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Translation of Indonesian-Arabic Food Product Terms to Enhance Students' Vocabulary

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ABSTRACT

Translation of food product labels has become very important along with the current export-import activities. However, the translation of product labels has become a language and cultural issue. Translators are one indicator of the occurrence of this issue. This study aims to identify translation techniques used on the product labels of one of the snack companies in Indonesia, PT Manohara Asri. This research method uses a descriptive qualitative approach by collecting data samples in the form of snack packaging, then producing description data in the form of written data related to translation techniques used by translators. The results of the study found that there were 7 translation techniques used, namely, literal techniques, transposition techniques, lending techniques, amplification techniques, description techniques, modulation techniques, and particulation techniques. Of the 48 data found in 7 product packaging, it shows that the literal translation technique is the most common technique found on the product label. This research can be used as reference and improvement material for PT Manohara Asri and can be a knowledge for the wider community.

Translation; Food product; Term; Vocabulary

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مستخلص البحث

أصبحت ترجمة ملصقات المنتجات الغذائية مهمة للغاية مع أنشطة الاستيراد والتصدير الحالية. ومع ذلك، أصبحت ترجمة ملصقات المنتجات مشكلة لغوية وثقافية. ويعد المترجمون أحد مؤشرات هذه المشكلة. تهدف هذه الدراسة إلى التعرف على تقنيات الترجمة المستخدمة في ملصقات المنتجات لإحدى شركات الوجبات الخفيفة في إندونيسيا، وهي شركة PT Manohara Asri. يستخدم منهج البحث منهجاً وصفيًا نوعيًا وصفيًا من خلال جمع عينات من البيانات في شكل ملصقات أغذية الوجبات الخفيفة، ثم إنتاج بيانات وصفية في شكل بيانات مكتوبة تتعلق بتقنيات الترجمة المستخدمة من قبل المترجمين. وقد أظهرت النتائج أن هناك 7 تقنيات ترجمة مستخدمة، وهي تقنية الترجمة الحرفية، وتقنية النقل، وتقنية الاقتراض، وتقنية التضخيم،

وتقنية الوصف، وتقنية التحويل، وتقنية التجزئة. من البيانات الـ ٤٨ التي تم العثور عليها في عبوات المنتجات السبعة، تبين أن تقنية الترجمة الحرفية هي التقنية الأكثر شيوعاً الموجودة في ملصقات المنتجات. يمكن استخدام هذا البحث كمادة مرجعية وتحسيناً لشركة PT Manohara Asri ويمكن أن يكون معرفة للمجتمع الأوسع نطاقاً.

ترجمة: المنتجات الغذائية؛ مصطلح: مفردات

الكلمات الرئيسية

INTRODUCTION

Labeling is to include all the information needed on the packaging of a product. Labeling is done after packaging and before shipping goods to the destination country of export. Each type of product has different labeling rules that define the format and content of the label such as the required information, such as the product name, company name and address, weight, instructions for use, as well as additional statements that can be made such as a statement of claim, content location and size, typeface, and the thickness of certain information on the label (ITC, 2011). Food labeling should generally be in the primary language of the export destination country. However, the alternative is usually labeling can be bilingual (bilingual). In this case, translators can contribute and play an important role in translating product labels from BSu, which is the language in which the product is made into BSa as the language of the export destination country.

Product label translation is included in the category of marketing translator because it relates to the business of trading and labeling a product. Translators in this field not only transfer or translate TSu into TSa, but also must know the basics of components in a product, especially food and beverages. In essence, translation is the conveyance of meaning from Bsu into Bsa (Nabilah et al., 2024, p. 169). As a professional translator must be able to adjust the culture and message of the product labelling according to the context and preferences of the target language. The translation of names on food labels naturally serves as intercultural communication and is not limited to language transfer activities at the level of the words only (Putria et al., 2021, p. 51). Proper labeling and marketing of food is also capable of introducing social value in food. This is because the country that produces the product also introduces the culture of the country through the brand and labeling language used. (Al-Rushaidi & Ali, 2017). In writing product labels also requires skills that must be achieved. the importance of clear, accurate, and effective writing by paying attention to aspects such as clarity of writing, correct use of letters, compliance with writing rules, and the ability to convey ideas or feelings through writing (Pradana & Rahmaini, 2024).

