Translation Techniques Applied in Bilingual Texts on Information Boards at Starbucks Reserve Dewata

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis teknik penerjemahan yang digunakan dalam teks dwibahasa yang terdapat pada papan informasi di Starbucks Reserve Dewata, Bali. Peneliti menggunakan metode kualitatif deskriptif, dengan data yang dikumpulkan melalui dokumentasi dua puluh delapan pasang teks dwibahasa dan observasi yang terlibat dalam pembuatan konten. Analisis difokuskan pada unit penerjemahan untuk mengidentifikasi teknik yang digunakan dan faktor-faktor yang mempengaruhi pemilihannya. Hasilnya menunjukkan bahwa ada tujuh teknik penerjemahan utama yang digunakan: penerjemahan harfiah, pemindahan, modulasi, adaptasi, reduksi, parafrase, dan perluasan. Penerjemahan harfiah dan pengalihan biasanya digunakan untuk nama produk dan frasa standar untuk menjaga konsistensi merek. Adaptasi dan modulasi digunakan untuk menyelaraskan pesan dengan norma-norma budaya setempat. Pengurangan digunakan untuk papan yang terbatas ruangnya, sementara parafrase dan perluasan digunakan secara selektif untuk memperjelas petunjuk layanan dan memperkaya konten naratif. Pilihan teknik penerjemahan dipengaruhi oleh profil pengunjung yang beragam, fungsi komunikatif setiap papan, dan kendala desain visual. Meskipun sebagian besar terjemahan berhasil menyampaikan pesan yang dimaksud, beberapa masalah seperti yang terlalu harfiah atau terjemahan yang tidak sesuai dengan budaya masih ditemukan. Oleh karena itu, evaluasi rutin terhadap kualitas terjemahan diperlukan untuk meningkatkan efektivitas komunikasi dan meningkatkan pengalaman pengunjung.

Kata Kunci: Teknik Penerjemahan, Teks Dwibahasa, Papan Informasi, *Starbucks Reserve Dewata*, Adaptasi Budaya.

ABSTRACT

This study aims to analyze the translation techniques used in bilingual texts found on information boards at Starbucks Reserve Dewata in Bali. A descriptive qualitative method was applied, with data collected through documentation of twenty eight pairs of bilingual texts and observation involved in content creation. The analysis focused on translation units to identify the techniques used and the factors influencing their selection. The results indicate that seven primary translation techniques were employed: literal translation, transference, modulation, adaptation, reduction, paraphrasing, and expansion. Literal translation and transference were commonly used for product names and standard phrases to maintain brand consistency. Adaptation and modulation were applied to align messages with local cultural norms. Reduction was used for space-limited boards, while paraphrasing and expansion were selectively applied to clarify service instructions and enrich narrative content. The choice of translation techniques was influenced by the diverse visitor profile, the communicative function of each board, and visual design constraints. While most translations successfully conveyed the intended messages, some issues such as overly literal or culturally inappropriate renderings were still identified. Therefore, regular evaluation of translation quality is necessary to improve communication effectiveness and enhance visitor experience.

Keywords: Translation Techniques, Bilingual Texts, Information Boards, Starbucks Reserve Dewata, Cultural Adaptation.

INTRODUCTION

In the present interconnected world, effective communication involves more than just the transmission of information it requires ensuring that messages are comprehended as intended, taking into account cultural differences, language barriers, and local customs (Paramarta, 2022). For businesses operating in multicultural environments, like restaurants or coffeehouses, it is essential to communicate clearly and efficiently to meet the needs of a diverse clientele (Artawa et al., 2023).

At Starbucks, a leading global coffeehouse chain, the importance of effective communication is evident in the way the company interacts with its customers. Starbucks serves a broad spectrum of customers, including both local residents and international visitors. At Starbucks Reserve Dewata in Bali, Indonesia, for example, information boards play a crucial role in conveying important details about products, services, and the brand values.

