The International Journal of Language and Cultural
TIJOLAC is Available Online at:
https://www.growingscholar.org/journal/index.php/TIJOLAC
DOI: https://doi.org/10.5281/zenodo.5100959
Vol. 3 No. 02, September 2021, pages: 18~28
Growingscholar Publisher, USA. ISSN 2691-4727

Translation Strategies Applied in Culinary Culture-Specific Items

Tang Yingmin [1], Ni Luh Nyoman Seri Malini [2]

Article history; Received: May 6, 2021, Accepted: July 7. 2021, Displayed Online: July 14, 2021, Published: September 30, 2021

Keywords

Culture-Specific Items (CSIs);

Translation Strategies;

Chinese Language;

English Language;

Translated Menu;

Abstract

The gap between different cultures requires translators to easily convey the source language message to the target language readers by choosing appropriate translation strategies. This research used a Chinese menu and its English translation as data and focused on the two phenomena of culinary culture-specific items found in the menu and their translation strategies. This paper aims to determine the strategies used to translate the culture-specific items in the Chinese menu and its English translation. Therefore, 14 culture translation strategies were adopted as the framework. In the process of tracking down the culture-specific items, the definition of Culture-Specific Items (CSIs) proposed by Javier Franco Aixelá (1996) was also applied to this paper. The researcher first found out the CSIs in the data and classify all CSIs found according to the culture categories proposed by Newmark (1988) and the composition items appearing within a dish name, such as ingredients, cooking methods, seasonings, proper nouns, colours, shape, taste, metaphor, and allusions, etc. Second, We analysed the translation strategies used by the translator and calculated their frequency. Finally, the results of the study are presented in two parts. Thirteen of seventeen translation strategies proposed by Newmark (1988) applied in the data source. Among the strategies used, the transference and descriptive equivalence strategies are used most frequently.

[1] Shaoguan University, Guangdong, China/ Udayana University, Denpasar Indonesia. *Email: yimitong@163.com*
[2] *Associate Professor of Linguistics, Udayana University, Denpasar –Indonesia. Email: seri.malini@unud.ac.id*

1. Introduction

Due to the differences between two languages and cultures, it is often found in translation that there are some concepts in the source language (SL) that cannot be recognised in the target language(TL) (Nord, 1997; Manafe et al., 2020; Liswahyuningsih et al., 2020; Sudana, & Yadnya, 2021). In the culinary culture of Chinese dishes and western dishes, lots of cultural gaps can be found, which Aixelá (1996) called Culture-Specific Items(CSIs) (Petrulionė, 2012). For example, a famous Cantonese food 咕(gū)咾(lǎo)肉(ròu) is translated into Gulaorou (Sweet and Sour Pork). 咕(gū)咾(lǎo) is a particular cooking method using sugar and vinegar, synonymous with a sweet and sour taste.肉(ròu) refers to meat. In Chinese cuisine, it usually means pork by default. Therefore, translators must have the ability to find a range of possibilities to solve the problems of cultural-specific items in translation between two languages, including translation strategies (Pedersen, 2005).

Diana (2016), in his thesis about Culture-Specific Items (CSI) and their Translation Strategies, reveals the six translation strategies (preservation, literal translation, localisation, transformation, addition, globalisation) as proposed by Davies (2003). This article aims to analyse the translation of food-related culture-specific items (CSI) in the Chinese menu and its English translation. Based on a review of the translation strategies in culinary culture above, the research problems can be expressed.

1. What categories of Culture-Specific Items(CSIs) in AH YAT ABALONE seafood restaurant menu at Ayana Hotel Bali and its English translation.
2. What kind of translation strategies used in culinary culture-specific items found in the menu?

2. Materials and Methods

To accomplish the research goals, mixed-method research is employed. A mixed research method is a research approach that combining qualitative research with quantitative research (Creswell, 2010:302; Braçaj, 2015). Descriptive research is used to describe the phenomenon of CSIs and the analysis process and results with tables and charts. Quantitative research is used to analyse CSIs translation procedures in order to obtain an objective and reliable result. The result of the study is presented in a narrative form in the form of in-depth descriptions.

The data source of this study is taken from the AH YAT ABALONE seafood restaurant menu in Ayana Hotel Bali. Ah Yat Abalone Bali Branch is one of Ah Yat Abalone's 25 branches worldwide, mainly serving Chinese cuisine. The menu uses Chinese as the source language, English and Japanese as the target languages. This article is limited to studying Chinese-English translation. It is used as a data source because it contained many food-related cultural specific items (Bian & Gao, 2004).

