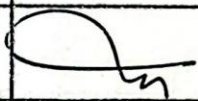
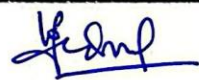
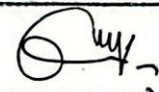


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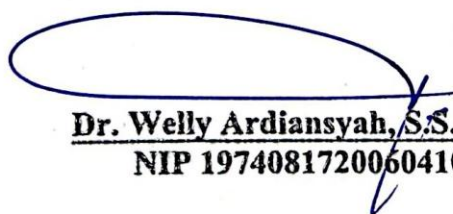
VALIDATION PAGE

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PLAGIARISM-FREE DECLARATION

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Declare that this scientific document Final Report does not contain any parts of other scientific works that have been submitted to obtain an academic degree at any Higher Education Institution. Additionally, there are no works or opinions written or published by others/institutions, except those properly cited and listed in the references.

I hereby declare that this scientific document is free from any elements of plagiarism. Should this Final Report later be proven to be plagiarism of another author's work and/or deliberately submit others' work or opinions as my own, I am willing to accept academic and/or legal sanctions in accordance with applicable regulations.

Palembang, 26th June 2026



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PREFACE

This final report proposal entitled “Analyzing Translation Techniques in Local Restaurant Menus for Promotional Purposes” is submitted to fulfill one of the graduation requirements of the D-III English Study Program at Politeknik Negeri Sriwijaya. This final report discusses the analysis of translation techniques used in translating Indonesian restaurant menus into English, particularly in supporting promotional purposes. The writer realizes that translation plays an important role in bridging communication between local restaurants and international customers, especially in the tourism and culinary industries. The writer acknowledges that this proposal is still far from perfect. Therefore, constructive criticism and suggestions are highly appreciated for the improvement of this work. Finally, the writer hopes that this proposal can provide useful insights for readers, especially those who are interested in translation studies and its application in the culinary and tourism sectors especially for students of the Language and Tourism Department.

Palembang, 01 July 2026

The Writer

ABSTRACT

This study focused to analyze the translation techniques used in translating Indonesian local restaurant menus into English and to examine how these techniques support promotional purposes. The research focused on identifying the types of translation techniques applied and determining the most dominant techniques used in menu translation. This study employed a qualitative descriptive method. The data were collected from bilingual restaurant menus in several local restaurants in Palembang through documentation, observation, and semi-structured interviews with restaurant owners, staff, and customers. The analysis is based on the translation techniques proposed by Molina and Albir (2002), which include techniques such as borrowing, literal translation, adaptation, modulation, and description. The findings revealed that various translation techniques are applied to handle cultural-specific food terms and to make the menu more understandable for international customers. Among these techniques, borrowing and literal translation are found to be the most frequently used, particularly in preserving the originality of local dish names while maintaining clarity. In conclusion, translation techniques play a crucial role in ensuring both communicative clarity and promotional effectiveness in restaurant menus. Therefore, translators and restaurant practitioners should carefully select appropriate techniques to achieve both linguistic accuracy and marketing objectives.

Keywords: *bilingual translation, local cuisine, promotional text, restaurant menu, translation techniques*

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