These boards serve as a communication tool to ensure that all customers regardless of language or cultural background can understand the offerings available, enhancing their overall experience and facilitating a smoother interaction (Yuliandari et

al., 2023). The use of information boards in such a setting goes beyond just listing items it is about effectively conveying the essence of the Starbucks experience in a way that resonates with diverse audiences.

The concept of translation extends beyond mere word-for-word substitution; it involves conveying meaning, intent, and cultural nuances from one language to another (Sari et al., 2021). As Baker (1992) notes, translation is a cultural exchange that requires sensitivity to the context in which messages are communicated. Translation techniques can vary widely, encompassing strategies such as adaptation, paraphrasing, and localization. Newmark, (1998) states that a translator can employ several procedures to address various issues in the translation process, particularly problems that arise in translation units smaller than the entire text.

In the context of Starbucks Reserve Dewata, the information boards serve as a point of contact between the brand and its diverse clientele. Effective translation on these boards not only facilitates clear communication but also reinforces the brand's commitment to inclusivity and customer satisfaction (Putri et al., 2019). Moreover, the diverse clientele at Starbucks Reserve Dewata, which includes both local customers and international tourists, presents a unique challenge in ensuring that translated information is both culturally sensitive and contextually relevant.

Prior research has emphasized the importance of cultural adaptation in translation within tourism and hospitality sectors (Luh et al., 2023). For instance, Jin and Wu (2018) found that culturally sensitive translation in the hospitality industry enhances customer loyalty and satisfaction, while Zhang and Lee (2020) highlighted that localization and adaptation techniques are essential for ensuring clarity of information for international tourists in Asia. Similarly, Suyasa (2019), in his study on the hospitality industry in Bali, revealed that poor translation without cultural consideration can lead to misunderstandings and negatively affect customer perception. Despite these valuable contributions, most existing studies have focused on verbal communication, website content, or marketing materials, with limited attention given to in-situ informational texts such as signage or information boards within F&B establishments. This gap underscores the need to explore how translation is applied in public-facing content like information boards, particularly in locations that blend

tourism and food service experiences. Therefore, this study aims to analyze the translation techniques employed on information boards at Starbucks Reserve Dewata, examining their effectiveness in facilitating cross-cultural communication and enhancing the customer experience.

RESEARCH METHODOLOGY

This research adopts a descriptive qualitative approach, which is well suited for examining and interpreting the translation techniques used on the information boards at Starbucks Reserve Dewata in Bali. The sources of data of this study are the information boards at Starbucks Reserve Dewata in Bali, Indonesia. The primary focus is on the translations present on these boards, which communicate key information such as product descriptions, promotions, store policies, and the Starbucks brand's values. The data for this study was collected through two primary methods: document analysis and observation.

FINDINGS AND DISSCUSSIONS

1. FINDINGS

The findings of this research aim to identify the types of translation techniques applied, determine their frequency, and examine how cultural and contextual considerations influence translation choices. The researcher divided the results into three categories in order to answer each of the research questions. The first category answers the first research question, which is which techniques are predominantly used. The second category supports the first research question statistically. Moreover, the last category answers the second research question, which is what factors influencing the choice of translation techniques used in Starbucks Reserve Dewata by examining how cultural and contextual considerations influence translation choices. The results are organized into three main categories as follows.

1. Types of Translation Techniques

Based on an analysis of 28 pairs of bilingual texts on information boards at

Starbucks Reserve Dewata, seven translation techniques were identified as being used by the translators. These techniques are: literal translation, adaptation, paraphrasing, reduction, transference (borrowed terms), expansion, and modulation. These techniques are used to adapt meaning to the target audience, clarify information, and preserve cultural values and the Starbucks brand identity.

For instance, literal translation is commonly applied to procedural or technical texts, such as "Biji akan disebar di atas terpal..." which is translated directly into English to maintain factual and structural integrity. In contrast, adaptation is typically used in directive texts, as seen in the translation of "Hati-hati dengan barang bawaan Anda" into "Please mind your belongings at all times!", which reflects the target language's politeness conventions. Paraphrasing frequently appears in expressive or promotional content, allowing for stylistic adjustments to enhance emotional appeal such as in descriptions of Sumatra's coffee heritage.