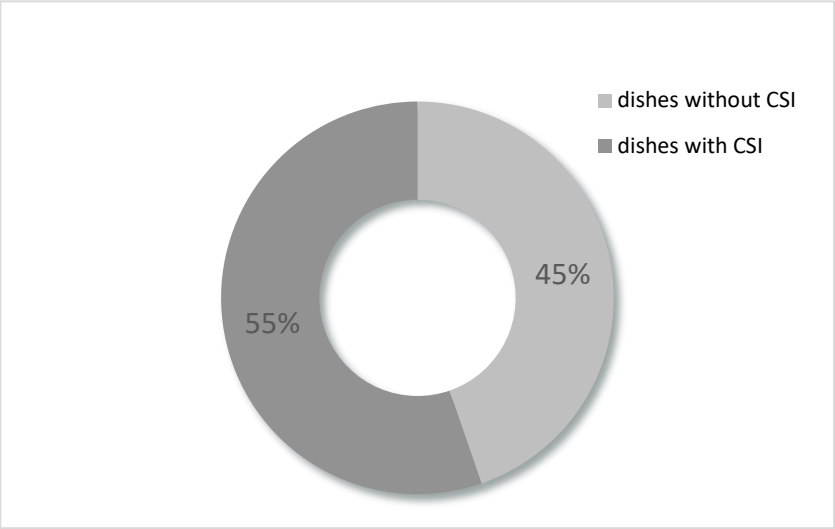
The technique used in this study for collecting the data is by reading the menu and combined with note-taking and then the data identified into some groups and classified it into different types of culture-specific items. The analysis of collected data begins with classifying different cultural items based on the theory of the culture-specific item by Aixelá (1996) and Newmark (1988). Secondly, quantitative analysis the number and presentation of different types of culture-specific items, the results are presented in chart and description. Thirdly, qualitative research was applied to the translation strategies of culture-specific items (Ramière, 2006) to determine which translation strategies are used and which are not under the framework of translation procedures by Newmark (1988). The method presenting the result of translation strategies is form and words.

3. Results and Discussions

Culture-Specific Items(CSIs) in menu translation

Zhou Feng (2008) pointed out that the name of Chinese dishes involves，many complex items such as ingredient, shape, taste, color, texture, cutting skills and cooking techniques, as well as seasonal, geographical names, characters, allusions, intentions, expressions, metaphors, numbers, etc. Many items in the Chinese menu may be brand new or even difficult to understand for target readers with Western food culture.

Table 1
Percentage of dish name with CSI



The researcher analysed the Chinese menu of Ah Yi Abalone Seafood Restaurant Bali and found that there are 548 dishes in this menu, including food and beverage. Among 548 dishes, 303 dishes with CSIs, the percentage is 55%, and 245 dishes without CSIs, the percentage is 45%. That means more than half of Chinese dish names containing CSI.

Table 2
The CSIs of Ah Yi Abalone Seafood Restaurant Bali

Type	Quantity	Percentage
Ingredient	132	37.08%
Cooking Techniques	115	32.30%
Proper Name	40	11.24%
Seasoning	33	9.27%
Metaphor	14	3.93%
Shape	13	3.65%
Allusion	4	1.12%
Colour	3	0.84%
Flavour	2	0.56%
Total	356	100%