To ensure that customers get the right information about the product before purchasing, the information present on the source language label translated into the target language must be relevant, commensurate, and as close as possible to the meaning of the BSu avoiding distortion of meaning. One of the factors that must be considered is: the level of mastery of the Arabic language that he understands and learns (Umi, 2021). This is done taking into account the importance of product translation and labeling. (Maulani Pangestu, 2014, p. 48). The list of raw materials or compositions printed on the packaging labels of food and beverage products is informative. Consumers have the right to know that the components in the manufacture of the product listed can be identified as halal or not the food and beverage. However, there are times when consumers cannot understand the information on the product label because they do not understand the translation and

language of the product manufacturer. Therefore, a product label translator must understand and master the knowledge of product labels, food components, and others into BSu because this relates to the food that will be consumed by consumers.

Research related to product label translation has been carried out by (Maulani Pangestu, 2014) and (Abdul Sukur, 2022). Research by (Maulani Pangestu, 2014) discusses commensurability and translation strategies used in translating labels of food, cosmetics, and medicinal products. Research by (Abdul Sukur, 2022) discusses language and culture issues in product label translation. In the study, it was explained that mastery of language, ideology and understanding of translators is an indicator of language and cultural issues. So what needs to be followed up by the translator is to choose the best translation approach and technique based on the function of use and the type of product label used. One of the theories that a translator must have is knowledge of translation techniques. The translator must understand translation techniques and strategies as well as their use in order to create appropriate and accurate meaning to get the desired meaning (Anwar, 2020). Without this knowledge, the translation will be difficult for BSa readers to understand, or at least the translator can get as close as possible to matching it to a BSa. (Fajar Subhan, 2020, p. 54).

For example, on the packaging of mayasi wafer rolls with different flavors:

Bsu : محشو بكريمة التشيز كيك ويفر رول

Bsa : Wafer roll cheese cake flavor

Bsu : الويفر بنكهة الشوكولاته ملفوف

Bsa : wafer roll chocolate flavor

In the first example, the word roll is translated by absorption using borrowing techniques. While in the second example, the word roll is translated lexically with a literal translation technique which means roll. From this example it can be an issue because translators translate with different techniques, so that vocabulary that should be developed becomes ineffective due to differences in the use of translation techniques. Especially if there is a translated text that contains cultural elements. Techniques are the result of choices made by translators. Whether or not a technique is chosen depends on the context, such as the purpose of translating the text and the expectations of the readers. (Nababan, 2007).

In his research Abdul Sukur, (2022) stated that the translation of food labels is a language and cultural issue because the translation of food names and labels involves cultural connotations that may be difficult to understand and pose various challenges to translators. Label translators must pay attention to the tsu in detail in order to be able to know what method to use in translating that is appropriate for translating food labels. Quoting from (Pahri, 2021) to minimize errors or difficulties, it is necessary to learn and use methods that are appropriate to the current situation. This is one effective way to overcome errors in translation. This can trigger translators to translate culturally diverse texts with different translation techniques. (Sun & Sun, 2017) It also emphasizes the importance of the translation industry to pay attention to the cultural transfer contained in food labels. In addition to the translation industry, this can also be a concern for the food industry that exports and imports food product labels because they will market their products to several countries.

This research focuses on conducting research on one company, namely PT Manohara Asri because the company has until now exported to several country markets for 18 years, including the United Arab Emirates, Jordan, Saudi Arabia, Kuwait, and Palestine which generally use Arabic. The analyzed products are Indonesian products that have Arabic translations. This can also be a concern for the Islamic economy because Arabic is the main communication in it, both with translators and learners. Arabic and language lessons are not only necessary to understand arguments and contracts in Islamic economics, but are also important for studying the sources of law in Islamic economics. Arabic is one of the global languages that can direct actors to participate more widely in it (Yasmar et al., 2024). Arabic has a very important role in the association of all nations that have entered the world of globalization of information and communication. (Sa'idatul Abidah & Suci Rahmadhanti Febriani, 2022). Institutions or corporate bodies should be able to provide flexible Arabic language learning facilities for workers as translators in their companies (A. R. Ritonga et al., 2024). This is one of the factors causing the lack of quality of Arabic in translators so that the accuracy of the translation is less precise. Meanwhile, research conducted on this company is still relatively few and rarely found, especially discussions related to translation techniques on product labels. With this research, it is hoped that it can become knowledge for PT Manohara Asri translators in translating product labels and can be the author's contribution to improving the quality of product label translation.

Translation can be defined in various perspectives with different theoretical backgrounds and approaches. However, this does not affect the difference in meaning in the definition. Translation according to (Newmark, 1988) in his book entitled *A Text Book of Translation* argues that "Translation is rendering the meaning of a text into another language in the way that the author intended the text". Translation is translating the meaning of a text into another language in the way intended by the author of that text. In other words, it expresses the meaning of a text into the target language, exactly what the author wants it to convey.

