

## **ABSTRACT**

### **Unit Shift Translation in English into Indonesian Subtitling of Jack Ma's *Inspiring Speech***

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This research analyzed the pattern of unit shift that occurred in the translation of English into Indonesian subtitle of Jack Ma's *Inspiring Speech*. Descriptive qualitative method was applied. In order to find out the pattern of unit shift translation, the writer applied Catford's (1965) theory that is about translation process. As the result of the study, the writer found out that the pattern of unit shift that is collected from the Jack Ma's *Inspiring Speech* is morpheme to phrase (1), word to phrase (13), clause to phrase (2), phrase to word (1), phrase to clause (2), and zero to word (1). For zero to word actually does not exist in Catford's (1965) theory, the additional word in target language is happened because the translator want to give more explanation to the readers/audiences in source language. Also, each of these patterns has different case of unit change that is from higher rank into lower rank and from lower rank into higher rank with different causes. The unit change from higher rank into lower rank happens when the translator transform SL into TL by omitting some words so that the result of translation will be more effective and efficient. Meanwhile the unit shift that is changed from lower rank into higher rank happens when the translator needs to clarify the utterance and gives more information about words that considers to be unknown for some people.

**Keywords:** *translation, translation process, translation shift, unit shift.*