

## *The Category Shifts and Translation Equivalents Found at Museum Gedong Arca Brochure: A Translation Study*

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#### Abstract

*Translation of tourism texts is essential to bridge intercultural communication and ensure accurate transfer of cultural values to international audiences. This study investigated category shifts and equivalence strategies in the English translation of the Museum Gedong Arca brochure, a bilingual tourism text published by the Cultural Heritage Preservation Center of Bali. A descriptive qualitative method was applied through document analysis, with note-taking and documentation techniques used to collect data. The analysis was based on Catford's (1965) framework of category shifts and Nida's (1964, 1969) framework of translation equivalence. Results revealed 14 category shifts and 11 equivalence cases, with structure and unit shifts being most frequent, and formal equivalence slightly dominating. These findings highlight the importance of grammatical adaptation while maintaining fidelity, offering insights for improving translations of cultural heritage materials.*

## INTRODUCTION

Translation plays a vital role in bridging communication across different languages and cultures, particularly in the tourism sector where information must be delivered clearly and appropriately to international audiences. As defined by Nida (1969), translation is the reproduction in the receptor language of the closest natural equivalent of the source-language message, focusing first on meaning and second on style. Larson (1984) and Newmark (1988) similarly emphasized that the essence of translation lies in meaning transfer while maintaining structural integrity. Catford's (1965) concept of translation shift further highlights how textual material in the source language is replaced by equivalent material in the target language through systematic linguistic changes.

One of the central issues in translation is equivalence. Nida (1964) differentiated between formal equivalence, which prioritizes structural and lexical accuracy, and dynamic equivalence, which focuses on conveying the intended meaning and emotional impact of the original message. The application of these equivalence types, alongside translation shifts such as structure, class, unit, and intra-system shifts as classified by Catford (1965), becomes crucial in translating culturally loaded content.

The locus of this study is the Museum Gedong Arca brochure, published in 2017 by the Cultural Heritage Preservation Center of Bali. The brochure contains bilingual texts

(Indonesian–English) that describe Balinese cultural heritage, making it an appropriate material for analyzing both category shifts and equivalence strategies.

Several previous studies have examined translation of tourism materials. Safi'i and Tanjung (2020) investigated domestication and foreignization in the translation of a sightseeing guidebook in Yogyakarta. Hanifah and Afriliani (2024) analyzed Norwegian Frozen Tours as a case of translating tourism texts with landscape elements. Nasution and Kharisma (2024) studied translation methods in a tourism brochure on historical heritage. While these studies focused on broader strategies or general translation methods, none specifically examined the interplay between category shifts and equivalence strategies in a single bilingual brochure. Therefore, this study fills the gap by combining Catford's and Nida's frameworks in analyzing the Museum Gedong Arca brochure.

The aims of this study were to (1) identify the types of category shifts and (2) identify the types of equivalence strategies applied in the English translation of the Museum Gedong Arca brochure. The findings are expected to provide insights into effective strategies for translating culture-bound tourism materials.

## METHOD

This study employed a qualitative descriptive method, which is appropriate for examining linguistic and cultural translation phenomena in non-numerical form. The qualitative approach was selected to allow in-depth interpretation of meaning, context, and structural shifts that occur in the translation process.

The study procedure consisted of several stages: (1) defining the study objectives clearly; (2) selecting the appropriate theoretical framework and analytical method; (3) collecting data through document analysis supported by note-taking and documentation; and (4) classifying the data based on relevant linguistic theories.

The primary data source was a bilingual brochure entitled Museum Gedong Arca: Mengenal Sejarah dan Budaya Melalui Koleksi Artefak, published by the Cultural Heritage Preservation Center of Bali on July 6, 2017. This brochure was accessed in PDF format via the official website of the Ministry of Education and Culture of Indonesia. It was chosen purposively due to its rich cultural content and bilingual presentation, which facilitated direct comparison between the source language (Indonesian) and the target language (English).

The purposive sampling technique allowed the researcher to select data that were most relevant to the focus of the study. The data were analyzed using Catford's (1965) framework on category shifts (structure shift, class shift, unit shift, intra-system shift) and Nida's (1964; 1969) theory of equivalence (formal and dynamic equivalence).

## RESULT AND DISCUSSION

An analysis type of translation according to Catford (1965), category shift refers to departures from formal correspondence in translation, where a translation equivalent in the target language (TL) belongs to a different grammatical category from its source language (SL) counterpart. Catford classifies these shifts into four types: structure shift, class shift, unit shift, and intra-system shift. Each type represents a different way in which linguistic form is adapted to meet the grammatical and stylistic norms of the TL while preserving the intended meaning of the SL.

## 1. Structure shifts

Structure shifts occur when there is a change in the grammatical structure between the source language (SL) and the target language (TL). These shifts arise due to differences in the linguistic systems of the two languages, such as word order (noun + modifier in Indonesian versus modifier + noun in English), sentence patterns (existential in Indonesian versus the declarative there is/are in English), and the use of articles (which exist in English but not in Indonesian). Such structural differences often require the translator to reorganize elements of the SL in order to produce a TL text that is grammatically acceptable while still preserving the intended meaning of the original.