Translation according to (Nida et al., 1982) that translation involves two languages, namely the source language (BSu) and the target language (BSa). While according to (Larson, 1998) translation consists of lexical, grammatical structure, communication situation and cultural context of BSu, analyzing with the aim of determining meaning then reproducing the same meaning using lexical and grammatical appropriate with BSa. It can also be said that translation transfers the same meaning and the translation can change its form or not be the same as the form of BSu.

From some of the translation theories above, it can be concluded into some important points first, that translation involves two languages, namely the source language (BSu) and the target language (BSa). Second, the source language and the target language are tied together with common meanings. Furthermore, it can be concluded that translation is the transfer of meaning from BSu to BSa, which is in accordance with the content of the message, ideas and ideas contained in BSu, then placed reasonably on BSa. Therefore, the transfer must be carried out commensurate with the understanding captured. Finally, in translation, the language that is transferred is not only a form of language but also the meaning contained and even cultural values need to be conveyed clearly by taking into account the grammatical structure of BSa in order to produce an accurate, acceptable and easy to understand translation. So, the translator must be careful in translating so as not to cause misperceptions and foreign impressions in capturing the message.

Translation technique refers to a set of procedures that translators use to formally investigate, collect and analyze information, and categorize comparable translation work (Majid & Ashari, 2021). Translation learning methods and techniques are useful for enhancing your understanding of better translation, supported by (Schwarz et al., 2016) and (Aulia, 2018). The translation technique oriented in this study is the translation technique by (Molina & Hurtado Albir, 2004) there are 18 types of translation techniques commonly used by translators.

Table 1. Molina & Albir Translation Techniques

Adaptation	Compensation	Borrowing
Amplification	Linguistic Compression	Literal Translation
Description	Discursive Creation	Reduction
Generalization	Modulation	Substitution
Calque	Established Equivalent	Transposition
Linguistic Amplification	Particularization	Variation

METHOD

This study used qualitative-descriptive method. As stated by (Meleong, 1989) That descriptive qualitative method is a procedure that produces descriptive data in the form of written or oral data in the language community. Deliberate sampling, open data collection, analysis of text or images, representation of information in figures and tables, and personal interpretation of findings all inform qualitative methods (Meleong, 1989). Descriptive data in this study is expected to produce a written explanation of the translation techniques used on snack packaging product labels. The source of data in this study comes from the packaging of snack products owned by PT Manohara Asri and the source of supporting data comes from journal articles with similar literature.

The data collection techniques carried out in the analysis of this study are: the first stage, collecting snack product packaging labeled in Arabic. The second stage is to recopy the text on the packaging using a table per product. In the third stage, the author identifies and selects translations related to translation techniques in this study. The last stage, the author classifies the data obtained from the 7 product packaging. PT Manohara Asri's snack packaging products used in this study are: **mayasi chocoreto rolls blackforest flavor, mayasi kuaci garlic flavor, mayasi paw roasted corn flavor, mayasi koro pok-pok ala kentucky, kenji balls barbecue flavor, kenji colak-colek potato stick, and kenji net dendeng flavor.**

RESULTS & DISCUSSION

Based on the results of evidence, translation techniques can be found (Molina & Hurtado Albir, 2004) used in 7 snack packaging products by PT Manohara Asri and identified into several types of techniques with the following details:

Table 2. Translation Technique

No	Translation Techniques	Lots of Data	Percentage
1.	Literal Translation	32	64%
2.	Transposition	9	18%
3.	Borrowing	3	6%
4.	Amplification	2	4%
5.	Calque	1	2%
6.	Description	1	2%
7.	Modulation	1	2%
8.	Particularization	1	2%
	Sum	50	100

From 7 packaging products, 48 data related to translation techniques were found by (Molina & Hurtado Albir, 2004). In the data, 8 techniques were found out of 18 translation techniques used by translators, namely, literal techniques, borrowing techniques, amplification techniques, description techniques, modulation techniques, and particulation techniques.

1. Literal Translation Technique

This translation technique is done by translating words or expressions word for word with a slight adjustment of BSA. Word-for-word translation is almost the same as literal translation. To prevent misunderstandings in the translation of scientific texts, this technique is used (Volf, 2020). Literal translation techniques on product labels are widely found. Judging from some examples of the findings below, the translation is still oriented to the source language. Both lexically and grammatically.

