



An Analysis of Translation Strategies of Thai Snacks and Thai Desserts
in Tumrub Thai Cookbook

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ABSTRACT

In translating cookery book from Thai to English language, translators need to know both grammatical structures and cultural knowledge since food is considered as a cultural matter. In addition, translators need to keep the message in the SL natural and acceptable as much as possible since some concepts in Thai may not have in the source language. Therefore, the translator has to employ several translation strategies in order to convey the meaning of the source language into the target language effectively. For this reason, this study aims to study translation strategies that are employed in Thai desserts by focusing on the interpretation of desserts' names, ingredients, preparations, servings, and chef's suggestions.

The sample texts used in this study were taken from the cookery book Tumrub Thai (Thai Recipes). The section of Thai desserts was selected to study the strategies of translation of food names, ingredients, preparations, servings, and chef's suggestions. In analyzing the data, the texts of the Thai and the English language were read carefully. Then, the two sections: The interpretations of Thai desserts were selected from the book to see the translation strategies. These terms were analyzed based on the conceptual frameworks presented in the literature review. After that, the researcher counted for the frequencies of occurrence of each type of strategy and identified the strategies which are used most by the two books.

The results showed that in each section, the translator employed nine strategies for translating Thai words to English words which were using Thai equivalence, omissions, changing structures, using loan words, using transliteration, paraphrasing, using a more general word, adding words, and using a more specific word. These strategies are in the order of most frequently used to the least.