As shown in Table 2, in the menu of Ah Yi Abalone Seafood Restaurant Bali, there are nine types and 356 of CSIs found in the data source. The quantity and percentage of each type of them present as follows: ingredient(132,37.08%), cooking technique(115,32.08%), proper name (40,32.30%), seasoning(33,9.27%), metaphor(14,3.93%), shape(13,3.65%), allusion(4,1.12%), color(3,0.84%), flavor(2,0.56%). The percentage of ingredient CSIs is the most during nine CSIs types. This reflects the biggest difference in food ingredients between Chinese and Western diets. For example, several ingredients CSIs appearing in the menu: 榨菜(zhàcài)，梅菜(méi cài)，咸菜(xián cài)，菜脯(cài fǔ), they are different preserved vegetables with different vegetable, seasoning and preserving techniques from different Chinese cuisines, but they are all translated into a preserved vegetable in the TL. The second most is the cooking technique CSIs. Actually, there are some similarities between Chinese and Western cooking techniques, such as 蒸(zhēng)*steamed*, 炸(zhà)*deep-fried*, 炖(dùn)*braised found in the data source*. However, ，more are different. Such as, 水煮(shuǐzhǔ)*poached*in hot chilli oil*, 干煸(gàn biǎn)*twice cooked*in sichuan style*, 爆(bào)*wok-fried* ,扣肉(kòu ròu)*braised (pork)*, which are unique to Chinese cuisine that does not exist in western cuisine. The third most are the proper name. After thousands of years of development, Chinese food has formed eight cuisines with different styles. Some dishes are marked with a place or person's name, representing the inherent style to distinguish others. For instance, 潮州(cháo zhōu)*Chaozhou Style*,潮州(cháo zhōu)：is a city of the west part of Guangdong province. 客家(kèjiā) *Hakka style* ，客(kèjiā) is an Ethnic group. In the early 4th century (the late Western Jin Dynasty) and the early 12th century (the late Northern Song Dynasty), many residents of the Yellow River Valley moved to the south. In order to distinguish them from the local residents, they were called Hakka. The above three types of CSIs account for 80.62% of the CSIs found in the data source.

It has also found a vast cultural gap between Chinese and Western culinary in seasoning, metaphor, shape, allusion, colour and flavour. Such as a Chinese seasoning 花雕(huādiāo) *Chinese wine*, Huadiao wine is an ancient traditional wine, which belongs to yellow rice wine, as a seasoning for cooking meat. 麻辣(málà) *Sichuan mala*,麻(má)is a taste from pricklyash while 辣(là) is a taste from paper， it is the characteristic of Sichuan cuisine. It is particularly worth mentioning that the metaphors and allusions in Chinese cuisine have a deep meaning. TL readers can easily understand the literal meaning of the dish name with metaphors or allusions (Masubelele, 2015). For example，a dish name with metaphors is 火焰醉虾(huǒyànzuìxiā)*drunk prawns*. “Drunk” usually means someone gets drunk after drink too much wine. This dish name expressed personified, meaning that the dish is cooked with wine.

Procedures of translating CSIs in the Chinese menu

Food and beverage can be a genuinely distinguishable feature of a specific culture-the variety of foods that belong to peculiar countries can astonish, as in many cases, local foods or drinks have no equivalents or share no similarities with other cultures. Therefore, the translation of culture-specific items related to cuisine can be difficult for a translator (Diana, 2016). Some translation strategies proposed by Newmark(1998) are applied to CSIs in menu translation.

a. Transference

According to Newmark (1988), transference is "the process of transferring an SL word to a TL text" (p. 8).

NO.	ST	Word for word translation into TL	TT
1	pǔ ěr 普洱	Puer	Pu er
2	sì chuānzhàcài 四 川 榨菜	Sichuan Zhaicai	Zha Cai Sichuan Style

In example 1,普洱(pǔěr)*Pu er* is a small town in southwest China. It is famous for planting high-quality tea. The local tea is called Pu er tea. Pu er is transferenced from Chinese into English. The same strategy is used in example 2，四川(sìchuān)*Sichuan* is a province in western China and 榨菜(zhàcài) a kind of local preserved vegetable from Sichuan. The English translation Zha Cai Sichuan Style is transferred from the Chinese Pinyin alphabet.

b. Naturalization

Newmark (1988) defined naturalisation as the adaptation of an SL term to the pronunciation and the TL's word forms.

NO.	ST	Word for word translation into TL	TT
3	yú zǐ zhēngshāomài 鱼子 蒸 烧 卖	Fish Roe Steam Shaomai	Steamed "Siew Mai" with Fish Roe
4	fú jiànchǎofàn 福建 炒 饭	Fujian Fried Rice	Braised Rice in Hokkien Style

In example 3, as prepared in Cantonese cuisine, 烧卖(shāo mài)*Siew Ma* is also referred to as pork and mushroom dumpling. Its standard filling consists primarily of ground pork, small whole or chopped shrimp, Chinese black mushroom, green onion (also called scallion) and ginger with seasonings of Chinese rice wine. It is transliterated into Siew Mai from the Cantonese dialect. In example 4, 福建(fújiàn)*Fujian* is a province in South-east China. It is transliterated into *Hokkien* from the Fujian dialect. Both of these two examples are adapted of an SL term to the pronunciation and the TL's word forms.

c. Culturel Equivalent

Newmark (1988) stated that the cultural equivalent procedure is a near translation of an SL cultural term into a TL cultural term.

