

CHAPTER ONE

INTRODUCTION

1.1. Background of The Study

As a member of the World Trade Organization (WTO), Indonesia is complying with globalization and free trade with key measures including opportunities for business players (Wirata, 2013). So, to do business, communication is needed as a tool of language, so in communicating one to other, translation activities have become more important practices. Because translation is not only changing or transferring words, but more importantly, it has to take into consideration the meaning or message behind the words. Moreover, the meaning should be accurate, natural, and communicative. This is why translators are now emerging to be a key position in high level of communication. While, translating is not an easy task. According to Mendoza (2008), there are some difficulties that often faced by translators, such as the different structure between the source and the target language, the different cultural context, the rules of language, and the styles of language.

Based on the problems that would be faced by the translator, it is important to know the process of reconstructed word from the source language into the target language and it is arranged based on the structure of the sentence in the target language, therefore there will be no loss meaning. Larson (1984: 2) states that a translator must analyze the text comprehensively in order to determine its meaning, and then reconstruct the same meaning by using the grammatical structure that is appropriate in the target language and its cultural context. So, it

can be inferred that translators have the main task to achieve translation equivalence of source language texts in target language texts. However, sometimes, due to the difference of structure and culture between source language and the target language, translation results in shift.

According to Vinay and Darbelnet (2001: 58), equivalence refers to cases where languages describe the same situation by different stylistic or structural means. A shift is a translation method that involves replacing the source of language elements into the elements of the target language without changing the meaning. It represents some changes occurring in a translation process in order to express the same message in the target text. Translation shift and equivalence will help the translators to keep the messages communicative and natural. Catford (1965: 73) states there are two kinds of translation shift, namely *level shift* and *category shift*. A level shift focuses on the changing of level from grammar to lexis, while category shift focuses on all kinds of grammatical changes. This research just focuses on category shift. It because of each region has different social culture which is considered to accelerate the problem. Each culture has different language. Each language organizes the word, their sentences and their expressions differently, so there will be grammatical changes in translating. While this research doesn't discuss about level shift because grammar and lexis is static, all of regions have same grammar and lexis.

This research tries to find the shifts and equivalence in Bahasa Indonesia translation of English noun phrase. In Indonesia and English, structures of noun

phrases are different. As we know that noun phrase exist in every sentence of language. However many students are still confused in differentiating the word order in head words of the Indonesia and English noun phrases. In Indonesia noun phrases, the head word is head– initial position, while in English the head word is head – final position. Therefore, the core of the phrases is head word, which is used to determine the meaning and the word class. Noun phrase consists of group of words that ends with a noun. It contains determiners, adjectives, adverbs and nouns (Frank, 2000: 53). The researcher is interested in analysing the different structure between the source language and the target language of noun phrase. However there are many works of translations in the literature filed which has its source language (SL) and the target language (TL) together inside of it. One of them shows in a magazine.

The data in this research which is in the forms of the translation shift and equivalence analysis of the English noun phrase into Indonesian were taken from the articles in the Colours (Garuda Indonesia magazine). Like other translating processes, the most common problems of translating a magazine is the choice of appropriate dictions or words as well as phrases that can represent the exact meaning proposed by the source language text. Referring to different social and cultural background, the process of writing an article of magazine must exploit the use of words or phrases based on the English culture.

1.2. Research Question

The questions of this research are :

1. What are the types of shifts of English noun phrases that occur in the translation of Garuda-Indonesia Colours Magazine article?
2. What are the types of equivalence that occur in the translation of Garuda-Indonesia Colours Magazine article?

1.3. Research Objective

The objectives of this research are :

1. To identify and describe the types of category shifts that occurs in the translation of Garuda-Indonesia Colours Magazine article.
2. To identify and describe the types of equivalence that occur in the category shift of the translation of Garuda-Indonesia Colours Magazine article on transferring message from the source language into the target language.

1.4. Uses of the Research

This research is really expected to contribute these two main following uses, theoretical and practical uses.

1.4.1. Theoretical Use

Theoretically, the researcher hopes that this research paper can give contribution in increasing and developing the knowledge of translation study.

1.4.2. Practical Use

Practically, it is also hoped that this research become a reference and useful addition information for someone who wants to study and analyze the translation shift and equivalence.

1.5. Scope of the Research

In this research, the researcher focuses on types of category shift which occur and also the occurrence of category equivalence in English to Indonesia of Garuda-Indonesia Colours Magazine article. The articles are published in 2015 entitled The Perfect Wave. This research also determine what the most is forming frequently applied in shift and equivalence