

CHAPTER I

INTRODUCTION

1.1 Background of Study

Effective communication is essential in today's interconnected world to promote cooperation and understanding among people speaking different languages and cultures. This is particularly true in the foodservice and hospitality sectors, where excellent communication has a direct impact on client happiness and service caliber. Transmitting information is only one aspect of effective communication; another is making sure that messages are understood as intended while accounting for linguistic obstacles, cultural differences, and regional norms. To satisfy the demands of a varied clientele, companies that operate in multicultural settings, such as coffee shops or restaurants, must communicate effectively and clearly.

The way Starbucks, a well-known international chain of coffee shops, engages with its patrons demonstrates the value of good communication. Starbucks caters to a wide range of clients, including both domestic and foreign tourists. For instance, information boards are essential for communicating vital information about goods, services, and the brand values at Starbucks Reserve Dewata in Bali, Indonesia. By acting as a communication tool, these boards make sure that all patrons, irrespective of language or cultural background, are able to comprehend the offerings, improving their overall experience and promoting more seamless interactions. The goal of using information boards in this context is to successfully communicate the essence of the Starbucks experience in a way that appeals to a variety of audiences, not just to list products. These boards often feature multilingual translations, catering to both local and international customers, thus contributing to a more inclusive and accessible service environment. In this context, the purpose of the information boards is not only to provide functional details (such as menu items, promotions, or store policies) but also to reflect the values of the brand, ensuring that the messages align with the company's commitment to customer satisfaction and cultural sensitivity.

The idea of translation goes beyond simply replacing words; it involves transferring meaning, intention, and cultural subtleties between languages. According to Baker (1992), translation is a cultural interaction that demands awareness of the context in which communication takes place. The necessity for accurate and culturally relevant translations is particularly pronounced in the hospitality industry, where customer satisfaction is paramount. Jin and Wu, 2018 emphasize that well-executed translation can significantly improve customer engagement and loyalty, underscoring its role in enhancing the service experience.

Translation methods can differ significantly, including approaches like adaptation, paraphrasing, and localization. According to Newmark (1998), translators may use various techniques to tackle different challenges encountered during translation, especially those involving smaller units within the text rather than the whole text itself. House (2015) discusses the importance of considering the target audience's cultural context to achieve dynamic equivalence in translation, ensuring that the intended message resonates with the audience. This approach is particularly relevant for multinational brands like Starbucks, which must navigate different cultural landscapes while maintaining a cohesive brand identity.

At Starbucks Reserve Dewata, the information boards act as a connection between the brand and its varied customers. Accurate translation on these signs helps ensure clear communication while also highlighting the brand's dedication to inclusivity and meeting customer expectations. However, despite Starbucks intention to provide effective communication through its information boards, there are concerns about the adequacy of the translation techniques used. The application of translation techniques may not always be fully effective, resulting in translations that fail to convey the intended meaning or cultural nuances, which could lead to misunderstandings among customers.

In addition, the varied customer base 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. For example, Jin and Wu (2018)

demonstrated that translations mindful of cultural differences in the hospitality industry boost both customer loyalty and satisfaction. Meanwhile, Zhang and Lee (2020) stressed the importance of localization and adaptation strategies to provide clear information to international travelers in Asia. Similarly, Suyasa (2019) showed in his research on Bali's hospitality sector that translations lacking cultural awareness can cause misunderstandings and adversely influence how customers view the service.

Although these studies offer important insights, the majority have concentrated on spoken communication, website content, or promotional materials, while relatively few have examined on-site informational texts like signs or information boards in food and beverage venues. Furthermore, little research has specifically analyzed how translation techniques are implemented in a branded coffeehouse setting that caters to a multicultural audience, such as Starbucks Reserve Dewata.

This gap highlights the importance of investigating the use of translation in public-facing materials such as information boards, especially in places where tourism and food service intersect. Consequently, this study intends to examine the translation methods used on information boards at Starbucks Reserve Dewata, assessing how effectively they support cross-cultural communication and improve customer experience. By focusing on this relatively unexplored topic, the research aims to enhance the understanding of translation practices within multicultural food and beverage settings.

1.2 Identification of the Problem

Effective communication in a multicultural setting such as Starbucks Reserve Dewata requires not only accurate translation but also cultural and contextual appropriateness. However, several issues have been identified that may hinder the achievement of this goal.

One of the key concerns is the inadequate application of translation techniques. While Starbucks aims to provide clear and accessible information through its information boards, there may be shortcomings in the understanding and

implementation of appropriate translation strategies. This can lead to translations that do not fully convey the intended message or fail to capture important cultural nuances, resulting in potential misunderstandings among customers.

Another issue lies in cultural sensitivity and contextual relevance. Given the diverse nature of the clientele ranging from local customers to international tourists effective translation must go beyond linguistic accuracy. It must consider the cultural backgrounds and expectations of different audiences. When cultural contexts are not adequately addressed, it may reduce message clarity and negatively impact customer experience.

1.3 Limitation of the Problem

This study is confined to the analysis of translation techniques used on information boards at Starbucks Reserve Dewata, located in Bali, Indonesia. The focus is on examining how well these translations facilitate communication between Starbucks and its diverse clientele, using translation theories from Newmark (1998) and House (2015).

The scope of the research is limited to only one specific Starbucks location, which means the findings may not be generalizable to other Starbucks outlets or to other businesses operating in similar multicultural settings. The study only analyzes written translations on the information boards, excluding other potential factors such as audio, visual signage, or customer service interactions, which also contribute to effective communication.

Furthermore, the study does not incorporate customer feedback or perception data, which would provide a more holistic understanding of how well the translations are received by the target audience. Without direct input from customers, the study relies solely on a linguistic and cultural analysis of the translations, which may not fully capture the overall impact of the translations on customer satisfaction or engagement.

1.4 Statements of the Problem

Based on the identification and limitations of the research above, there are two key research questions emerge:

1. Which translation techniques are predominantly used at Starbucks Reserve Dewata?
2. What factors influence the choice of translation techniques in this particular setting?

1.5 Purposes of the Study

Based on the statements of the problems above, this study is intended to:

1. To find out the specific translation techniques used on the information boards at Starbucks Reserve Dewata.
2. To determine the factors influencing the choice of translation techniques used in translation of the information boards at Starbucks Reserve Dewata.

1.6 Significance of the Study

The result obtained in the study to provide an understanding of the translation landscape as well as o provide theoretical and practical interest.

1. Theoretical Significances

This research enhances existing theories of translation by providing empirical evidence on the application of various translation techniques in a multicultural context. It supports the notion that translation is not merely a linguistic process but a cultural exchange that requires an understanding of context and audience. This study builds upon the theoretical framework established, reinforcing the importance of cultural nuances in translation and expanding the academic discourse on effective communication in global business.

2. Practical Significances

Benefits for Students and Future Researchers:

For students, this research offers valuable insights into real-world translation practices, especially in the context of businesses like Starbucks Reserve Dewata. By understanding how translation techniques are applied to

serve a diverse customer base, students can learn about the challenges and strategies involved in cross-cultural communication. This knowledge can enhance their skills in translation and intercultural communication, which are highly applicable in various fields like tourism, business, and public relations.

For future researchers, this study opens up opportunities to explore deeper aspects of translation in the hospitality industry and other sectors. It encourages further investigation into how translation practices can be optimized for different audiences and contexts. Additionally, this research can inspire studies that compare translation techniques across different companies or regions, helping to build a broader understanding of effective translation strategies in globalized business environments.