Expansion is also applied to narrative or interpretive texts, where additional detail or elaboration is added to enrich the contextual and emotional experience. For example, the Indonesian version of "Where the story of Indonesian coffee begins..." includes added imagery and narrative depth to highlight the beauty and care involved in local coffee farming practices, which is not explicitly present in the English source text.

A clear example of reduction combined with adaptation is seen in the signage that restricts outside food and beverages, where the Indonesian version is shortened and adjusted in English for clarity and directness. 28 Although transference is not formally categorized in the dataset, certain product names and technical terms such as portafilter and Frappuccino are retained in English.

2. Frequency of Translation Techniques

The results indicate that paraphrasing is the most frequently applied technique (35.7%), followed by literal translation (32.1%) and modulation (14.3%). Techniques such as adaptation (10.7%), reduction combined with adaptation, expansion combined with paraphrasing, and transference were each used once (3.6%).

This distribution suggests a tendency toward techniques that prioritize clarity, naturalness, and target-audience readability, rather than strict formal equivalence with the source text. The prevalence of paraphrasing and modulation highlights the

translator's intention to preserve the communicative effect while making the message more engaging and accessible, particularly in the context of promotional and instructional content.

3. Factors Influencing the Selection of Translation Techniques

Based on 28 pairs of bilingual text data analyzed from information boards at Starbucks Reserve Dewata, several translation techniques were identified, including paraphrasing, adaptation, literal translation, and reduction combined with adaptation. The analysis of the translation patterns revealed consistent tendencies in the application of techniques, which allowed the researcher to identify several factors influencing the choice of translation technique. These factors can be grouped into three main categories as follows:

a. There seems to be a significant impact on the target audience component.

For example, the use of phrases such as "take a sip, sit back, and share a serene moment" on the information board (see appendix). Meanwhile, technical terms such as portafilter, roasting machine, or depulping are maintained or explained briefly to maintain brand credibility (leading to literal or borrowing techniques).

b. The function and purpose of the text are important.

Informative and technical texts often use literal translation to maintain their meaning, while expressive or promotional texts use paraphrasing and adaptation more to make communication more interesting and clearer. For example, in the datasets, informative texts (e.g. explanations of the coffee processing process or the role of biodiversity) tend to use literal translation or paraphrasing to maintain accuracy. Directive texts (e.g. prohibitions, instructions) tend to use adaptation to sound more polite and persuasive in the target language context. Expressive/promotional texts (e.g. place descriptions, greetings, "coffee journey" narratives) more often use paraphrasing and creative adaptation to strengthen brand image and emotional appeal.

c. The choice of technique is also influenced by the media format, namely the information board.

This can be seen from the fact that there is a simplification or shortening of sentences (reduction), as seen in the data on the information board: ID: "Mohon untuk tidak membawa makanan dan minuman dari luar Starbucks" to EN: "Outside food and beverages are not allowed". Sentences are made concise, direct, and easy to understand, especially on prohibition or instruction boards.

d. The absence of techniques such as transference, reduction, and cultural substitution suggests that the source text tends to be culturally neutral.

This can be assumed as part of Starbucks' global communication strategy of using culturally neutral language.

2. DISSCUSSIONS

The findings indicate that the choice of translation technique is strongly influenced by the type and purpose of each text, whether informative, directive, or expressive. These techniques reflect efforts to retain the intended meaning while adapting the message to align with the communication norms and cultural expectations of the target audience.

