

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*