NO.	ST	Word for word translation into TL	TT
5	mì zhīchāshāo sū 蜜汁叉 烧 酥	Honey "Chaoshao" Puff	Baked BBQ Pork Puff
6	xiāngjiānluó bo gāo 香 煎 萝卜糕	Delicious Pan-fried Turnip Cake(a kind of dessert with a similar shape as a cake)	Pan-fried Turnip Cake

In example 5, 酥(sū) is a kind of dessert made of flour and wine, sugar, etc., loose and brittle (Online Xinhua Dictionary), and puff is a small, round cake or other food, esp. One made from

pastry with a filling inside (https://dictionary.cambridge.org/dictionary/english/puff). In example 6, 糕(gāo) is a kind of food made with rice flour, taste sweet or salty (Online Xinhua Dictionary), it is usually steamed. While cake is a sweet food made with a mixture of flour, eggs, fat, and sugar (https://dictionary.cambridge.org/dictionary/english/cake), that is usually baked (https://en.wikipedia.org/wiki/Cake). Hence,酥(sū)and puff, 糕(gāo) and cake are two different concepts, but there is something to figure out, both of them are a kind of dessert, and there are similarities in the materials and production process. From a cultural perspective, translating 酥(sū) into *puff*, 糕(gāo) into *cake* is convenient for English speakers to understand the production of this food and enhance readability.

d. Functional equivalent

According to Newmark (1988), the functional equivalent procedure "requires the use of a culture-free word, sometimes with a new specific term" (p. 83).

NO.	ST	Word for word translation into TL	TT
7	gūlǎocuìdòufu 咕咾脆豆腐	"Gulao" Crispy Bean Curd	Sweet&Sour Bean Curd

In example 7, 咕咾(gūlǎo) is a classic Cantonese Cusine cooking technique. It is wrapped with sauce made of sugar and white vinegar. The TT *Sweet&Sour* is described the taste of the cooking techinque, it achieves the same function as the original language. 豆腐(dòufu) is soft, pale food that has a tiny flavour but is high in protein, made from the seed of the soya plant. It is also known as *Tofu.* Curd is the solid substance that is left when the liquid is removed from milk. The literal meaning of Bean Curd cannot be equivalent to 豆腐(dòufu). However，in understanding the material and form of this food, the TT basically achieves the function of the ST.

e. Descriptive equivalent

According to Newark (1988), "Descriptive equivalent" means explaining the ST expression in several words to the TL. Unlike functional equivalent, descriptive equivalent focuses on describing cultural expression. Descriptive equivalent and functional equivalent are necessary elements in translation.

NO.	ST	Word for word translation into TL	TT
8	hǎizhéqiāncéngfēng 海蜇千层峰	Jelly Fish Melaleuca monutains	Marinated Jelly Fish&Pig Ear Roll
9	sì chuān lóng huáng 四川龙皇 fàn 饭	Sichuan Dragon Emperor Rice	Fried Rice with Seafood in Chilli Sauce

Both 千层峰(qiāncéngfēng) and 四川龙皇(sìchuān lónghuáng) are metaphors of some culture items in Chinese. In example 9, the lexical translation of 千层峰(qiāncéngfēng) is *Melaleuca mountains*. The dish name is pig ear roll. Chinese feel that the shape of the pig ears is similar to that of mountains. The artistic conception is associated with layers of mountains. While in

example10, the ontology of 四川龙皇(sìchuān lónghuáng) is seafood in Sichuan style, Sichuan Cuisine is famous for featuring spicy. The translator describes the ingredient in detail instead of translating the metaphors to equivalent basic concepts of the dish from ST to TT.

f. Componential analysis

According to Newark (1988), Componential analysis is the procedure "comparing an SL word with a TL word which has a similar meaning but is not an obvious one-to-one equivalent, by demonstrating first their common and then their differing sense components. Normally, the SL word has more specific meaning than the TL word".