Table 3. Literal Translation Techniques

Source Language	Target Language
Cokelat hitam compound	الشوكولاتة الداكنة المركبة
Pewarna alami caramel kelas III (E150C)	ملون طبيعي كراميل 3 (E150C)
Simpan ditempat sejuk dan kering	يحفظ في مكان بارد وجاف
Mengandung allergen, lihat daftar bahan yang dicetak tebal	يحتوي على مسببات الحساسية, أنظر قائمة المكونات بالخط السميك
Berat bersih	الوزن الصافي
Bubuk kakao	مسحوق الكاكاو
Tepung jagung	دقيق الذرة
Kacang koro	فول العريض

Tepung beras

دقيق الرز

2. Transposition Technique

In this technique, the translator transforms the category of the grammatical structure of the source text into the grammatical of the target language. This technique is used because of the difference between the grammatical structure of the source language and the target language.

In addition to grammatical differences between Bsu and Bsa, the three examples below are also translated by transposition techniques because of certain terms that have been grammatically determined, either referring to dictionaries or other references. So it is undeniable that translators also use this translation technique.

Table 4. Transposition Technique

Source Language	Target Language
Perisa sintetik mentega	نكهة الزبدة الاصطناعية
Mononatrium glutamat E621	جلوتاميت أحادي الصوديوم ٦٢١E
Mengandung hidrolisat protein nabati	تحتوي على بروتين نباتي متحلل

3. Borrowing Technique

Borrowing translation technique is a translation technique that borrows words from the source language. There are two types of this translation technique, namely, pure borrowing in the form of borrowing words that do not change anything from the source language and naturalized borrowing techniques in the form of borrowing adjusted to the spelling of the target language.

In the first finding, the phrase wafer roll was translated the same as the source language into **ويفر رول** and black forest translates to **البلاك فورست**. Both translations fall into the category of naturalized borrowing translation techniques where the word is adjusted to the spelling of the target language.

In the second finding, the word pok-pok was also translated as is by naturalized borrowing techniques by adjusting the spelling of the target language. The word pok-pok is a word that has cultural elements from the source language. The meaning of the word pok-pok is because the form of the food is small koro beans such as fried popcorn like Kentucky or flour fried chicken, so the word Kentucky is also added which is translated borrowing by the translator.

For this translation, there is arabization, namely the absorption of foreign languages where translators use borrowing translation techniques, namely in the word **البُلجوجي** as bulgogi. The word bulgogi comes from Korean, namely "bul" which means smoke / fire and "gogi" which means meat. It literally means "burnt meat" or "smoked meat". Translator selects words **البُلجوجي** because the term is more general. But the word bulgogi in search refers more to the context of Korean food, because bulgogi is one of the typical food and cuisine menus in Korea.

Table 5. Borrowing Technique

Source Language	Target Language
Wafer roll isi krim rasa blackforest	ويفر رول محشو بكريمة البلاك فورست
Kacang koro pok pok ala kentucky	الفول العريض بوك بوك (نكهة كنتكي)
Bumbu rasa sapi panggang	تابل البلجوجي

4. Amplification Technique

This translation technique is a technique in which the translator adds details of information that is not in the source language but does not subtract or change the source text. The amplification technique is opposite to the reduction translation technique.

In the example of the first finding, the translator adds the word بلدكم which means your country. These details are added by translators with the intention of maintaining cleanliness wherever we are, especially in our own country.

In the example of the second finding, the translator adds الخل في which means "in vinegar". Marination comes from a combination of oil, acid, and spices to soak the meat before cooking. (Cumbay & Schneider, 2008). The meaning of "in vinegar" is because the marination or squeezing process generally occurs acidification with spices used such as vinegar, lemon juice, or wine wine or wine. Therefore, the translator added the details of vinegar because marinating uses additional vinegar.

Table 6. Amplification Technique

Source Language	Target Language
Jagalah kebersihan	حافظوا على نظافة بلدكم
Bumbu rasa ayam marinasi	تابل الدجاجة المنقوع في الخل

5. Calque Technique

Calque technique is a technique of translating words or phrases literally either lexically or structurally. The borrowing technique with the kalke technique is almost the same. The borrowing technique is used when the source text has no equivalent in the target language. While the calque technique, the translated text has a commensurate meaning, but the translator still uses and maintains the translation for the benefit of bringing the atmosphere of the source language into the atmosphere of the target language.

Table 7. Calque Technique

Source Language	Target Language
Kode produksi	كود الانتاج

6. Description Technique

On kenji net packaging, the taste of jerky is translated by following the spelling of the source language, jerky. In this case, it can also be called a borrowing technique.