Table 1. Structure Shift

| SL   | TL   |
|--|--|
| Di <b>halaman tengah</b> (jaba tengah) terdapat 5 gedung tempat memajang koleksi | in the <b>middle yard</b> is called (jaba tengah) there are 5 of building the place for display collection |

In this data, the SL phrase “halaman tengah” follows Indonesian grammatical norms in which the head noun (halaman) precedes its modifier (tengah). In the TL, however, it is rendered as “middle yard,” which reflects English grammatical conventions by placing the adjective before the noun. This demonstrates a structural shift in word order. Furthermore, the SL clause “terdapat 5 gedung tempat memajang koleksi” is restructured in the TL into “there are 5 buildings in the middle yard used as places for display collection.” Although the translation is relatively literal in meaning, the restructuring shows a clear structure shift, as the Indonesian existential construction (terdapat) is converted into an English declarative clause (there are). This indicates that the translator not only preserved the semantic content but also adjusted the grammatical structure to meet TL norms, in line with Catford’s (1965) concept of structure shift.

## 2. Class Shift

According to Catford (1965), a class shift occurs when a translation in the target text belongs to a different grammatical category (or part of speech) than its equivalent in the source text. Unlike a structural shift, which focuses on changes in the position or arrangement of words or phrases, a class shift involves the transformation of a word’s grammatical class, for example from a noun to a verb or from an adjective to an adverb. Catford emphasizes that this type of shift reflects the interdependence between structure and class, where a modification in one aspect often necessitates a corresponding change in another in order to preserve meaning and grammatical acceptability.

Table 2. Class Shift

| SL   | TL   |
|--|--|
| Sejarah <b>pendirian</b> museum bermula dari gagasan | History of <b>founding</b> museum begin from idea. |

According to Catford (1965), a class shift occurs when an SL item is translated into a TL item belonging to a different grammatical class, such as a noun being rendered as a verb, adjective, or other form. In this example, the SL noun “pendirian” (“establishment/founding”), which is derived from the verb “dirikan”, is translated into

founding in English. While “pendirian” functions as a concrete noun in Indonesian, founding in English is a gerund, which grammatically belongs to the verb class but functions nominally. This shift reflects Catford’s definition of class shift, since the TL item changes grammatical category while maintaining the same referential meaning. The translation also enhances naturalness in the TL, as founding is more idiomatic in English usage than a literal rendering such as establishment history.

### 3. Unit Shift

According to Catford (1965), a unit refers to a segment of language that has a specific structure, such as a sentence, clause, or group, each containing distinct grammatical patterns. A unit shift occurs when a segment from one rank in the source text is translated into a different rank in the target text. This may involve shifts between sentences and clauses, words and phrases, or vice versa. Catford classifies unit shifts into two types: upward rank shift, where a lower-level unit is translated into a higher-level unit (word to phrase, phrase to clause), and downward rank shift, where a higher-level unit is translated into a lower-level unit (clause to phrase, sentence to clause). This classification reflects the hierarchical nature of language structure, in which each rank interacts systematically with the others.

Table 3. Unit shift

| SL   | TL   |
|--|--|
| Pada Balai Pelindung C, D, E, F, G, H dan I<br>dipamerkan sarkofagus dan <b>tempayan</b> | At the protection hall C, D, E, F, H and I<br>displayed of sarkofagus and <b>large water jar</b> |

The SL term “tempayan” is a single lexical item, but in TL it is rendered as large water jar, a descriptive noun phrase. This represents an upward rank change from a single word to a phrase with two modifiers to describe the noun, which is a clear case of unit shift. Such expansion is often necessary when a single SL term has no direct TL equivalent, especially when it refers to culturally specific objects unfamiliar to TL readers. By providing descriptive detail, the translation aids comprehension without losing the cultural reference.

### 4. Intra-system Shift

Intra-system shifts occur when the source and target languages differ in their system of correspondences, resulting in a translation that uses a non-corresponding system. These shifts occur internally within a particular linguistic system, as described by Catford (1965:80). In this case, the concept expressed in the source language may not have a direct equivalent in the target language, necessitating a shift in the system used to convey the meaning, often due to differences in grammatical or syntactical structures between the languages.

Table 4. Intra-system Shift

| SL   | TL   |
|--|--|
| <b>Koleksi-koleksi</b> tersebut dipamerkan di halaman tengah | That <b>collections</b> displayed at middle yard |

Plurality in the SL (Indonesian) is marked by reduplication, as seen in “koleksi-koleksi”, whereas in the TL (English) it is indicated by the plural suffix -s, as in collections.

This difference reflects the distinct grammatical systems of the two languages. Indonesian uses reduplication as a morphological strategy to show plurality, while English relies on inflectional morphology through suffixation. Thus, although both systems express plurality, they employ different linguistic mechanisms. According to Catford's (1965) concept of intra-system shift, this occurs when two languages share a parallel category in this case, plurality but realize it through different grammatical forms. The translator adapts the reduplicated SL form into the inflectional TL form, thereby preserving the plural meaning while conforming to TL grammatical rules.