NO.	ST	Word for word translation into TL	TT
10	méicàikòuròubāo 梅菜扣肉煲	Meicai presevered vegetable pork clay pot	Braised Pork with Presevered Vegetable in Clay pot

As Larson(1999,p.59) has mentioned a word is a "bundle" of meaning component. According to legend, 梅菜(méi cài) is a kind of vegetable sent by Mei Xiangu(a woman's name), namely Mei Cai. It is a traditional dish of Guangdong, which belongs to preserved food. The translator has used the word Presevered Vegetable as the equivalent for it. Comparing with ST and TT, it is obvious that 梅菜(méi cài) is a kind of "Presevered Vegetable" with it's own specific feature, but "there is no one to one correspondence" between them.

g. Synonymy

The term "synonymy" is used by Newmark (1988) to refer to an approximate TL equivalent of an SL word when there is no precise equivalent in the TL. According to Newmark (1988), this procedure is applied when there is no apparent equivalent and when the word is insignificant in the text.

NO.	ST	Word for word translation into TL	TT
11	mìzhìguīlínggāo 秘制龟苓膏	Secret Recipe Tortoise Jelly	Homemade Chinese Herbal Jelly

In example 11, 秘制(mìzhì) means prepare from a secret recipe to some extent. It means making it yourself, which refers to homemade. It is equivalent to the meaning of each other.

h. Through-translation

According to Newmark (1988), translation or loan translation is "the literal translation of common collocations, names of organisations, the components of compounds and perhaps phrases, which is also known as calque or loan translation" (p. 84).

NO.	ST	Word for word translation into TL	TT
12	tái shì sān bēi jī 台式三杯鸡	Taiwan Style three cups Chicken Steamed	Three cups Chicken Steamed Dumplings

	zhēngjiǎo zǐ 蒸 饺子	Dumplings	

In example 12, the dish name is a noun phrase which the head is 饺子(jiǎo zǐ) *dumpling*, 三杯鸡(sān bēi jī)*three cups chicken* is anther noun phrase which the head is 鸡(jī)*chicken*,三杯(sān bēi) *three cups* (a cup of pork oil, a cup of rice wine and a cup of soy sauce) as an ingredient, and 蒸(zhēng)*steamed* as a cooking method is prefix modifiers to the head in Chinese. In contrast, in English grammar, the translation of the dish should be a Steamed Dumpling with three cups of chicken in Taiwan style. However, the translator translated the dish name with English words and Chinese noun phrase grammar.

i. Shifts or transpositions

According to Newmark (1988), translation shifts are grammatical changes from the SL into the TL. There are three types of shifts. The first type of shift occurs when there is a change from singular to plural. The second type of shift is required when an SL grammatical structure does not exist in the TL. Finally, the third type of shift is the one where the translation is grammatically possible but may not accord with the TL. Nida & Taber (1982,p.237) point out that "a shift may also be necessary when a word that seems to be of the same hierarchical level as the source language word occupies a different position because of cultural differences."

NO.	ST	Word for word translation into TL	TT
13	tiānbáigūhǎishēn 天白菇海 参	Japanese Mushroom Sea Cucumber	Stewed Sea Cucumber with Japanese Mushrooms
14	báifàn 白饭	White Rice	Steamed Rice

In example 13, 天白菇(tiānbáigū) is singular, and TT Japanese Mushrooms is plural. Because in Chinese dishes, nouns are only used in the singular, while in English, plural nouns occur with the suffix "-s" is more common. In order to conform to the grammar and expression habits of the target language, this conversion is necessary. Moreover, capitalise the first letter of each word in a dish name in TL. However, SL does not exist capitalise. In exmaple14，白(bái)is an adjective that means white or plain without any colour or taste，白饭(bái fàn) is a noun phrase with the structure adjective+head, TT translation *Steamed Rice* is a noun phrase with the structure verb+head. The class and meaning of the modifier have changed.

j. Modulation

According to Newmark (1988), modulation refers to a change of a message of the ST in the TL text because of different viewpoints in the SL and TL.

NO.	ST	Word for word translation into TL	TT
15	lǜ yěxiānzōng 绿野 仙 踪	The trail of the green mountain fairy	Green Vegetables Caixin Juice

In example 15，the meaning of 绿野仙踪(lǜyěxiān zōng) based on Cihai dictionary is “a book name written by Li Baichuan in the Qing dynasty, the book borrows stories from Leng Bing

to learn fairy preaching, triggering deeds such as Taoist fairy spirits, etc., and taking the historical facts of the mid-Ming Dynasty as the latitude." The translator translated into Green Vegetables Caixin Juice to TT. This is a change in point of view, which is a kind of modulation. The translator has changed somehow the viewpoint of the SL writer.

k. Reduction and Expansion

Reduction and expansion are practised intuitively in some cases. Expansion means using more words in the TT to re-express the meaning of an SL word due to the lack of a precise equivalent in the TL. On the other hand, reduction means omitting unimportant elements of the ST.