However, the translator added an explanation in parentheses meaning "cured beef". Dendeng is a typical Indonesian food of West Sumatra in the form of sliced beef that is boiled first, dried to dry, and will be fried to a crisp. Jerky is usually dried by the preservation method. Here the translator adds a description because jerky is a term that has cultural elements of the source language, and no equivalent is found in the target language. So the translator uses the technique of translating descriptions so that the taste of the food is conveyed and can be understood by the public.

Table 8. Description Technique

Source Language	Target Language
Rasa dendeng	طعم الدندنج (لحم عجل مُقَدَّد)

7. Modulation Technique

In this technique the translator changes the point of view, focus, or cognitive category in relation to BSu; It can be lexical or structural.

In this translation, the phrase "well used before" is translated to "تاريخ انتهاء الصلاحية" which means "expiration date". The translator changes the perspective of translation lexically.

Table 9. Modulation Techniques

Source Language	Target Language
Baik digunakan sebelum	تاريخ انتهاء الصلاحية

8. Particularization Technique

In the packaging of onion flavored maaci mayasi found 1 technique of particulation translation in words "بذور البطيخ" which means watermelon seeds. Kuaci is a snack in the form of watermelon seeds, waluh seeds, or sunflower seeds that are dried and salted. The roasting process gives it a pleasant aroma, and the addition of salt gives it a savory taste and increases durability (Astawan, 2009) Here the translator translates the compound with a more specific and specific term, namely watermelon seeds. Although watermelon seeds are part of the vinegar, the translator chose the wrong translation because the compound intended for this product is a compound with sunflower seeds instead of watermelon seeds.

Tabel 10. Temuan Teknik Partikulasi

Source Language	Target Language
Kuaci rasa bawang	بذور البطيخ المملح الثوم

From the table above, as many as 8 techniques are found in the translation of food product labels. And the most commonly found translation technique is the literal translation technique as many as 32 data ranging from 64% overall. In snack packaging product labels generally have many food terms whose translation uses literal techniques in the target language. Such as, cornstarch with دقيق الذرة , cocoa powder with مسحوق الكاكاو and more. Literal translation occurs when the structure, lexical and morphology between two languages have commensurate. According to (Vinay & Darbelnet, 1995) in (Venuti,

n.d.), this translation is only possible when the two languages have a very close relationship. The second technique, the transposition technique, has 9 data with a percentage of 18%. The third technique is the borrowing technique. The data found were 3 data with a percentage of 6% less than the previous technique. Generally, translators use this technique to translate texts related to cultural elements that cannot be found in the target language. In food product labels, there is often text in the form of the name of a typical food of a certain region or with certain terms that are only used in the source language. The fourth technique is an amplification technique with 2 data around 4%. This translation of amplification techniques on product labels only adds detailed information. The fifth translation technique is the kalke technique which found as much as 1 data with a percentage of 2%. In this technique, the translator translates the word "code" with the same translation following the source language. However, use spelling in the target language. The sixth technique is the description technique with the acquisition of 1 data the same as the previous technique of 2%. The description technique in this translation explains the term from the regional food, jerky which is described with cured beef. Then the seventh there is a modulation technique with 1 data only 2% in chaos. The translator changed the point of view of the phrase "good used before" to "expiration date". The last translation technique is the particulation technique which is also found only 1 data with a percentage of 2%. In this technique, the translator uses the technique correctly however, only the selection of translations is not quite right. Each technique used in translation has its own advantages and disadvantages (Hanum, 2023). In this case, the translator also needs to study more deeply related to the terms and vocabulary to be translated. Vocabulary is one aspect that supports speaking skills, reading skills, and other abilities (M. Ritonga et al., 2023) including the ability to translate. Vocabulary learning can be the basis for honing communication skills as a life skill in a foreign language, both orally and in writing, correctly and precisely. There are several things to consider when learning vocabulary because vocabulary needs to be taught in context, that is, vocabulary has several different meanings and forms of vocabulary that cannot be understood properly if you do not know how to use it in a sentence (Intan & Jamil, 2024).

CONCLUSIONS

Based on the results of the study, the translation techniques used on food product labels owned by PT Manohara Asri identified 8 translation techniques, namely, literal techniques, transposition techniques, lending techniques, amplification techniques, description techniques, modulation techniques, and particulation techniques. The most commonly found translation technique is the literal translation technique. Literal translation techniques can be an alternative technique for translating product labels, because in general product labels contain terms or components of a food. In the translation of product labels, there are also several texts containing cultural elements that must be paid more attention to when translating them so that they are no longer language and cultural issues in product label translation.

The use of translation techniques greatly affects the translation results. So the translator must be careful in translating and also pay attention to the text to be translated whether it is appropriate to use the technique.

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