Paraphrasing emerged as the most frequently used technique, particularly in texts with expressive and promotional functions. This is evident in the translation of the Indonesian sentence "Pulau Sumatera menghasilkan berbagai kopi terunik di dunia. Tempat tumbuhnya kopi tersebut dan bagaimana pengolahannya berpengaruh dalam menghasilkan secangkir kopi yang tak terlupakan. Nikmatilah pengalaman interaktif dari biji hingga ke cangkir kopi…" into "The remote Indonesian island of Sumatra produces some of the most unique coffees in the world. The combination of where it is grown and how it is processed make for an exceptional cup. Enjoy the seed to cup interactive journey…". According to House's (2015) theory of dynamic equivalence, this approach is appropriate as it emphasizes conveying the same 34 communicative function in the target language. Similarly, Munday (2016) and Nord (1997) argue that paraphrasing supports the functional goal of the text, especially for promotional content.

Literal translation was the second most used technique, particularly for factual and procedural texts. This is shown in the translation of "Para petani harus berhati-hati dalam memilih benih dari tanaman terbaiknya agar dapat ditumbuhkan menjadi panen

selanjutnya" into "Farmers must carefully select seeds from their healthiest plants to grow into their future crop". This choice maintains structural and semantic accuracy, which is crucial for instructional clarity.

Modulation was also commonly observed, involving shifts in perspective or tone to align with politeness norms in the target culture. For example, the phrase "Hati-hati dengan barang bawaan Anda" is translated as "Please mind your belongings at all times!" in both instances it appeared. The direct imperative is softened into a more polite and culturally appropriate form for English-speaking audiences, demonstrating a shift that supports Munday's (2016) view on modality and interpersonal meaning in translation.

Adaptation was used when the translation needed to follow cultural or linguistic conventions in the target language. One example is "Terimakasih untuk tidak membuang sampah atau produk lainnya kedalam lubang toilet," which becomes "Thank you for not throwing any trash or paper products into the toilet bowl." The English version reflects conventions of politeness and fluency, and demonstrates awareness of audience expectations.

Reduction combined with adaptation appeared in a limited number of cases but was effective, particularly where space constraints were a factor. The translation of "Mohon untuk tidak membawa makanan dan minuman dari luar Starbucks" into "Outside food and beverage are not allowed" is a clear instance.

Expansion, although less frequent, served a valuable role in enhancing narrative content. In the translation of "Setelah dikirim ke Seattle... Kopi dicicipi dalam berbagai profil..." into "After shipping to Seattle, a small sample of the green beans are then sample roasted. As Munday (2016) observes, genre and communicative intention can justify expansion for stylistic or affective effect, especially in marketing and promotional texts. Transference was observed in the retention of certain technical terms such as "portafilter" in "Untuk memulai proses penyeduhan, kunci portafilter dengan memutar gagang ke kiri." The decision not to translate the term preserves consistency and ensures alignment with global coffee terminology. Other examples include brand-specific terms such as "Frappuccino," which are also retained in their original English form. According to Littau (2011), the material and technical features of the medium (including brand and layout considerations) play a role in how translation decisions are

made, especially in multimodal communication environments.

This study contributes to the understanding of how translation operates within the constraints and goals of commercial and public communication. Although the analysis does not involve direct interviews with the translators, the 37 text-based approach supported by relevant theories offers a grounded understanding of the logic behind translation decisions in multilingual, multicultural environments.

CONCLUSION

According to the analysis of 28 bilingual text pairs on information boards at Starbucks Reserve Dewata revealed that seven different translation techniques were employed: paraphrasing, literal translation, modulation, adaptation, reduction combined with adaptation, expansion combined with paraphrasing, and transference. Among these, paraphrasing was the most frequently used technique, followed by literal translation and modulation. Paraphrasing was commonly applied in expressive and promotional content to make the message more natural and emotionally engaging for international audiences. Literal translation was typically used in informative and technical content to maintain clarity and precision.

The choice of translation techniques was shaped by three primary factors: the characteristics of the target audience, the communicative function of the text, and the limitations of the information board as a medium. Messages were adjusted to be more accessible and culturally appropriate for both local and international customers. Informative texts prioritized accuracy, while directive and promotional messages required more adaptive and expressive techniques.

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