NO.	ST	Word for word translation into SL	TT
16	wūlóngchá 乌 龙 茶	"Wulong" tea	Olong
17	yì pǐn dàxiā 一品大虾	King Prawns	Braised King Prawns with Special Spicy Sauce

In example 16, 乌龙茶(wūlóngchá) is a kind of tea from South-east China. Its English translation is *Olong*. 乌龙(wūlóng) is transliterated into Olong from Hokkien dialect. It is well-known as a Chinese tea, hence even the word 茶(chá)*tea* is omitted, it does not affect the reader's understanding. In example 17, 一品(yìpǐn) means top-grade, 大虾(dàxiā) is King Prawns, the translation of 一品大虾(yìpǐndàxiā) in menu is *Braised King Prawns with Special Spicy Sauce*. Added cooking word Braised, a preposition word with and seasoning words Special Spicy Sauce to explain the dish in detail to the TL reader for an intuitive understanding.

l. Paraphrase

According to Newmark (1988), the paraphrase is used to illustrate the meaning of a part of a text: particularly when there are significant implications.

NO.	ST	Word for word translation into SL	TT
18	cháo zhōu lǔ shuǐ 潮 州 卤 水 pīnpán 拼 盘	Chaozhou Marinated Platter	Combination Marinated Chaozhou style with Sliced Duck，Pork Belly and Pig Intestine
19	yángzhīgān lù 杨 枝 甘 露	Poplar branch honeydew	Chilled Mango Sago Cream with Pomelo

In example 18, the phrase 卤水拼盘(lǔshuǐpīnpán) is a kind of mixed pickle meat. The translator paraphrases the Combination Marinated Chaozhou style with Sliced Duck，Pork Belly and Pig Intestine para to render the meaning. In example 19, the dish name 杨枝甘露(yángzhīgānlù) originally means a kind of magic weapon for Guanyin Bodhisattva in Buddha. Guanyin holds a treasure bottle with willow branches in it. The dew in the bottle is called 杨枝甘露(yángzhīgānlù), which made all angry humans from angry into calm and relaxed. As a Hong Kong-style dessert, 杨枝甘露(yángzhīgānlù) consists of grapefruit and mango, as well as sago,

coconut milk, whipped cream and sugar. The translator paraphrased this dish into Chilled Mango Sago Cream with Pomelo is a paraphrase.

m. Couplets

Newmark (1988) states that the couplets translation procedure occurs when a translator uses two different procedures to solve a single problem. This strategy is called "combination" by Schaffner and Wiesemann(2001,p.34).

NO.	ST	Word for word translation into SL	TT
20	chuān wèi huí guō 川 味 回 锅 ròu 肉	Sichuan taste Twice Cook meat	Stir-fried sliced Pork in Sichuan Style

Base on what Newmark said (in number 2) in example 20, it includes Transfer strategy, because 川(chuān) is a short name of a pronvince 四川(sìchuān)*Sichuan*，the translator transferred the word 川(chuān) to the TL by Chinese Pinyin Alphabet Sichuan without any changing. Furthermore, the translator also used Cultural Equivalent strategies. According to Cihai Dictionary, 回锅肉(huíguōròu) is a traditional dish for cooking pork in Chinese Sichuan cuisine. The so-called 回锅(huíguō) means cooking again, which is a Sichuan's unique cooking skill, does not exist in Western cooking. According to Newmark's statement about Cultural Equivalent, the translation stir-fried is not an "accurate" equivalent for the Chinese word.

4. Conclusion

Culture has its own unique language display method, and its translation is that the world's cultural exchanges are closer, and there are different degrees of gaps between each culture. This study was set out to find the CSIs and the dominant translation's strategies applied in the translations of CSIs of Chinese culinary in AH YAT ABALONE seafood restaurant menu, and its English translation is selected. One of the important categorisations of CSI is proposed by Newmark (1988). The researcher draws the conclusion based on the categories and the translation strategies of CSIs as follows: The total amount of the dish names found in this data are 548, 303 items of all dish names found with CSI and the percentage is 55 %, 245 of all dish names found without CSI and the percentage is 45%. The results indicated that over half of the dish names found in the data with CSI. There are 163 kinds of different CSIs found, and the amount of CSIs are 356. These kinds of CSIs including ingredients, cooking technique, seasoning, proper name, shape, metaphor, an illusion, colour, flavour. The terms related to the domains of material culture (food) mainly occurred. Only two terms related to concept and religion are found in the data, and the other domains such as ecology, material culture, social culture, organisations, gesture and habits are not found.