This section analyzed the types of equivalence found in the Museum Gedong Arca brochure translation, using Eugene Nida's concepts of formal and dynamic equivalence from *Toward a Science of Translating* (1964). Formal equivalence aimed to preserve the linguistic form and structure of the source language (SL), including grammar and word order (Nida, 1964:159). In contrast, dynamic equivalence focused on conveying the intended meaning in a natural and culturally appropriate way for the target audience, prioritizing the reader's response (Nida, 1964:166).

### 1. Formal Equivalence

According to Nida (1964, 1969), formal equivalence aims to preserve the exact structure and grammatical characteristics of the source text (SL). It focuses on translating units such as nouns, verbs, and phrases directly, without altering their grammatical form or function. This approach seeks to maintain consistency in the use of words and terms throughout the translation, even if the meaning may sound unnatural or awkward in the target language (TL). Additionally, Nida emphasizes that formal equivalence keeps the original formal elements intact, such as punctuation, paragraph breaks, and sentence structure, ensuring that the text in the TL reflects the SL as closely as possible. This type of equivalence, therefore, prioritizes accuracy and consistency over fluency or adaptation.

Table 1. Formal Equivalence

| SL   | TL  |
|--|---|
| <b>Sejarah pendirian</b> museum bermula dari gagasan Prof. Dr. R. P. Soejono | <b>History of founding</b> museum begin from idea Prof. Dr. R. P. Soejono |

This data maintains the SL structure as closely as possible. The head-modifier pattern in Sejarah "pendirian" museum is mirrored in History of founding museum, demonstrating the translator's attempt to keep the word order and syntactic arrangement intact. This strategy reflects Nida's (1964, 1969) notion of formal equivalence, which emphasizes accuracy in both grammatical form and lexical meaning. In this case, the translation preserves the nominal structure of the SL phrase, even though it results in a slightly unnatural expression in English. Such preservation shows that the translator prioritized structural fidelity over stylistic adaptation, ensuring that the relationship between the head noun (sejarah/museum) and its modifier (pendirian/founding) remains explicit. Although the phrase could be smoothed into a more natural rendering such as The history of the museum's founding began with the idea of Prof. Dr. R. P. Soejono, the chosen translation maintains closer alignment with the SL grammar, which is the essence of formal equivalence.

## 2. Dynamic Equivalence

According to Nida (1964, 1969), dynamic equivalence emphasizes conveying the meaning and intent of the source text (SL) in a way that resonates naturally with the target language audience (TL). Unlike formal equivalence, which focuses on a word-for-word translation, dynamic equivalence is more concerned with producing a translation that is culturally and contextually appropriate for the target audience. This approach often involves making adjustments to the grammatical structure, idiomatic expressions, and even cultural references, in order to create a translation that feels fluent and engaging. While formal equivalence seeks to preserve the exact form of the SL, dynamic equivalence prioritizes the communicative function and emotional impact of the message, ensuring that the translation is both meaningful and accessible to the target audience.

Table 2. Dynamic Equivalence

| SL   | TL   |
|--|--|
| Museum Gedong Arca dengan <b>koleksi unggulan</b> berupa benda cagar budaya dari Masa Prasejarah dan Sejarah | Museum Gedong Arca with the <b>pre-eminent collection</b> in the form of cultural heritage objects from the prehistoric and historic periods |

Here, “koleksi unggulan” is translated as pre-eminent collection, a phrase that conveys the intended meaning of “outstanding” rather than translating literally. This approach reflects Nida’s dynamic equivalence, where the aim is to produce the same communicative effect on TL readers as on SL readers. The chosen term pre-eminent collection is considered contextually appropriate because it conveys the intended meaning of “unggulan” as “outstanding” or “excellent,” rather than a literal rendering. It is also culturally sensitive, as it avoids awkward phrasing that might confuse target readers unfamiliar with Indonesian cultural terminology. Furthermore, it is more natural in TL usage because “pre-eminent” is a common collocation with “collection” in English academic and tourism discourse, ensuring that the translation is both idiomatic and accessible. This ensures that the translation is both accurate and accessible to its intended audience.

## CONCLUSION

This study found four types of category shift in the Museum Gedong Arca brochure translation: structure shift, class shift, unit shift, and intra-system shift. These shifts show how the translator adapted the grammatical form of the source language to match the target language while keeping the meaning.

Two types of equivalence were also identified: formal and dynamic equivalence. Formal equivalence preserved the original structure and wording, while dynamic equivalence focused on naturalness and clarity for the target audience. Overall, the use of both category shifts and equivalence strategies enabled the translation to convey the intended message accurately and understandably for English readers. The findings of this study may serve as a reference for translators and educators in improving translation quality, especially in cultural heritage and tourism materials. Further research could extend



the scope by examining multimodal tourism texts (such as websites, videos, or digital brochures) and comparing strategies across different cultural contexts.

Future researchers are advised to explore the integration of other translation theories such as Molina and Albir's (2002) techniques or Newmark's (1988) communicative and semantic translation to provide a more comprehensive understanding. Additionally, comparative studies between machine-translated and human-translated tourism texts could enrich the discussion on accuracy and readability.

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