From the analysis of examples in this study, it can be concluded that transmission, naturalisation, cultural equivalence, functional equivalence, descriptive equivalence, synonymy, through-translation, shift or transposition, modulation, componential analysis, reduction and expansion, paraphrase, and couplet were found in the data. While recognised translation, translation label, compensation, and Notes are not found in the data. Among all strategies, the translator, in most cases, has applied transference and descriptive equivalence more than other strategies to cope with the lexical gap. In a dish name translation, the couplet is often used.

Because the concept of CSI in SL is not familiar to TL readers, it does not even exist in the TL. One must consider that, when choosing the translation strategies for translating CSIs, the function of translation must be kept in mind. Not all CSI translations need to be entirely consistent with the effect of the original. The key is that the TL readers' understanding of the concept should be consistent with the SL readers' understanding.

Acknowledgements

The First Author would like to thank and appreciate her supervisor, Dr Ass. Prof. Ni Luh Nyoman Seri Malini has contributed to this current study. Thank you for her criticism, comments and suggestions. Also, we do thank you for the reviewers from Growingscholar publisher who have suggested a lot of theoretical values for the study.

References

Aixelá, J. F. (1996). Culture-specific items in translation. *Translation, power, subversion*, *8*, 52-78.

Bian, H. Y., & Gao, Y. C. (2004). A Comparative Study of Differences Between Chinese and Western Food Cultures [J]. *Journal of Nanjing Forestry University (Humanities and Social Sciences Edition)*, *2*.

Braçaj, M. (2015). Procedures of translating culture-specific concepts. *Mediterranean Journal of Social Sciences*, *6*(1 S1), 476-476. https://doi.org/10.5901/mjss.2015.v6n1s1p476

Davies, E. E. (2003). A goblin or a dirty nose? The treatment of culture-specific references in translations of the Harry Potter books. *The Translator*, *9*(1), 65-100. https://doi.org/10.1080/13556509.2003.10799146

Liswahyuningsih, N. L. G., Artawa, K., Udayana, I. N., & Satyawati, M. S. (2020). Indonesian-English Translation of Idiomatic Noun Phrases: Its Techniques Review. *The International Journal of Social Sciences World (TIJOSSW)*, *2*(01), 65-74.

Manafe, E., Budiarsa, M., & Rajeg, I. M. (2020). Analysis of Translation Method in Translating The Indonesian Bible to Kupang Malay Language. *The International Journal of Language and Cultural (TIJOLAC)*, *2*(01), 32-47.

Masubelele, R. (2015). Do Literary Translators Have a Style of Their Own? Lessons from CSZ Ntuli's Translation of DBZ Ntuli's Short Story Uthingo lwenkosazana (The Rainbow). *Journal of Literary Studies*, *31*(4), 42-55. https://doi.org/10.1080/02564718.2015.1084819

Newmark, P. (1988). *A textbook of translation* (Vol. 66). New York: Prentice hall.

Nida, E. A., & Taber, C. R. (Eds.). (1982). *The theory and practice of translation* (Vol. 8). Brill Archive.

Nord, C. (1997). Translating as a purposeful activity. Manchester: St.

Pedersen, J. (2005, May). How is culture rendered in subtitles. In *MuTra 2005–Challenges of Multidimensional Translation: Conference Proceedings* (pp. 1-18). http://www.euroconferences.info/proceedings/2005_Proceedings/2005_Pedersen_Jan.pdf.

Petrulionė, L. (2012). Translation of culture-specific items from English into Lithuanian: the case of Joanne Harris's novels. *Studies about Languages/Kalbų studijos*, (21), 43-49.

Ramière, N. (2006). Reaching a foreign audience: Cultural transfers in audiovisual translation. *The journal of specialised translation*, *6*, 152-166.

Sudana, I. G. P., & Yadnya, I. B. P. (2021). Contribution of Transposition Procedure to The Structural Adjustments in The Translation of English Memorandum. *The International Journal of Language and Cultural (TIJOLAC)*, *3*(01), 91-102.